



Full Official Rules

GUM® Brands Soft-Picks® \$2000 Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Sweepstakes ("Sweepstakes") is only open to legal residents of the United States and the District of Columbia, 18 years or older, except employees of Sunstar, (the "Sponsor"), Carnival Cruise Lines ("Carnival") and their respective officers, directors, employees, agents, parents, subsidiaries, franchisees, advertising or promotion agencies, affiliated entities, immediate families or household members. Void wherever prohibited or restricted by law. Sweepstakes is subject to all federal, state and local laws and regulations and shall be governed by Illinois law. By entering the Sweepstakes, entrants: (i) agree to accept and be bound by all terms of these Official Rules and Regulations, and (ii) agree that Illinois courts have jurisdiction over any dispute or litigation arising from or relating to the Sweepstakes and that venue shall only be Chicago, Illinois.

HOW TO ENTER: Promotion begins on 12:00 a.m. (CT) on June 1st, 2009 until 11:59 p.m. (CT) on December 31st, 2009 (the "Promotional Period"). To enter, participants must log on at www.GUMbrand.com and click on the "Just Pick It" sweepstakes link to enter, (the "Website"), and complete and submit the online entry form during the Promotional Period according to the onscreen instructions, including their name, address, daytime telephone number, email address and date of birth (individually, an "Entry" and collectively, the "Entries"). To be eligible, all Entries must be received by 11:59 p.m. (CT) on December 31st, 2009. Each Entry must be submitted in the name of an individual person and prizes will only be awarded to the person whose name is on the winning Entry, regardless of e-mail account ownership or other circumstances. **Limit one (1) Entry per person or e-mail address.**

All duplicate Entries shall be deemed void. All Entries will become the property of Sponsor and will not be acknowledged or returned. No mechanical reproductions, mailed Entries, facsimiles, mass submissions, or submissions generated by a script or macro will be accepted by Sponsor and all such Entries will be deemed void. Use of bots or other automated processes to enter is prohibited and may result in disqualification at the sole discretion of Sponsor. Sponsor is not responsible for misdirected, inaccurate, incomplete, lost, late, delayed, undelivered, damaged or illegible Entries, and all such Entries will be deemed void. Sponsor is also not responsible for technical, hardware, or software failures of any kind, or other errors or problems which may occur in connection with or relating to the Sweepstakes, whether computer, network, technical, mechanical, typographical, human or otherwise, including,



without limitation, errors or problems which may occur in connection with the administration of the Sweepstakes, the processing of Entries, the announcement of the prizes, in any Sweepstakes-related materials or that may limit prize fulfillment or a participant's ability to enter the Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, modify or prematurely conclude the Sweepstakes should any computer virus, malfunction, fraud, tampering, unauthorized intervention or other cause beyond their control corrupt the administration, security or proper operation of the Sweepstakes. False or deceptive Entries or acts will render the participant ineligible and Sponsor reserves the right to disqualify any participant who attempts to undermine the legitimate operation of the Sweepstakes by tampering with any Website mechanism, acting in a disruptive manner or violating these Official Rules. Any attempt by an individual to deliberately damage or undermine the legitimate operation of the Sweepstakes may be in violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages (including attorneys' fees) from any such participant to the fullest extent of the law, including criminal prosecution.

HOW TO WIN: One (1) grand prize winner (the "Winner") will be randomly chosen by a representative of Sponsor on or around January 15th, 2010 from all eligible Entries received throughout the Promotional Period. The decisions of the Sponsor will be final and binding on all participants in all matters related to the Sweepstakes. The odds of winning will depend on the total number of eligible Entries received throughout the Promotional Period. Winner will be notified by Sponsor via either email, and/or telephone provided. Winner must reply within fourteen (14) days of notification either via fax, email or by calling the phone number provided upon prize notification, or else an alternate winner will be selected. In the event that the Sweepstakes is canceled or ended prematurely due to the reasons set forth above, the Winner shall be randomly chosen by a representative of Sponsor from all eligible Entries received as of the time of the impairment.

PRIZES: One Winner will receive a prize of \$2000.00 U.S. Dollars, as selected by Sponsor in its sole discretion, at an approximate market value ("AMV") of Two Thousand U.S. Dollars (\$2000.00). No substitutions, partial acceptance, transfer of prizes or cash redemptions permitted by Winner. Sponsor reserves the right to substitute a prize of equal or comparable value in the event a described prize or any portion thereof is unavailable for any reason whatsoever. Certain restrictions may apply and no refunds or credit for changes are allowed. **Winner is solely responsible for the reporting and payment of all federal, state and local taxes incurred by acceptance and use of the prize (or any portion thereof), if applicable.** All prize details are at Sponsor's discretion.



GENERAL RULES AND REGULATIONS: By entering this Sweepstakes, entrants: (i) agree to be bound by the decisions of Sponsor which are final and binding in all matters, (ii) grant Sponsor, and their designees the right, unless prohibited by law, to use their names, cities and states of residence, voices, pictures, biographical information and likenesses, without compensation, notification or permission, for the purpose of advertising and publicity in any and all manner or media, now or hereafter known, throughout the world in perpetuity. By providing your e-mail address, you grant Sponsor the right to send you commercial messages and share your address with others, unless specified otherwise as indicated on the entry form. In order to claim the prize, Winner (i) must meet all eligibility requirements, (ii) may be required to produce proof of identity, address and birth date, and (iii) must execute and return certain winner documents (as applicable), including an affidavit of eligibility, tax acknowledgment form, liability release and, except where prohibited by law, use of name and likeness releases. Such documents must be completed in full and returned within ten (10) days of issuance either via facsimile or US registered mail. Failure to do so or if: (i) any prize or prize notification is returned as undeliverable, (ii) Winner declines his or her prize, or (iii) a potential Winner is determined to be ineligible for any reason, will result in disqualification of such Winner and an alternate winner may be selected by random drawing at the Sponsor's sole discretion. Sponsor will use reasonable efforts to pick an alternate winner but in the event an alternate winner cannot be determined, the prize will not be awarded.

Sponsor, and their respective officers, directors, agents, employees, parents, subsidiaries, franchisees, advertising or promotion agencies, prize providers and affiliated entities expressly disclaim any responsibility and participants agree to hold Sponsor, and their respective officers, directors, employees, agents, parents, subsidiaries, franchisees, advertising or promotion agencies and affiliated entities harmless from liability for any injury, disability or loss to any person or property (including death) relating to participation in this Sweepstakes (including the manner in which the Winner is selected and confirmed), the delivery and/or subsequent acceptance, use or misuse of any of the prizes or services awarded and claims based on publicity rights, defamation or invasion of privacy. Neither Sponsor, nor their officers, directors, agents, employees, parents, subsidiaries, franchisees, advertising or promotion agencies, prize providers and affiliated entities are responsible for: (i) any loss (financial or otherwise), liability, injury (including death) or damage to persons or property which may be caused directly or indirectly, in whole or in part, by the use or misuse of any prize items provided, or (ii) any loss (financial or otherwise), injury or damage to persons or property which may be caused directly or indirectly, in whole or in part, from downloading any material from the Website, regardless of whether the material was prepared by Sponsor or a third party, and regardless of whether the material is connected to the Website by a hypertext link. Sponsor, and their respective



officers, directors, agents, employees, parents, subsidiaries, franchisees, advertising or promotion agencies, prize providers and affiliated entities further assume no liability either for the cancellation, modification or premature conclusion of the Sweepstakes for any reason or through the acts or defaults of any company or person providing any prize. All such losses or expenses must be borne by the affected participants and/or Winner.

OFFICIAL RULES AND/OR WINNER'S LIST REQUESTS: For Winner's List, send a self-addressed, stamped envelope to the following address: Sunstar Americas, Inc., 4635 W. Foster Avenue, Chicago, IL 60630, after December 31st, 2009, but before February 28th, 2010. The Sponsor of this sweepstakes is Sunstar Americas, Inc., 4635 W. Foster Avenue, Chicago, IL 60630.

SPONSOR: The Sponsor of this sweepstakes is Sunstar Americas, Inc., 4635 W. Foster Avenue, Chicago, IL 60630.

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