

The Valpak Go, Fright, Win Sweepstakes
OFFICIAL SWEEPSTAKES RULES

NO PURCHASE, PAYMENT OR SUBMISSION TO SALES PRESENTATIONS NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. YOU HAVE NOT YET WON. ALL FEDERAL, STATE/PROVINCIAL, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW.

Thirteen (13) Daily Prizes will be awarded with an approximate retail value totaling \$650.00. Odds of winning a Daily Prize depend on the number of eligible entries received for the draw. Restrictions apply. The Sweepstakes will begin at 12:00:00 a.m. (EDT) on October 19, 2015 and end at 11:59:59 p.m. (EDT) on October 31, 2015.

1. **SPONSOR:** The Valpak Go, Fright, Win ("Sweepstakes") is sponsored by Valpak Direct Marketing Systems, Inc., 805 Executive Center Dr West, St. Petersburg FL 33702 ("Valpak" or "Sponsor"). This Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc. You understand that you are providing your personal information to Sponsor and not to Twitter.
2. **ELIGIBILITY:** Subject to the additional limitations set forth below, the Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia and to legal residents of Canada (excluding Quebec) who are eighteen (18) years of age or older, or the age of majority in their state/province of residence, whichever is older at time of entry. Sweepstakes is not open to employees of Sponsor or any of its parent companies, affiliates, subsidiaries, franchisees and advertising or promotional agencies, or to the immediate family members of, or to any persons domiciled with, any such employees. For purposes of the Sweepstakes, "immediate family members" are defined as spouses, children, siblings, parents, grandparents and grandchildren.
3. **HOW TO ENTER:** The Sweepstakes will begin at 12:00:00 a.m. (EDT) on October 19, 2015 and end at 11:59:59 p.m. (EDT) on October 31, 2015 (the "Sweepstakes Period"). To enter online participants must:
 - Follow ValpakCoupons on Twitter (<http://www.twitter.com/valpakcoupons>) (You must have a valid Twitter account. Twitter accounts are free.);
 - Tweet an original ghost story on your Twitter account (your Twitter profile settings must be set to public during the Sweepstakes Period);
 - Use the hashtag #ScarePakSweepstakes and tag @ValpakCoupons to be entered.

All online entries must be received no later than 11:59:59 p.m. (EDT) on October 31, 2015. All entries become the property of Sponsor and none will be returned. In the event of a dispute in connection with the identity of the individual who submitted an online entry, the entry will be deemed to have been submitted by the authorized account holder of the email account identified on the online entry form, provided that such person satisfies all other Sweepstakes eligibility

requirements. Attempts by the same individual to submit multiple entries by using multiple Twitter accounts may result in disqualification, at Sponsor's sole discretion. The authorized account holder is deemed to be the natural person who is assigned to an email address by an Internet access provider, service provider, or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Any questions regarding the number of entries submitted or the identity of the individual who submitted an online entry shall be determined by Sponsor in its sole discretion whose decisions shall be final and binding, and Sponsor reserves the right to disqualify any entries by persons who submit false or misleading entry information or who Sponsor determines to be tampering with or abusing any aspect of the Sweepstakes.

Entries must comply with the following content guidelines to be eligible. Tweet: (i) may not infringe upon any third party's rights, including but not limited to, copyright, patent or trademark, or rights of privacy or publicity, or contain material that is or may be considered defamatory, slanderous or libelous, or portray or depict any person, product or entity in a false light; (ii) may not violate any law, rule or regulation; (iii) may not contain any virus, bugs, or other deleterious material; and (iv) may not contain inappropriate content, for example but not limited to, profanity, defamatory statements, words or symbols widely considered offensive to individuals of any certain race, ethnicity, religious, sexual orientation or socioeconomic groups, threats to any person, place, business, or group. Each entrant warrants and represents that his/her entry complies with all of those conditions. Any non-complying entry will subject the entrant to disqualification in Sponsor's sole discretion.

By submitting an entry, you grant Sponsor a worldwide, royalty-free, sub-licensable, and transferable right and license to use, copy, reproduce, distribute, prepare derivative works of, publish, display, broadcast, and perform the caption in connection with the Sweepstakes, Sponsor's Twitter account, Sponsor's Web sites, and Sponsor's (and their successors') business in any media formats (including television), and through any media channels. The foregoing license will be perpetual and non-exclusive. The right and license granted to Sponsor includes the right of Sponsor to (1) post the entry on Sponsor's Twitter account (ValpakCoupons) and Sponsor's web sites; (2) use the entry to promote Sponsor's marketing campaigns or initiatives; (3) edit, modify, format, or adapt the entry for Sponsor's purposes and use such revised version to the same extent as the original entry; and (4) use the entry for advertising and promotional uses. All copyrights and other intellectual property rights.

4. PRIZES & ODDS: The award of a prize is subject to verification of eligibility and compliance with these Official Rules. **DAILY PRIZES:** Thirteen (13) Daily Prize Winners will receive an Amazon.com e-gift Card for USD \$50.00. Amazon.com Gift Cards are subject to issuer's Terms and Conditions. The prizes are non-assignable and nontransferable. No substitutions by the winners are allowed. Sweepstakes Entities (as defined below) reserve the right to substitute a prize of equal or greater value for any reason whatsoever. Daily Prize Winners are solely responsible for payment of all federal, state/provincial and local taxes on the prize value awarded (if any) and for any costs incurred in claiming or using the prize. Odds of winning depend on the number of eligible entries received. Limit one (1) Prize per person.

Total ARV of all the prizes awarded in the Sweepstakes: USD\$650.00.

5. WINNER NOTIFICATION AND ACCEPTANCE:

Thirteen (13) random drawings (each a “Drawing”) will be conducted during regular business hours on or about October 20, 2015-November 1, 2015. One (1) Daily Prize Provisional Winner will be selected in each Drawing. Each Drawing will consist of all eligible entries received as of the midnight for the prior day’s drawing. All eligible entries not selected in a particular daily draw will remain eligible for the subsequent Drawings. Odds of winning a prize in each Drawing will depend on the number of eligible entries received by midnight for the applicable day’s drawing. Provisional Winners will be notified by Sponsor by tweet and/or direct message within three (3) days after the respective Drawing and will be asked to provide his/her full name, address, phone number and email address. Provisional Winners must and must respond by reply email to the prize notification message within twenty-four hours (24 hours) to claim their prize. In order to receive a direct message from Sponsor, you must (a) be following @ValpakCoupons on Twitter and (b) have your account settings set to “unprotected” and/or “public,” during the Sweepstakes Period and for a period of ten (10) days thereafter. If a Provisional Winner does not respond to the tweet/direct message notification according to the directions in the notification within 24 hours of the time the notification was sent by Sponsor, then that Provisional Winner will be disqualified and a substitute Provisional Winner will be selected from the remaining eligible entries for that Drawing. Upon verification of eligibility and compliance with these Official Rules, each Daily Prize Winner will be emailed an Amazon.com e-gift card for \$50.00 USD.

Unless prohibited by law, acceptance of a prize constitutes permission for the Sponsor and their respective advertising and promotional agencies to use the Daily Prize Winner’s name, address (city and state/province), and photo, image and/or likeness for any commercial, publicity or promotional purposes without further notice, compensation, review or approval, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, including without limitation the Internet.

A PARTICIPANT, INCLUDING A PROVISIONAL WINNER, IS NOT A WINNER OF A PRIZE UNLESS AND UNTIL SPONSOR HAS COMPLETED ITS VERIFICATION OF PARTICIPANT’S ELIGIBILITY AND COMPLIANCE WITH THESE OFFICIAL RULES.

The return of any prize notification as undeliverable, or the Grand Prize Winner’s failure to otherwise comply with these Official Rules will result in disqualification, the forfeiture of all interest in the prize, and selection of a substitute Grand Prize Winner. Unless prohibited by law, acceptance of a prize constitutes permission for the Sponsor and their respective advertising and promotional agencies to use a Grand Prize Winner’s name, address (city and state/province), and photo, image and/or likeness for any commercial, publicity or promotional purposes without further notice, compensation, review or approval, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, including without limitation the Internet.

If a winner is a resident of Canada, in order to win and receive a Daily Prize he/she must also first correctly answer, unaided and without mechanical or electronic assistance, a time-limited mathematical skill-testing question administered by telephone. Failure of a Canadian Daily Prize Provisional Winner to correctly answer the skill-testing question in the time allotted will result in disqualification, the forfeiture of his or her interest in the Daily Prize, and the random selection of a substitute Daily Prize Provisional Winner from among all remaining eligible entries received.

6. PARTICIPATION: By participating, you agree to be bound by these Official Rules and the decisions of Sponsor and any Sweepstakes judges or administrators appointed by Sponsor, which shall be final and binding in all respects. Any person attempting to defraud or in any way tamper with the Sweepstakes will be ineligible for the prize and may be prosecuted to the full extent of the law.

7. RELEASE: By participating in the Sweepstakes, each participant agrees to fully release, forever discharge and hold harmless Sponsor, Twitter, and their respective parent companies, subsidiaries, affiliates, and franchisees, and the officers, directors, employees, agents, representatives and successors and assigns of all of the foregoing companies (collectively, the "Sweepstakes Entities") from and against any claims, costs, liabilities, losses, injuries and damages arising out of the Sweepstakes, including, but not limited to, any claims for personal injury, death, or damage to or loss of property, loss of enjoyment, or any other harm whatsoever arising out of: (1) participation in the Sweepstakes; (2) the quality, receipt, possession, use, or misuse of any prize; or (3) any travel or activity that is related to the Sweepstakes or any prize.

8. DISCLAIMERS OF LIABILITY: By entering, participants acknowledge and agree that the Sweepstakes Entities will not be liable for losses or injuries of any kind resulting from acceptance/possession/use/misuse of and/or inability to use a prize(s), the theft of prizes or mail, travel to and from or participation in any prize-related activity, participation in the Sweepstakes, printing, mailing or distribution errors, or any malfunctions of the telephone network, computer Internet system, computer dating mechanism, computer equipment, software, or any combination thereof, or for any entries that are late (including delayed data transmissions), tampered with, garbled, incomplete, misdirected, lost, postage-due, forged, illegible, inaudible, mutilated, mechanically duplicated, mass machine printed, or otherwise not in compliance with these Official Rules. Sweepstakes Entities are not responsible or liable for any injury or damage to any participant's or third person's computer or mobile device and/or their contents, related to or resulting from the Sweepstakes. Sponsor reserves the right to terminate, suspend or modify the Sweepstakes if, in its sole discretion, it determines that for any reason the Sweepstakes is not capable of running as originally planned, or fraud, technical failures, printing, mailing or distribution errors, or any other unanticipated causes or occurrences have compromised the fairness or integrity of the Sweepstakes. In the event the Sweepstakes is terminated prior to the stated end date, Sponsor reserves the right to award all prizes in a random drawing from among all eligible entries received as of the date of termination. BY ENTERING, PARTICIPANTS FURTHER ACKNOWLEDGE AND AGREE THAT EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE WEBSITES, APPS, ENTRY PAGES AND THE PRIZE(S), ARE PROVIDED "AS IS" AND THAT TO THE MAXIMUM EXTENT PERMITTED BY LAW, THE SWEEPSTAKES ENTITIES DISCLAIM ALL WARRANTIES

AND CONDITIONS REGARDING THE PRIZES, WHETHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES AND CONDITIONS OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR OR GENERAL USE OR PURPOSE.

Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials or announcements relating to the Sweepstakes.

9. DISPUTE RESOLUTION: Except where prohibited, by participating in the Sweepstakes entrants agree that: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant(s) and Sponsor and its agents shall be governed by and construed exclusively in accordance with the laws of the State of Florida, United States without giving effect to any principles of conflicts of law of any jurisdiction. Entrant agrees that any action at law or in equity arising out of or relating to this Sweepstakes, or awarding of the prizes, shall be filed only in the state or federal courts located in the State of Illinois and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this Sweepstakes, each entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or awarding of the prizes, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will any participant be permitted to obtain awards for and hereby waives all rights to claim 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. Some jurisdictions do not allow the limitations or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

10. SWEEPSTAKES MAIL OPT-OUT REQUEST/WINNERS' LIST: To request the name and hometowns of the Winners (available after November 15, 2015) or a copy of these Official Rules, send a self-addressed, stamped business-size envelope to The Valpak Go, Fright, Win Sweepstakes, P.O. Box 13428, St. Petersburg, Florida 33733, Attn: Promotions Department. Indicate whether you are requesting the name of the Winners, or a copy of these Official Rules, or any combination of the foregoing. Residents of Vermont may omit return postage for rules. If you no longer wish to receive mailings for sweepstakes sponsored by Valpak, write to 805 Executive Center Dr West, St. Petersburg FL 33702 - Attn: Sweepstakes Removal.