

The Martha White® 2017 Nothing But Country CMA Music Festival Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The Martha White® 2017 Nothing But Country CMA Music Festival (the "Promotion") is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least eighteen (18) years old at the time of entry ("Entrant"). Employees of The J.M. Smucker Company, Martha White Foods Inc., HelloWorld, Inc., Country Music Association, Inc. ("CMA"), and their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void in Alaska, Hawaii, and where prohibited. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and to the decisions of the Sponsor and Administrator, as defined below, which are final and binding in all matters related to the Promotion. Winning a Prize, as defined below, is contingent upon fulfilling all requirements set forth herein.

2. Sponsor and Administrator: Sponsor is The J.M. Smucker Company, One Strawberry Lane, Orrville, OH 44667 ("Sponsor"); and Promotion Administrator is HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 ("Administrator"). CMA is not a Sponsor of this Promotion.

3. Timing: The Promotion begins on February 1, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on March 17, 2017 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official timekeeping device for the Promotion.

4. How to Enter: During the Promotion Period, Entrant may submit an Entry, as defined herein, through the Martha White Foods, Inc. Facebook page (<https://www.facebook.com/MarthaWhiteBaking>) or through the Promotion website at <https://marthawhite.promo.eprize.com/festival/> (the "Website"). Entrant must follow the links and instructions on the Martha White Foods, Inc. Facebook page or Website to complete and submit an Entry, as defined herein, including following the links and instructions to answer one (1) Promotion survey question, after which Entrant will automatically receive one (1) entry into the Promotion ("Entry"). Entrants may submit only one Entry per day during the Promotion Period regardless of method of Entry. Multiple Entrants are not permitted to share the same email address. Any attempt by an Entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that Entrant's Entries and that Entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any Entry, the authorized account holder of the email address used to submit an Entry will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential Prize Winner, as defined herein, may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entry/Pinterest Share: During the Promotion Period, after you log-in, follow the links and instructions to share the Promotion on Pinterest or an image of your own, and you will receive one (1) additional Sweepstakes entry. If you pin your own image on Pinterest, you must include the #Sweepstakes". Limit: One (1) additional Sweepstakes entry during the Promotion Period.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of the four (4) potential Prize Winners, as defined below, are final and binding in all matters related to the Promotion. Administrator will randomly select four (4) potential Prize Winners from all eligible Entries received during the Promotion Period, on or around March 20, 2017 (collectively, the potential Prize Winners. The potential Prize Winners will be notified by email, mail or phone. Except where prohibited, each potential Prize Winner (or parent/legal guardian, if potential Prize Winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent to potential Prize Winner in order to claim his/her Prize, as defined herein. Prize, as defined herein, will be forfeited if a potential Prize Winner: cannot be contacted; fails to sign and return the Declaration or fails to provide any other requested information within the required time period (if applicable); or, if the Prize, as defined

below, is returned as undeliverable. Receiving a Prize, as defined herein, is contingent upon compliance with these Official Rules. In the event that a potential Prize Winner is disqualified for any reason, Sponsor will award the applicable Prize, as defined herein, to an alternate Prize Winner by random drawing from among all remaining eligible Entries. Only three (3) alternate drawings will be held after which the Prize, as defined herein, will remain un-awarded.

6. Prizes: Each of the four (4) Prize Winners will be awarded the following: A trip for two (2) to Nashville, TN to attend the 2017 CMA Music Festival, including: round trip, coach-class air transportation for two (2) from a major airport near Prize Winner's home (determined by Sponsor in its sole discretion) to the Nashville International Airport; round trip ground transportation from and to the Nashville International Airport, according to air travel schedule, as arranged by Sponsor; five (5) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) four day lower-level tickets to the CMA Music Festival as well as round trip ground transportation between hotel and the CMA Festival (unless hotel is within walking distance (one (1) mile) from the CMA Music Festival); and travel agent services, if any, as arranged at the discretion of Sponsor (individually, a "Prize"). Prize Winners must travel on June 7, 2017 and return on June 12, 2017 or Prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Neither the Sponsor nor CMA is not responsible if the CMA Music Festival is delayed, postponed or cancelled for any reason and Prize Winners will not be reimbursed for tickets. Seating and timing to be determined in the sole discretion of Sponsor. Tickets may be subject to the issuer's standard rain-check policies and procedures. By accepting Prize, Prize Winner agrees to abide by any terms, conditions and restrictions provided by the CMA Music Festival ticket and all rules and regulations of the venue. The Sponsor is not responsible if any Prize Winner does not use the CMA Music Festival ticket. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated herein for each Prize, including, but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, and taxes or other expenses, are the sole responsibility of Prize Winner. Travel companion must be at least five (5) years of age or older as of the date of departure, as stated above, or a sibling/friend of Prize Winner with the appropriate parental or legal guardian permissions and releases, and must travel on same itinerary and at the same time as the Prize Winner. If Prize Winner is a minor in his/her state of residence, travel companion must be Prize Winner's parent/legal guardian. Travel companion must execute Declaration prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If, in the judgment of Sponsor, air travel is not required due to Prize Winner's proximity to Nashville, TN, Prize destination, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate Retail Value ("ARV") for each Prize is \$5,625 and total ARV of Prizes is \$22,500. Actual ARV may vary based on airfare fluctuations and distance between departure and destination. Prize Winners will not receive difference between actual and approximate retail value. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated Prize should become unavailable for any reason. Prize Winners are responsible for all taxes and fees associated with Prize receipt and/or use. Odds of winning a Prize depend on the number of eligible Entries received during the Promotion Period. Limit: one (1) Prize per person.

7. Release: By receipt of any Prize, each Prize Winner agrees to release and hold harmless Sponsor, Martha White Foods Inc., Facebook, Inc., CMA, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and Prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property arising out of participation in the Promotion or receipt, use or misuse of any Prize.

8. Publicity: Except where prohibited, participation in the Promotion constitutes each Prize Winner's consent to Sponsor's and its agent's use of Prize Winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of

the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible Entries received up to the date of discontinuance for any or all of the Prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any Entrant it finds to be tampering with the Entry process or the operation of the Promotion, or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of Entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt or use or misuse of any Prize. If for any reason an Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, that Entrant's sole remedy is another Entry in the Promotion, if it is possible. No more than the stated number of Prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Prizes, as set forth in these Official Rules, to be available and/or claimed, Sponsor reserves the right to award only the stated number of Prizes by a random drawing among all legitimate, un-awarded, eligible Prize claims.

11. Disputes: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Ohio (Eastern Division) or the appropriate Ohio State Court located in Wayne County, Ohio; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant, Sponsor and/or the Administrator, in connection with the Promotion, shall 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 (whether of the State of Ohio or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Ohio.

12. Entrant's Personal Information: Information collected from each Entrant is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.smuckers.com/privacy-policy> and Martha White Foods Inc.'s Privacy Policy <http://www.marthawhite.com/privacy-policy>.

13. Prize Winners List: Once Prize Winners have been confirmed, the Prize Winners list will be available at <http://bit.ly/2k0Ghmr>.

© 2017 HelloWorld, Inc. All rights reserved.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or CMA.

CMA Music Festival and associated logos are trademarks of the Country Music Association, Inc., all rights reserved.