

REDISCOVER REAL FLAVOR SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

The Rediscover Real Flavor Sweepstakes (“Sweepstakes”) is sponsored by Old Wisconsin Sausage, Inc. (“Sponsor”), 950 175th St, Homewood, IL 60430 and is administered by Prize Logic, LLC, (“Administrator”), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

1. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on September 4, 2018 at 12:00 PM Eastern Time (“ET”) and ends on February 28, 2019 at 11:59:59 PM ET (“Sweepstakes Period”). Sweepstakes consists of six (6) separate entry periods (each, an “Entry Period”) as set forth in the chart below:

Entry Period	Start Date (at 12:00 AM ET*)	End Date (at 11:59:59 PM ET)	Mail-In Entry Received By Date	Random Drawing Date (on or about)
1	9/4/2018	9/30/2018**	10/10/2018	10/11/2018
2	10/1/2018	10/31/2018	11/10/2018	11/12/2018
3	11/1/2018	11/30/2018	12/10/2018	12/11/2018
4	12/1/2018	12/31/2018	1/10/2019	1/11/2019
5	1/1/2019	1/31/2019	2/11/2019	2/12/2019
6	2/1/2019	2/28/2019	3/11/2019	3/12/2019

*Entry Period 1 starts at 12:00 PM ET.

**As September 30, 2018 is a Sunday, Mail-In Entries may be postmarked by October 1, 2018.

Non-winning entries will carry forward to subsequent Entry Periods. After the end of the Sweepstakes Period there will be a “Grand Prize Random Drawing” from among all eligible entries received for the entire Sweepstakes Period, as further described in Section 4. The Administrator’s computer is the Sweepstakes official clock.

2. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of one of the fifty (50) United States (including the District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees or brokers of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, “Sweepstakes Entities”) and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. For purposes of the Sweepstakes, an entrant’s residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

3. **HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, there are two (2) ways to enter:

- A. **Text Message:** Using an SMS-enabled mobile device, an entrant must send a text message to the short code “22639” (“Short Code”) stating the keyword “FLAVOR” (“Keyword”). Once the text message is received, the entrant will be sent a reply text message asking the entrant to submit his/her 5-digit ZIP Code. By texting a 5-digit ZIP Code to the Short Code the entrant is indicating his/her agreement to these Official Rules. Upon receipt of a valid 5-digit ZIP Code and Keyword, an entrant will automatically receive one (1) entry into the applicable Entry Period Random Drawing and one (1) entry into the Grand Prize Random Drawing (“Text Message Entry”). Only Text Message Entries to the Short Code with the valid Keyword and 5-digit ZIP Code be accepted as a valid Text Message Entry. See Section 6 (“How to Claim a Prize”) regarding how potential winners will be notified. All Text Message Entries must be received by Sponsor or its authorized designee by 11:59:59 PM ET on the Entry Period End Date noted in Section 1 to be entered into that Entry Period’s Random Drawing. NOTE: Proof of text message submission does not constitute proof of delivery or receipt of the text message.

IMPORTANT: Message and data rates may apply for each text message sent or received. Not all mobile telephone providers carry the service necessary to participate in this Sweepstakes. Entrants should consult their wireless provider’s pricing plans. Consent not a condition of purchase. An entrant may, at any time, choose to stop participating in this Sweepstakes by sending an opt-out text message stating “STOP” to the Short Code. If an entrant sends an opt-out text message, he/she will be sent a reply text message, which will confirm that he/she has been unsubscribed and will receive no further text messages. For help, text the word “HELP” to the Short Code. Each Text Message Entry must be manually key-stroked/entered by the entrant.

- B. **Mail-In Entry:** An eligible entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, date of birth (MM/DD/YYYY), and current Entry Period on a 3½”x5” card (“Mail-In Entry”) and mail it with sufficient postage to: Rediscover Real Flavor Sweepstakes (PL10987), P.O. Box 251328, West Bloomfield, MI 48325 to receive one (1) entry into the applicable Entry Period Random Drawing and one (1) entry into the Grand Prize Random Drawing. All Mail-In Entries must be postmarked no later than the End Date for the applicable Entry Period (with the exception of Entry Period 1, where Mail-In Entries may be postmarked by October 1, 2018), and received on or before the applicable Entry Period’s Mail-In Entry Received By Date noted in Section 1, in order to be eligible.

Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries mailed in an envelope or sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

Entry Limit: Regardless of the method of entry, there is a limit of one (1) entry per person per day during the entire Sweepstakes Period. If more than one (1) entry is received from the same person, telephone number and/or e-mail address in a single day, only the first entry received may be considered valid. A “day” is defined as starting at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET on a calendar day during the Sweepstakes Period, except on September 4, 2018 when a day is defined as starting at 12:00 PM ET and ending at 11:59:59 PM ET.

4. **RANDOM DRAWING:** On or about each of the Random Drawing Dates set forth in Section 1, the Administrator will randomly select one (1) potential “Monthly Prize Winner” from among all eligible entries received for the applicable Entry Period. On or about March 13, 2019 the Administrator will randomly select one (1) potential “Grand Prize Winner” from among all eligible entries received during

the entire Sweepstakes Period. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

5. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

A. Monthly Prizes (6, 1 per Entry Period): Each Monthly Prize Winner will receive \$500 in gift cards to one (1) of the following retailers (each, a “Monthly Prize”).

Entry Period	Prize Description
1	\$500 in Cabela’s® Gift Cards
2	\$500 in Best Buy® Gift Cards
3	\$500 in Microsoft® Xbox Gift Cards
4	\$500 in Amazon.com® Gift Cards
5	\$500 in Cabela’s Gift Cards
6	\$500 in Best Buy Gift Cards

There will be six (6) Monthly Prizes, 1 per Entry Period, as set forth above. The ARV of each Monthly Prize is \$500.

B. Grand Prize (1): The Grand Prize Winner will receive a \$3,000 Pack Up + Go Gift Card (“Grand Prize”). There will be (1) Grand Prize. The ARV of the Grand Prize is \$3,000.

C. Total ARV: The total ARV all prizes is \$6,000.

D. Odds of Winning: The odds of winning a Monthly Prize depend on the number of eligible Sweepstakes entries received during the applicable Entry Period. The odds of winning the Grand Prize depend on the number of eligible Sweepstakes entries received during the entire Sweepstakes Period.

E. General Conditions: The use of a gift card is subject to the terms and conditions set forth thereon which shall govern the use of the gift card. Use of a gift card constitutes the user’s acceptance of the terms and conditions so each winner should read the terms and conditions on the gift card carefully. Winners must protect the gift card and treat the gift card as he/she would any other valuable document. A gift card will not be redeemed or exchanged for cash, except where required by law. A gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the winner’s permission and will be voided if altered or defaced.

Microsoft Xbox gift cards work with Microsoft Store online, Windows 10, Xbox One and Xbox 360 (Xbox Live required). Does not work at physical Microsoft Stores. Once redeemed to your U.S. Microsoft account, the full code value will be applied and may be used for eligible purchases (exclusions apply) made directly at select Microsoft digital stores. Eligible purchases and prices vary by region, device, and over time. Geography limitations, country and balance restrictions, taxes, and Internet connection fees may apply. Paid subscriptions required for some content. Age restrictions apply. Except as required by law, credit cannot be redeemed or exchanged for cash and is not refundable. To read full terms and conditions (which may change without notice), go to microsoft.com/cardterms. Void where prohibited or restricted by law. Cards and codes issued by and ©/™/® Microsoft Corp, a Washington Corporation, and/or its affiliates.

Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on Amazon.com or

certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. ©,®,™ Amazon.com Inc. and/or its affiliates, 2018. No expiration date or service fees.

There is a limit of one (1) prize per person/household for the entire Sweepstakes. In no event will more than the stated number of prizes be awarded. If, for any reason, more than the stated number of notifications are sent (or more claims are received), Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility.

- 6. HOW TO CLAIM A PRIZE:** Potential winners are subject to verification of eligibility and compliance with these Official Rules. Potential Monthly Winners will be notified by telephone (if entered via Text Message Entry) or e-mail (if entered via Mail-In Entry) after the Random Drawing with instructions on how to claim the Monthly Prize. The potential Grand Prize Winner will be notified by telephone or e-mail on or about March 14, 2019 and will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Grand Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required information and a signature on any requested documents within the stated time period may result in forfeiture of winner's right to claim a prize, and may result in the prize being awarded to an alternate winner. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, or declines to accept a prize, the prize may be forfeited. If the prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries for the applicable Entry Period (for a Monthly Prize) or for the entire Sweepstakes Period (for the Grand Prize), as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Prizes will only be sent to addresses within the fifty (50) United States and the District of Columbia. Prizes will only be awarded to verified winners.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails or unanswered telephone calls, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. Prizes are non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding the prize for any reason.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error,

omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

- 8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND**

IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

- 9. PRIVACY:** Sponsor's privacy policy is available at <http://www.oldwisconsin.com/privacy-policy>.
- 10. PUBLICITY RIGHTS:** By participating in this Sweepstakes, each entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Sweepstakes for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 11. GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of an entrant, the entry will be declared made by the primary account holder of the account associated with the mobile device used to complete the Text Message Entry based on the applicable carrier's records (or e-mail address stated on the Mail-In Entry based on the applicable provider's records). Each entrant may be required to show proof of being an authorized account holder. The "primary account holder" is the natural person listed as the primary owner of the mobile device and associated mobile telephone number by a mobile telephone carrier (or primary owner of the e-mail address listed by the e-mail provider). **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not

constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNERS LIST: For a list of winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, Rediscover Real Flavor Sweepstakes (PL10987), P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than April 29, 2019.

Customer Service inquiries may be made at [Contact Us](#).

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