Blue Bunny® Take a Big Dip Promotion Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL ENTER, FEW WILL WIN

1. Eligibility: The Blue Bunny Take a Big Dip Promotion (the “Promotion”) consists of an instant win game (the “Instant Win Game”) and a collect and win game (the “Collect and Win Game”). The Promotion is open only to legal residents of one of the fifty (50) United States or District of Columbia (“D.C.”) who are 6 years old as of the date of entry and are located in one of the fifty (50) United States or D.C. at the time of entry. The following persons are not eligible to enter or win: employees, directors, officers and independent contractors of Wells Enterprises, Inc. (“Sponsor”), Blue Chip Marketing Worldwide (“Administrator”), SeaWorld Parks and Entertainment, Inc., and each of their parent, subsidiary and affiliated companies; as well as any of their distributors, web designers, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Promotion (collectively, "Sponsor & Others"); and the household members and immediate family members (defined as spouses, parents, children, siblings or grandparents; whether biological, adopted, step or in-law) of each of those who is ineligible. This Promotion is subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation in the Promotion constitutes entrant's full and unconditional agreement to be bound by these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.


3. Timing: The Blue Bunny Take a Big Dip Promotion begins on Tuesday, May 1, 2012 (05/01/12) on or about 12:00 p.m. Central Daylight Savings Time (“CDT”) and ends on Tuesday, July 31, 2012 (07/31/12) on or about 11:59 a.m. CDT (the "Promotion Period"). Administrator’s computer is the official time-keeping device for the Promotion.

4. How to Get a Code: You will need an official unique code (the “Code”) to participate in the Promotion and be eligible to win a prize. You can receive a Code with or without making a purchase. Limit three (3) Codes per Promotion Account per day in connection with the Promotion. Each Code may only be used one time and by one Promotion Account.

   (A) To receive a Code with a purchase, look for specially marked Blue Bunny® Big Dipper® product packaging from participating vendors. The Code will appear on the inside of the packaging of specially marked products. Important: Once the Promotion Period ends, if specially marked products containing Codes are still available for sale, the Codes will no longer be active as the Promotion ends on July 31, 2012. If specially marked products containing Codes sell out before the Promotion Period ends, the only way to receive a Code will be via a free alternative method of entry.

   (B) To receive a Code without making a purchase, either (i) beginning on May 1, 2012 and ending July 15, 2012, legibly print your name, complete street address, age, valid email address, and date of your request on a 3"x5" piece of paper and mail it in a properly stamped envelope in which you have enclosed a self-addressed properly stamped return envelope to: Blue Bunny Take a Big Dip Promotion Code, P.O. Box 1162, Northbrook, IL 60065-1162. Mail-in requests must be postmarked between May 1, 2012 and July 15, 2012, and received by July 19, 2012 (residents of VT may omit return postage). Limit one Promotion Code per request. Limit one request per outer mailing envelope. Mail-in requests
not in total compliance with the requirements of this Rule will not be processed and you will not receive a Promotion Code. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged or postage due requests. **IMPORTANT:** Non-purchase Codes are not available by mail for requests that are postmarked after July 15, 2012 or received after July 19, 2012. Mail-in requests that are postmarked or received after the eligible dates will not be acknowledged or returned; (ii) beginning at 12:00 a.m. CDT on July 16, 2012 and ending at 11:59 a.m. CST on July 31, 2012, submit an email request that says “Code Request” in the subject line to Administrator at coderequest@bigdipgame.com. A Code will be emailed back to you within sixty (60) minutes of receipt by Administrator. Please note that, in accordance with the Children’s Online Privacy Protection Act, Administrator will only respond to any email request ONCE in order to provide the Promotion Code and will not use any emails received for any further advertising or marketing purposes. Limit one Code request per email, limit three email requests per day. Any requests made through any robotic, automatic, mechanical, programmed or similar request duplication method will be disqualified and will not be honored. **IMPORTANT:** Codes are not available by email before July 16, 2012 or after July 31, 2012. Email requests received before or after the eligible dates will not be acknowledged or returned. No other correspondence or email sent to the coderequest@bigdipgame.com email address will be acknowledged, replied to, or returned.

5. **How to Play:** After you obtain a Code and during the Promotion Period, visit BigDipGame.com (the “Promotion Website”) to participate and play. In order to start play, you must first register and create a “Promotion Account” by submitting your age, a unique user screen name and a password that you create (collectively the “Account Information”). **PLEASE NOTE:** Any participants who provide any personally identifiable information (i.e., any information that can be used to identify, contact or locate the participant) as part of their unique user name or elsewhere in their Account Information will be disqualified. Do not share your Account Information with any other person. You will need to remember your Account Information for subsequent plays in order to combine Codes for your Promotion Account. You may not combine Codes played from different Promotion Accounts, even if the same person established both or all of the Promotion Accounts. If you lose your Account Information, neither Administrator nor Sponsor will be able to retrieve it for you. Once registered and determined eligible, your “play” will begin. There are two (2) steps to playing:

(a) **Step 1:** Instant Win: The first step of your play will be to enter your unique code and complete a brief challenge response test where you will be required to identify text appearing in a CAPTCHA box ("Box") that you must accurately re-type (collectively, “Test”). If you fail to accurately complete the Test, your play will end, but you may re-take the Test as often as you’d like in order to accurately complete the Test. Once you accurately complete the Test and click a button (the “Entry Click”) which will determine your exact time of entry, you will go to the next screen and reveal whether you have won an instant win prize listed in Rule 8 below (“Instant Win Prize”). The results of your Entry Click will be instantly displayed. Limit one (1) Entry Click per Code. Limit three (3) Codes per Promotion Account per day (defined as 12:00 p.m. CDT to 11:59 a.m. CDT for any calendar day during the Promotion Period). The Code will not be eligible for additional plays once the day on which it was registered has ended.

(b) **Step 2:** Collect & Win: After you have completed the Instant Win Game, you will go on to the next screen where you will receive a game piece determined by the Code you entered in Step 1 above. You must collect three (3) matching game pieces in a set in order to win. (For a listing of “sets”, click “How To Play” on the first page of the Promotion Website) Each game piece you earn will be stored in the Promotion Account entered at the beginning of the Promotion Period. If you collect all of the correlating game pieces in a set, a “Congratulations” message will appear informing you
whether you have won the grand prize or a collect & win prize, as further described in Rule 8 below ("Grand Prize" and "Collect & Win Prize(s)", respectively). If you do not collect all three (3) game pieces in a set, you will receive a message directing you to play further by obtaining additional Codes (either through the purchase of Blue Bunny Big Dipper cones or through mail-in or email method, as discussed in Rule 4 above).

Both Instant Win and Collect & Win winners will be provided instruction for prize redemption based on the birth date they provided in their Account Information at time of registration, as further set forth in Rule 7 below and in compliance with Sponsor's Privacy Policy. Use of any automated system to participate or play in the Promotion is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the eligible participant who has possession of the Code will be deemed to be the registrant or player.

6. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE ON SCREEN MESSAGE INDICATES THAT HE/SHE HAS WON, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAS 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 VERIFICATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED. ONLY THE ADVERTISED NUMBER OF PRIZES WILL BE AWARDED. UNCLAIMED PRIZES WILL NOT BE AWARDED.

7. Winner Determination and Verification of Potential Winners: All potential winners must comply with all terms and conditions of these Official Rules, and all fulfillment of prizes are contingent upon fulfilling all requirements. Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. There will be eighty-four (84) computer generated winning times for the Instant Win Game component of the Promotion (one (1) for each day of the Promotion Period), which will be randomly generated and set prior to the start of the Promotion. If you are the first eligible player to Entry Click at one of the randomly generated, predetermined winning times, you will be a potential winner of the prize associated with such winning time, and will be notified on screen. If there is no Entry Click at one of the predetermined winning times, the next Entry Click after the predetermined winning time will be the potential winner of the prize associated with that winning time, as indicated on screen. There will be seventy-five (75) winning sets for the Collect & Win Prizes and one (1) winning set for the Grand Prize, which will be randomly assigned to corresponding Codes prior to the start of the Promotion. Potential winners of Instant Win & Collect & Win Prizes will be provided directions for prize redemption in the following manner based on the birth date provided by participant in his/her Account Information a time of registration: (i) if a potential winner is 13 years of age or older, s/he will be asked to provide his/her name and mailing address (no P.O. Boxes) to which his/her prize will be sent; or (ii) if potential winner is under 13 years of age, potential winner will be required to have his/her parent or legal guardian complete and return the downloadable prize claim form to collect a prize. Potential winners may be subject to age and other eligibility verification before any prize will be awarded. The potential Grand Prize winner (parent/legal guardian if such potential Grand Prize winner is a minor in his/her state of residence) will be required to complete, sign, have notarized and return an Affidavit of Eligibility and Liability & Publicity Release ("Affidavit") (where legal),
which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If potential Grand Prize winner cannot be contacted, or fails to sign and return the Affidavit of Eligibility, Liability and Publicity Release (when applicable) within the required time period, potential Grand Prize winner forfeits Grand Prize. If any potential winner cannot be contacted, if directions or prize is returned as undeliverable, or if potential winner is determined to be ineligible for any reason, such potential winner forfeits his/her prize. In the event that no Grand Prize Winner is determined through the Collect & Win Game or the potential winner of the Grand Prize is disqualified for any reason, Sponsor will attempt to award the Grand Prize by random drawing from among all winners of the Instant Win Game. If any Instant Win or Collect & Win Prizes are returned as undeliverable or are otherwise unclaimed, or if the potential winners of such prizes are determined to be ineligible for any reason, such prizes will be forfeited and will not be awarded.

8. Prizes: The Grand Prize (one will be awarded) shall consist of a trip for the winner and three (3) guests to visit Sea World in Orlando, Florida. The Grand Prize consists of round trip coach airfare for winner and three (3) guests from a major airport near winner’s home (as determined by Sponsor) to Orlando, Florida; three (3) nights quad-occupancy hotel accommodations at a hotel selected by SeaWorld; passes for winner and his/her three (3) guests to visit Sea World, Orlando and Aquatica; Behind the Scenes tour of the Park (SeaWorld) for the winner and his/her three (3) guests and $2,200 in cash (collectively, “Grand Prize”). ARV of Grand Prize is: $5,300. Actual value may vary based on timing and point of departure.

Guests of Grand Prize winner may not be minors unless Grand Prize winner is the parent/legal guardian of such guest. Each guest (or Grand Prize winner if such guest is an eligible minor) must sign and return a liability/publicity release prior to ticketing. Winner and guests must all travel on same travel itinerary. If any portion of the prize package becomes unavailable, such portion of the prize package will not be awarded but remainder of package that is not dependent on unavailable portion will be awarded. If actual value of Grand Prize is lower than the estimated ARV, no balance will be awarded to the winner. Grand Prize trip must be completed by December 31, 2012 or prize will be forfeited. Exact travel dates and arrangements are subject to availability and black out dates, as determined by Sponsor. Winner and guests are responsible for all expenses not set forth in the prize description in the rules, including without limitation, additional meals, baggage claims, taxes and gratuities. Exact travel dates and arrangements are subject to availability. Sponsor advises potential winners to seek independent tax counsel prior to accepting a prize.

Instant Win Prizes (84 Total): The following Instant Win Prizes will be awarded depending on the randomly generated, predetermined timing of the winning Entry Clicks: twenty-eight (28) backyard water slides; twenty-eight (28) large inflatable sprinkler beach balls; twenty-eight (28) water balloon launchers (“Instant Win Prize(s)”); Approximate Retail Value (“ARV”) of each Instant Win Prize: $25.00; Total ARV of all Instant Win Prizes: $2,100.00.

Collect & Win Prizes: The following Collect & Win Prizes will be randomly awarded to predetermined corresponding Codes: twenty-five (25) inflatable backyard water play sets; ARV of each prize: $100.00 (collectively “$100 Collect & Win Prize(s)”) ; total ARV of $100 Collect & Win Prizes: $2500.00; and fifty (50) water blasters; ARV of each prize: $50.00 (collectively “$50 Collect & Win Prize(s)”) ; total ARV of $50 Collect & Win Prizes: $2500.00

Approximate odds of collecting Game Pieces in a Grand Prize Game Piece Set: Treasure Chest: 1:12,000,000; Bag of Coins: 1:12; Clamshell with Pearl: 1:12
Approximate odds of collecting Game Pieces in a $100 Collect & Win Prize Game Set:
Blowfish: 1:480,000; Octopus: 1:6; Sea Turtle: 1:6

Approximate odds of collecting Game Pieces in a $50 Collect & Win Prize Game Set: Orange Seashell: 1:240,000; Yellow Seashell: 1:4; Purple Seashell: 1:4

Odds of winning an Instant Win prize depend on the number of eligible successful plays and the timing of the Entry Clicks.

9. **Total Prize Value:** The total ARV for all prizes awarded in the Promotion is: $12,400.

10. **Miscellaneous Prize Details:** No transfer or cash redemption of prizes is permitted. No substitution of prizes allowed, in whole or in part, except at Sponsor's sole discretion, in which case a prize of comparable or greater value will be awarded. Taxes on prizes and all expenses related to acceptance and use of prizes are the sole responsibility of winners. All prizes properly claimed will be awarded. Unclaimed prizes will not be awarded.

11. **General Conditions:** Sponsor reserves the right to cancel or modify the Promotion if fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award any unclaimed prizes at random from among the eligible Instant Win Game winners that for whom Administrator was able to obtain contact information, up to the time of the impairment resulting in cancelation. Sponsor reserves the right, in its sole discretion, 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. Any attempt by any person to deliberately damage any web site or undermine the legitimate operation of the Promotion is 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. **Release:** By participating in the Promotion or accepting any prize, each participant and winner agree to (a) Sponsor & Others' use of his/her name, photograph and/or other likenesses for the purposes of advertising and promotion without further compensation or consent; and (b) release and hold harmless Sponsor & Others, and each of their respective officers, directors, employees, and agents (collectively the “Released Parties”) from and against any losses, damages, rights, claims, or causes of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Promotion or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Promotion, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

13. **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 Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; 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 of any prize or while
traveling to or from any prize-related activity. If for any reason an entrant’s play in any portion of the Promotion is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is to obtain another Code to play in the Promotion. 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, reserves the right to terminate the Promotion online by announcing such termination on the Promotion Website, and an offline random drawing will be conducted to award the unawarded prizes. In such an event, an address will be announced to which to send entries for the offline random drawing, along with details including dates, for entry period and drawing date. All eligibility requirements will remain the same.

14. Disputes: Except where prohibited, entrants agree that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Promotion shall be resolved individually, without resort to any form of class action, and exclusively by an action in state or federal court located in the State of Illinois; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Promotion but in no event attorneys' fees; and (iii) under no circumstances will a participant be permitted to obtain awards for, and participants hereby waive 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of a participant in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without regard to the conflicts of law doctrine of any jurisdiction.

15. Winner List: For the name of the Grand Prize winner, mail a self-addressed, stamped envelope to: Blue Bunny Take a Big Dip Promotion Grand Prize Winner, P.O. Box 1474; Northbrook, IL 60065-1162. Please note that if the winner is a minor, only the winner’s first name and last name initial will be disclosed.

16. Privacy: Please see the Promotion Website for details on Sponsor’s Privacy Policy regarding the use of any personally identifiable information collected in connection with this Promotion.