

**Nathan's Famous Original Selfie Sweepstakes  
Official Rules**

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

**1. Eligibility:** Nathan's Famous Original Selfie Sweepstakes (the "Promotion") is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia (excluding Alaska and Hawaii) who are at least eighteen (18) years old at the time of entry. Employees of John Morrell & Co. Nathan's Famous, Inc., Marsh Brand Partners, HelloWorld, Inc., and any of 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. The Promotion contains a contest ("Contest"), a sweepstakes ("Sweepstakes") and an instant win game ("Instant Win Game").

**2. Sponsor:** John Morrell & Co., 805 E. Kemper Rd., Cincinnati, OH 45246. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Agreement to Official Rules:** By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

**4. Timing:** The Promotion begins on May 18, 2015 at 12:00 a.m. Eastern Time ("ET") and ends on September 13, 2015 at 11:59 p.m. ET (the "Promotion Period"). For the purposes of the Promotion, a week ("Week") is defined as beginning at 12:00 a.m. ET each Monday and ending at 11:59 p.m. ET the following Sunday. The Sweepstakes consists of four (4) entry periods (each an "Entry Period") as outlined in the chart below.

<b>Entry Period</b>	<b>Start Date (at 12:00 a.m. ET)</b>	<b>End Date (at 11:59 p.m. ET)</b>	<b>Approximate Drawing Date</b>
<b>1</b>	5/18/15	6/14/15	6/16/15
<b>2</b>	6/15/15	7/12/15	7/14/15
<b>3</b>	7/13/15	8/9/15	8/11/15
<b>4</b>	8/10/15	9/13/15	9/15/15

Administrator's computer is the official time-keeping device for the Promotion.

**5. How to Enter:**

**a. Online with Submission:** During the Promotion Period, visit <http://www.nathansselfie.com> (the "Website"), and complete and submit the registration form, including a valid home address. P.O. Boxes are not permitted. Then, follow the directions to upload a selfie with a Nathan's beef franks product package, and you will automatically receive one (1) Sweepstakes entry and one (1) Instant Win Game play. Your selfie photo can include you and/or friends and family members. Minors may only appear in the selfie if you are their parent or legal guardian. You will then receive an email with a link back to the Website where you can enter a story about your selfie. Your uploaded selfie will hereafter be referred to as your submission ("Submission"). Your selfie story must be at least one hundred (100) characters and no more than three hundred (300) for your Submission to be eligible in the Contest, but only uploaded selfies will be judged in the Contest. Selfie stories will not be judged. Selfie stories must be entered during the same Entry Period that your selfie was uploaded (subject to 30 minute grace period).

**b. Online without Submission:** To enter the Sweepstakes and play the Instant Win Game without uploading a selfie, click [here](#) or visit <http://www.nathansselfie.com/oamoe> and follow the

link and instructions as directed on the photo upload page and you will automatically receive one (1) Sweepstakes entry and one (1) Instant Win Game play.

**c. Email:** During the Promotion Period, email your selfie to [enter@nathansselfie.com](mailto:enter@nathansselfie.com); the selfie should be included as an attachment to the email. You will automatically receive one (1) Sweepstakes entry and you will then receive an email with a code and directions on how to enter the story. Follow the instructions to enter the code online and you will receive one (1) Instant Win Game play, and follow the instructions to provide a story about your selfie to complete your Submission for the Contest. Your story must be at least one hundred (100) characters, but no more than three hundred (300) characters.

**d. Nathan's Famous Mobile Events:** At various Nathan's Famous Mobile events, you will be able to have your picture taken with a Nathan's beef franks product package. If you would like to participate in the Promotion, provide the event representative with your email address and you will automatically receive one (1) Sweepstakes entry. You will then receive an email with a code and directions on how to enter the story. Follow the instructions to enter the code online and you will receive one (1) Instant Win Game play, and follow the instructions to provide a story about your selfie to complete your Submission for the Contest. Your story must be at least one hundred (100) characters, but no more than three hundred (300) characters.

**e. Twitter or Instagram (Sweepstakes Only):** If you post your Selfie on Twitter or Instagram along with the hashtag #NathansSelfieSweeps, you will earn one (1) Sweepstakes entry. Limit: Each entrant may receive one (1) Sweepstakes entry during the Promotion Period for posting a Submission on Twitter or Instagram.

To play the Instant Win Game, follow the links and instructions and Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

By uploading or emailing your Submission, you agree that your Submission conforms to the Photo Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove your Submission and disqualify you from the Promotion if it believes that your Submission fails to conform to the Guidelines and Restrictions.

Photo Guidelines:

- The Submission must be in .gif, .png, .tiff, .bmp, .jpeg, or .pdf format;
- The Submission must not exceed 5 MB in size;
- The Submission must be a selfie and must contain a Nathan's product; and
- The Submission must contain a title in English.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the Promotion;
- The Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission in this Contest;
- The Submission must not contain images or artwork not created by entrant;
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and

- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where Submission is created.

**Limit:** Each entrant may receive one (1) Sweepstakes entry and one (1) Instant Win Game play total per Week through any of the methods a, b, c and d above; and one (1) Sweepstakes entry for the Promotion Period through method e above. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries/plays/Submissions by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries/plays/Submission and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Entrants must have permission from all individuals that appear in a Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected entries/plays/Submissions, which will be disqualified. In the event of a dispute as to any entry/play/Submission, the authorized account holder of the email address used to register 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. Potential winners may be required to show proof of being an authorized account holder.

**Tell A Friend Program:** After you play the Instant Win Game, you will be invited to share the Promotion via email and on various social media websites. For each friend who registers for the Promotion through a link you shared, you will receive one (1) additional Sweepstakes entry and one (1) additional Instant Win Game play. Limit: each entrant may receive ten (10) Sweepstakes entries and ten (10) Instant Win Game plays total per Week through the Tell A Friend Program method.

**6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTION SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY/ENTRY AND IS VOID AND WILL NOT BE HONORED.**

#### **7. Winner Determination:**

**a. Sweepstakes:** Administrator will randomly select the potential Sweepstakes winners, from all eligible entries received during each Entry Period, on or around the dates listed in Section 4 above. Non-winning entries will not be included in subsequent Entry Period drawings. If a potential winner entered through Instagram or Twitter, he/she will be notified by Sponsor through the messaging system of the social media website through which they entered. Entrants may want to check their privacy account settings to ensure they are able to receive messages from Sponsor. The potential winner must respond to the initial message from Sponsor with his/her email address within 5 days or potential winner forfeits the prize.

**b. Instant Win Game:** There will be two thousand three hundred five (2,305) random, computer-generated winning times during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

**c. Fan of the Week Contest:** After the conclusion of each Week, a panel of qualified judges determined by Sponsor in its sole discretion will select the "Fan of the Week" Weekly Contest Winner

with the highest scoring Submission, from among all eligible Submissions received during that Week, based on the following criteria (“Judging Criteria”):

- Photo Creativity/Originality (50%);
- Fit to Contest Theme (50%).

In the event of a tie, the entrant whose Submission received the highest Photo Creativity/Originality score, as determined by the qualified judges, will be deemed the Weekly Contest Winner. Sponsor reserves the right not to select a Weekly Contest Winner, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. The winners will be announced on or around the day after the conclusion of each Week.

**8. Winner Requirements:** Each potential winner will be required to provide his/her contact information as requested within the time period outlined in the win notification. Except where prohibited, each potential Sweepstakes winner (parent/legal guardian if a winner is a minor in his/her place of residence) will also be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to execute and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. If a potential Weekly Contest Prize winner is disqualified for any reason, an alternate winner will be selected by the qualified judges based on the Judging Criteria. If a potential Sweepstakes or Instant Win Game prize winner is disqualified for any reason, an alternate winner will be selected through a random drawing from among all eligible entries. Only three (3) alternate winners will be determined for any prize, after which the applicable prize may remain un-awarded. Unclaimed Instant Win Game Eighth through Sixteenth Prizes will not be awarded. The Grand Prize winner will be contacted regarding prize fulfillment within 8-10 weeks after the conclusion of the Promotion; Instant Win Game Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion. Acceptance of any prize shall constitute and signify winner’s agreement and consent that Sponsor and its designees may use the winner’s name, city, state, likeness, photo, Submission and/or prize information in connection with the Promotion for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, each Contest winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each Weekly Contest Prize winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Winner will indemnify Sponsor, Released Parties and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

## 9. Prizes:

**a. Sweepstakes: FOUR (4) GRAND PRIZES:** Winner’s choice of one (1) the following four (4) prizes:

i. **Block Party:** A Block Party for up to 100 people. Prize package includes one hundred hats, t-shirts and beachcomber bags; a corn hole set; a free year of Nathan’s (awarded as 52 coupons good for a free pack of hot dogs); food for 100 guests (menu determined by Sponsor in its sole discretion); and a DJ for up to 4 hours (DJ determined by Sponsor in its sole discretion). Sponsor will determine date and location of the block party in its sole discretion. Approximate Retail Value (“ARV”): \$5,347.

ii. **Racing Event:** A trip for 2 to a winner’s choice of racing event; winner may choose the racing event from a list of events determined by Sponsor in its sole discretion. Trip package includes roundtrip coach-class air transportation from an airport near winner’s

home (determined by Sponsor in its sole discretion) to an airport near the race event city; allowance for rental car for length of stay or ground transportation to and from destination airport and hotel; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets and VIP access passes to the race event (seating determined by Sponsor in its sole discretion); two (2) racing event hot/cold passes; Nathan's racing swag; travel agent services; and \$500 spending money. ARV: \$6,383. If winner does not meet requirements for rental car, winner will receive ground transportation. Winner must travel on dates determined by Sponsor in its sole discretion surrounding the racing event or prize will be forfeited. Sponsor is not responsible if racing event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Sponsor is not responsible if winner does not use tickets on the day of the event.

iii. Trip to NY: A trip for four (4) to New York, NY. Trip package includes round trip coach class air transportation from an airport near winner's home (determined by Sponsor in its sole discretion) to New York, NY; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (two rooms, double occupancy); 4 Unlimited 4-hour ride wristbands to Coney Island and a 20 credit game card for Luna Park; private sedan transfers to Coney Island; \$100 to spend on swag at the Original Nathan's at Coney Island; \$100 to use towards a meal at the Original Nathan's at Coney Island; and \$400 spending money for other meals. ARV: \$7,600. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited.

iv. Ultimate Play Set: A Mountaineer Clubhouse Swing Set with Timber Shield and Deluxe Green Vinyl Canopy, with installation. \$3,361.

Limit: One (1) Sweepstakes prize per person. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during each Entry Period. Total ARV of Sweepstakes Prizes: \$30,400.

**b. Instant Win Game:** TWELVE (12) FIRST PRIZES: A Corn Hole Set. ARV: \$142.95. EIGHTEEN (18) SECOND PRIZES: A Beach BBQ Kit. ARV: \$127.95. SEVENTY-FIVE (75) THIRD PRIZES: Nathan's Hot Dog Roller. ARV: \$65. TWO HUNDRED FIFTY (250) FOURTH PRIZES: Four (4) Ticket Movie Passes. ARV: \$53. FIFTY (50) FIFTH PRIZES: Nathan's Chill & Grill. ARV: \$48.99. ONE HUNDRED (100) SIXTH PRIZES: Nathans Beach/Boat Tote. ARV: 29.95. FIFTY (50) SEVENTH PRIZES: Nathan's Sweatshirt Picnic Blanket. ARV: \$25.95. FIFTY (50) EIGHTH PRIZES: Set of Four (4) Tumblers. ARV: \$25. FIFTY (50) NINTH PRIZES: Jellyfish Bluetooth Speakers. ARV: \$22.95. SEVENTY-FIVE (75) TENTH PRIZES: Nathan's Grill Tools. ARV: \$20.85. ONE HUNDRED (100) ELEVENTH PRIZES: Nathan's Basketball Hoop Set. ARV: \$16.25. FIFTY (50) TWELFTH PRIZES: Nathan's Golf/Beach Umbrella. ARV: \$14.95. ONE HUNDRED (100) THIRTEENTH PRIZES: Nathan's Selfie Stick. ARV: \$11.75. FIVE HUNDRED (500) FOURTEENTH PRIZES: Nathan's Hat. \$7.30. FIVE HUNDRED (500) FIFTEENTH PRIZES: Nathan's T-shirt. ARV: \$6.25. SEVENTY-FIVE (75) SIXTEENTH PRIZES: Nathan's Insulated Tote. ARV: \$5.50. TWO HUNDRED FIFTY (250) SEVENTEENTH PRIZES: Nathan's Cinch Backpack. ARV: \$1.60. Odds of winning a prize depend on the number of prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) of each Instant Win Game prize per person. Total ARV of Instant Win Game Prizes: \$43,981.75.

**c. Contest:** SEVENTEEN (17) WEEKLY CONTEST PRIZES (one (1) per Week): A prize package including a grill pack; Nathan's swag including 4 hats, 4 t-shirts, 1 blanket, 1 tote and 1 speaker; and a year supply of Nathan's award in the form of 52 free pack of hot dog coupons. ARV: \$583. Limit: One (1) Weekly Contest prize per person. Total ARV of Weekly Contest prizes: \$9,911.

For Trip Prizes: Trip must be booked at least twenty-one (21) days prior to departure. 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 in the package description above, 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, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases 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 winner's proximity to prize location, 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. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

For All Prizes: Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize or a portion thereof for one of equal or greater value should it become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. All prize details are at Sponsor's sole discretion.

**10. Release:** By receipt of any prize, the applicable winner agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent and affiliate 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 or use or misuse of any prize.

**11. 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 may, in its sole discretion, determine the Contest winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above, and Sponsor reserves the right to award the Sweepstakes and Instant Win Game Prizes at random from among the eligible entries received up to the time of the impairment. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. 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.

**12. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, 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) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Promotion-related materials; or (5) 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. Released Parties are not responsible for any unauthorized third party use of any Submission. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes entry or Instant Win Game play, if it is possible. If the Sweepstakes or Instant Win Game, or any part of it, is discontinued for any reason, 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. 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, unawarded, eligible prize claims.

**13. 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 Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (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 and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**14. Entrant's Personal Information:** Information collected from entrant is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.smithfield.com/privacy-policy/>.

**15. Winner List:** For a winner list, visit <http://bit.ly/1DxzOBa>. The winner list will be posted after winner confirmation is complete.

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