

R.W. Knudsen Family® Share Your Simple Promotion
(“Promotion”)

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. INTERNET ACCESS AND A VALID FACEBOOK ACCOUNT ARE REQUIRED TO ENTER.

HOW TO ENTER: Between June 5, 2012, 12:00 p.m. noon Eastern Time (“ET”), and December 17, 2012, 11:59:59 a.m. ET (“Promotion Period”) access the **R.W. Knudsen Family®** page on Facebook (Facebook.com/rwknudsen), click on the “Share Your Simple” Promotion tab to access the Promotion application and then follow the directions to complete the form, including name, street address, city, state and zipcode, and share your “simple tip” (“Tip”) for the theme that corresponds to the Bi-Weekly (every two weeks) Entry Period. The Tip must be written in English and be 50 words or less. Upon submitting a Tip, you will receive one entry into both the corresponding Bi-Weekly Entry Period Drawing and the corresponding Grand Prize Entry Period Drawing. Submission of an entry grants Sponsor and its agents the right to publish, use, adapt, edit and/or modify the Tip in any way, in any and all media, without limitation, and without additional consideration to you. Submitted Tips must be the original work of the entrant; may not have been published previously; must not infringe third-party rights, and must be suitable for publication as determined by Sponsor (i.e., may not be obscene or indecent). **Limit one entry per person per day.** For purposes of this Promotion, a “day” begins at 12:00 a.m. ET and ends at 11:59:59 p.m. ET (except for the first day which begins at 12:00 p.m. noon ET and the last day which ends at 11:59:59 a.m.). No robotic, programmed, script, macro or other automated entries (collectively “automated entries”). All automated entries, or, multiple entries by the same person/e-mail address, or entries that have been tampered with will be disqualified. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to the Sponsor and not to Facebook. Any questions, comments or complaints regarding this Promotion shall be directed to Sponsor and not to Facebook. Personal information collected will be used solely for the purposes of the Promotion to notify the winners, and will not be re-used, sold or shared in any manner by Sponsor or any third parties.

ELIGIBILITY: The Promotion is open only to legal residents of the 50 United States and the District of Columbia that are 18 years of age or older, except employees, officers and directors of Knudsen & Sons, Inc. (“Sponsor”), its parent, subsidiaries, affiliated companies, sales representatives, advertising, sales, promotion and judging agencies, webmasters/suppliers, and their respective immediate family members (spouse, parents, siblings, children) or household members (whether or not related). By entering you agree to these Official Rules. The Promotion is void outside the 50 United States/D.C. and where prohibited.

Bi-Weekly and Grand Prize Entry Periods and Themes:

R.W. Knudsen Family Spritzers Bi-Weekly Entry Periods and Grand Prize Entry Period #1

Entry Period	Theme
6/5/12 at 12:00 p.m. noon ET - 6/18/12	Simple Tips in the Garden
6/19/12 - 7/2/12	Simple Barbecue Tips
7/3/12 - 7/16/12	Simple Fitness Tips
7/17/12 - 7/30/12	Simple Outdoor Tips

R.W. Knudsen Family Just Juice Bi-Weekly Entry Periods and Grand Prize Entry Period #2

Entry Period	Theme
7/31/12 - 8/13/12	Simple Long Weekend Trip Tips
8/14/12 - 8/27/12	Simple Morning Routine Tips
8/28/12 - 9/10/12	Simple in the Kitchen Tips
9/11/12 - 9/24/12	Simple Back-to-School Tips
9/25/12 - 10/8/12	Simple Fall Bucket List Tips

R.W. Knudsen Family Celebratory Beverages Bi-Weekly Entry Periods and Grand Prize Entry Period #3

Entry Period	Theme
10/9/12 - 10/22/12	Simple Harvest Time Tips
10/23/12 - 11/5/12	Simple DIY Halloween Costume Tips
11/6/12 - 11/19/12	Simple Gift Idea Tips
11/20/12 - 12/3/12	Simple in the Home Tips
12/4/12 – 12/17/12 at 11:59:59 a.m. ET	Simple Holiday Recipes Tips

DRAWINGS: Grand Prize Drawings: One Grand Prize winner will be selected in a random drawing on or about the Thursday following the end date of each Grand Prize Entry Period from all eligible entries received for each Grand Prize Entry Period. Odds of winning a Grand Prize depend on the number of eligible entries received for each Grand Prize Entry Period. **Bi-Weekly Prize Drawings:** One Bi-Weekly Prize winner will be selected in a random drawing on or about the Thursday following the end date of each of the fourteen Bi-Weekly Drawing Periods from all eligible entries received during each Bi-Weekly Entry Period. Odds of winning a Bi-Weekly Prize depend on the number of eligible entries received for each Bi-Weekly Drawing Period. Non-winning entries will not be carried forward into subsequent drawings. Drawings will be conducted by an independent judging agency whose decisions shall be final in all matters relating to the Promotion.

PRIZES: Three Grand Prizes (one per Grand Prize Entry Period): a \$4,500 Visa® Gift Card. 14 Bi-Weekly Prizes: a \$500 Visa® Gift Card. Approximate ARV of all Bi-Weekly Prizes: \$7,000. Total value of all prizes: \$20,500.00. Limit one Grand Prize and One Bi-Weekly Prize per person or household. Gift cards are subject to terms and conditions as specified by issuer. Prizes are non-transferable. No substitutions, cash redemption or transfer of any prizes permitted, except Sponsor reserves the right to substitute a prize of equal or greater value. All prizes will be awarded provided they are properly claimed in accordance with these Official Rules and a sufficient number of eligible Entries are received.

GENERAL TERMS & CONDITIONS: Winners will be notified by email and mail. Each Grand Prize winner will be required to execute an Affidavit of Eligibility, a Liability Release and (where legal) a Publicity Release and may be asked to make themselves available for media interviews and public relations activities related to the Promotion where appropriate. If potential Grand Prize winner fails to return such documents within **7 days**, or is found to be ineligible, or if he/she does not comply with these Official Rules, then the potential Grand Prize winner will be disqualified and an alternate winner will be selected. Winners further acknowledge that the above parties are in no manner responsible or liable for, and specifically disclaim, any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize or portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose. By entering, entrants agree (a) to release, indemnify and hold harmless Sponsor and its parent, affiliates, subsidiaries, advertising and promotion agencies, and Facebook, Inc., and all of their respective officers, directors, employees, representatives and agents from any and all liability, for any damages, injuries or losses of any kind to person(s), including death, or property, arising directly or indirectly from the acceptance, possession, misuse or use of a prize or his/her participation in the Promotion or any Promotion-related activity; and (b) to grant (and to confirm such grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority the right to the use of his/her name, likeness, voice, image, statements and biographical information at any time or times for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide and on the World Wide Web, without review, notification, approval or additional compensation, unless prohibited by law. Prizes will be shipped to the address provided within six weeks of verification. All taxes on the prize, if any, are solely the responsibility of the winner. All federal, state, and local laws and regulations apply. No more than the number of prizes stated in these Official Rules will be awarded. If due to any technical, production or other error, more prizes are claimed or awarded than are described in the Official Rules at any prize level, the number of prizes identified in the Official Rules will be awarded in a random drawing from all such prize claims received. By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, will be governed by, and construed in accordance with, the laws of the State of Ohio, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts in Cleveland, OH. **The information you disclose when you register for the Promotion will be subject to the Sponsor's Privacy Policy set forth at www.rwknudsenfamily.com/privacy-policy.**

LIMITATIONS OF LIABILITY: In the event of a dispute regarding the identity of an

entrant, such entry will be deemed to be made by the authorized Facebook Account holder of the Facebook ID used to submit the entry. "Authorized Facebook Account holder" is the natural person who is assigned to the Facebook ID by Facebook. Neither Sponsor nor its agencies are responsible for lost, late, stolen, illegible, misdirected, or non-delivered entries, or e-mail; or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website or other connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, satellite, or cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Neither Sponsor nor its agencies are responsible for any incorrect or inaccurate information, whether caused by website users, or by any equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of website. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds may be tampering with the entry process or operation of the Promotion or website, may be acting in violation of the terms of the website or these Official Rules or may be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Neither Sponsor nor its agencies are responsible for injury or damage to entrant's or any other person's computer related to or resulting from participating in the Promotion or downloading or copying materials from or use of website. If, for any reason, the Promotion is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, hacking, unauthorized intervention, fraud, technical failures or any other causes which, in sole opinion of the Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Promotion, and randomly select winners from entries received prior to action taken. Any attempt to deliberately damage any website or undermine the legitimate operation of the Promotion is unlawful and subject to legal action by Sponsor or its agents.

IN NO EVENT WILL SPONSOR, ITS PARENT, AFFILIATES, SUBSIDIARIES OR RELATED COMPANIES, THEIR ADVERTISING OR PROMOTION AGENCIES OR THEIR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES OR AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF THIS PROMOTION, INCLUDING ENTRANTS ACCESS TO AND USE OF THE PROMOTION INTERNET SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS WEBSITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR

EXCLUSIONS.

Winners List: Winners will be posted on the **R.W. Knudsen Family** Facebook page on or about 3 weeks following the end of each Bi-Weekly or Grand Prize Entry Period. For the names of the prize winners by mail, available after all winners have been verified, send a self-addressed stamped business-size envelope with proper postage affixed by January 31, 2013 to: **R.W. Knudsen Family** Share Your Simple Winners List, 6240 Oakton Street, Morton Grove, IL 60053.

Sponsor: Knudsen & Sons, Inc., P.O. Box 369, Chico, CA 95927