

**SWEET BABY RAY'S "SLOW AND LOW" GIVEAWAY
OFFICIAL RULES**

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE AND OLDER AND WHO ARE PHYSICALLY LOCATED AND RESIDE IN THE UNITED STATES OR DISTRICT OF COLUMBIA. VOID IN PUERTO RICO, CANADA AND WHERE PROHIBITED.

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK OR ANY OTHER THIRD PARTY.

1. ELIGIBILITY:

No Purchase Necessary. Sweet Baby Ray's Slow and Low Giveaway (the "Contest") is open to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age or older, who are physically located and reside in the United States or District of Columbia, and who submit a recipe or photograph through the Sweet Baby Ray's website located at www.sweetbabyrays.com ("Eligible Participant"). Eligible participants are not required to register to participate and participation is free. Void in Puerto Rico, Canada and where otherwise prohibited. Employees, directors and officers of Sweet Baby Ray's ("Sponsor") and any of their respective parent and affiliate companies, advertising and promotion agencies as well as the immediate family (spouse, parents, children and siblings) and household members of the foregoing are not eligible to enter. The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

2. CONTEST TIMING/DESCRIPTION:

The Contest begins at 12:00 AM Eastern Time (ET) on [1/5/17] and ends 11:59:59 PM ET on [2/4/17] (the "Promotion Period").

3. HOW TO ENTER:

A. Weekly Sweet Baby Ray's 'Slow and Low Giveaway' Prize Giveaway:

To enter, submit an entry form at [<http://slowandlowbowl.sweetbabyrays.com/>]. All entry forms need to be fully filled in order for entry to the giveaway (first name, last name, email address, confirmation of the Rules and Regulations).

All users have the option to gain an additional 5 entries to the giveaway, but selecting to submit a recipe as part of the entry process. If the user selects to submit a recipe, he/she must fill out all fields within the recipe submission form. Recipes submitted will not be featured as part of the Slow and Low Giveaway contest, but may be used for future promotions or recipe content to be featured on Sweetbabyrays.com and/or Sweet Baby Ray's social platforms (Facebook, Twitter, Instagram, Pinterest, YouTube)

Participants may upload as many Submissions as they wish.

By uploading a Submission, you acknowledge and agree that you have read, understand and agree to be bound by these Official Rules and Sweet Baby Ray's terms and conditions, and that you have obtained all of the necessary permissions and releases from all persons involved in creating, producing and/or appearing in any Submission.

Entries must be received no later than 11:59:59 PM ET on [2/4/16]. Entries submitted will not be acknowledged. The Sponsor's clock will be the official time-keeping device for the Contest. Sponsor's decisions are final on all matters relating to eligibility of an Entry for this Contest.

B: Sweet Baby Ray's 'Slow and Low' Recipe Contest

Recipes featured within the Sweet Baby Ray's 'Slow and Low' Contest have been pre-selected by the Sponsor, and all entrants have been notified of their participation within the contest. Each

week, (2) user submitted recipes will be featured on the Sweet Baby Ray's 'Slow and Low' website for users to cast a vote for the preferred recipe. In order to cast a vote, users will click on the 'vote' button which will 'share' the recipe on the users personal Facebook page (all share functionality is built into the www.slowandlowbowl.com). Each week, the Sponsor will tally all shares and announce the recipe that has advanced to the next round. The schedule for recipe contest are as follows:

- Quarter- Finals:
 - (A) Appalachian Pulled Pork vs. Dead Simple BBQ Ribs
 - (B) Sweet Meatballs of Fire vs. Banging Down the Door Chicken
 - (C) Sweet Teriyaki Wings vs. Sweet Teriyaki Fajitas
 - (D) Empty Bowl Buffalo Chicken Dip vs. Shredded Buffalo Chicken Sliders
- Semi-Finals:
 - (E) Winning Recipe (A) vs. Winning Recipe (C)
 - (F) Winning Recipe (B) vs. Winning Recipe (D)
- Finals:
 - Winning Recipe (E) vs. Winning Recipe (F)

SUBMISSION CONTENT REQUIREMENTS: Unless expressly noted otherwise, the following requirements apply to all Submissions: A Submission: (i) cannot, with the exception of Sponsor & Others and their logos and brands, show, contain, mention, depict, refer or otherwise allude to the name or logo of any retailer, manufacturer, brand, product, store, place of business, person, company or character regardless of whether or not such is a competitor of Sponsor or competes with any of Sponsor's products; (ii) cannot contain, mention, refer or otherwise allude to any sexually explicit or suggestive, obscene, lewd, violent, illegal, offensive, disparaging or inappropriate words, abbreviations, language, signs, products, poses, behavior, symbols, political, personal and/or religious references or statements, (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group; (iii) cannot promote alcohol, illegal drugs or tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (iv) cannot in any manner defame, misrepresent, contain disparaging remarks or reflect negatively about Sponsor, its products or other people, products or companies or their products, or in any way reflect negatively upon such parties or explicitly or implicitly communicate messages or images inconsistent with the positive images and/or goodwill with which Sponsor wishes to be associated, as determined by the Sponsor in its sole discretion; (v) cannot contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses, without permission; (vi) cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission; (vii) cannot depict, and cannot itself, be in violation of any law; and (viii) must otherwise be in compliance with all of the provisions of these Official Rules as stated herein.

4. SELECTION OF WINNERS:

A. Weekly Sweet Baby Ray's 'Slow and Low' Prize Giveaway

"Winners" will be selected each week of the contest period at random from Eligible Participants by Sponsor. All winners will be notified via email and Sponsor will request to gather all contact information to distribute prizes to winners.

B. Sweet Baby Ray's 'Slow and Low' Recipe Contest

"Winners" are identified if the user submitted recipe advances to the next round of the competition. All winners will be notified via email by the Sponsor and prizing will be distributed at the end of the contest.

5. CONTEST GIFT:

A. Weekly Prize Giveaway Gifts

- Mixed Pack of Sweet Baby Ray's Sauce
- Prize is valued at approximately \$15.00

B. Sweet Baby 'Slow and Low' Recipe Contest Gifts

- Quarterfinals:
 - Mixed Case of Sweet Baby Ray's Sauce
 - Prize is valued at approximately \$15.00
- Semifinals:
 - *America's Test Kitchen Slow Cooker Revolution* Book
 - Sweet Baby Ray's Original BBQ Sauce 80oz.
 - Prize is valued at approximately \$30.00
- Finals:
 - Multi-pot buffet slow cooker
 - Prize is valued at approximately \$45.00
- Grand Champion:
 - Slow Cooker with custom engraving of Winner's name and 'Grand Champion, Sweet Baby Ray's Slow and Low Giveaway 2017
 - Prize is valued at approximately \$150.00

Gift may not be transferred, substituted or redeemed for cash, except at the Sponsor's sole discretion. Specifics of the prize are in Sponsor's sole discretion. Sponsor reserves the right to substitute a gift of equal or greater value if advertised gift is unavailable at the time the gift is awarded. Allow 2-4 weeks for delivery of gift.

6. GRANT OF LICENSE:

By entering, Entrant grants Sponsor, its agents, subsidiaries and affiliates (the "Licensees") an exclusive, worldwide, perpetual, irrevocable, royalty-free, sub-licensable right to exercise the copyright, publicity, database rights and any other rights Entrant has in the Submission, in any media now known or hereafter devised (including without limitation, the internet), without any compensation. Further, by entering this Contest, Entrant grants Licensees the additional license to modify, adapt, translate, create derivative works from, and distribute the Submission, or incorporate the Submission into any form, medium or technology, including the right, at each Licensee's sole discretion, to publish the Submission and to use the Submission for advertising and promotional purposes. Licensees shall not be required to designate Entrants as the creators or authors of Submissions that are distributed or otherwise exploited by Licensees, or include any references to Entrants on, or in connection with, any Submissions that are distributed or otherwise exploited by Licensees. Licensees are under no obligation to exploit any entries submitted.

7. ADDITIONAL CONDITIONS OF PARTICIPATION:

By participating, entrants agree to be bound by these Official Rules including all eligibility requirements and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. Use of the Sponsor's information submitted by Entrants in connection with this Giveaway will be subject to the terms and conditions stated in these Official Rules as well as to the Terms & Conditions and Privacy Policy available on the Sweet Baby Ray's website, <https://sweetbabyrays.com/Legal-Compliance.aspx>.

By making a Submission, participants consent to the use of his/her name, image, likeness, photograph, voice and biographical material for advertising, publicity and promotional purposes by Sponsor, or a party designated by the Sponsor, in any and all media now or hereafter known including but not limited to, any online announcements, or for sharing this information with the press for viewing, whether TV or print, throughout the world in perpetuity, without additional compensation, notification or permission, except where prohibited by Sponsor's Privacy Policy or by law. Entrants agree to abide by the terms of these Official Rules and the decisions of the

judges, which are final and waive any right to claim ambiguity in these Official Rules. Entrants agree that any and all disputes shall be governed by the laws of the State of Massachusetts.

8. LIMITATION OF LIABILITY:

ENTRANTS HEREBY AGREE TO RELEASE, INDEMNIFY AND HOLD HARMLESS SWEET BABY RAY'S AND THEIR RESPECTIVE PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, DIVISIONS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES, SHAREHOLDERS, EMPLOYEES, ADVERTISING AND PROMOTION AGENCIES (COLLECTIVELY, THE "RELEASEES") FROM ANY CLAIMS, ACTIONS, INJURY, LOSS OR DAMAGE OF ANY KIND, INCLUDING BUT NOT LIMITED TO, PERSONAL INJURY OR DEATH, RESULTING FROM PARTICIPATING IN THE CONTEST OR FROM THE ACCEPTANCE, POSSESSION, OR USE OR MISUSE OF ANY PRIZE AWARDED OR PARTICIPATION IN ANY PRIZE-RELATED ACTIVITY. THIS LIMITATION OF LIABILITY IS A COMPREHENSIVE LIMITATION OF LIABILITY THAT APPLIES TO ALL DAMAGES OF ANY KIND, INCLUDING (WITHOUT LIMITATION) COMPENSATORY, DIRECT, INDIRECT, OR CONSEQUENTIAL DAMAGES; LOSS OF DATA, INCOME, OR PROFIT; LOSS OF DAMAGE TO PROPERTY; AND CLAIMS OF THIRD PARTIES. PARTICIPANTS AGREE THAT RELEASEES HAVE NOT MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION, OR GUARANTEE, STATUTORY, EXPRESS, RELATIVE TO THE CONTEST OR THE PRIZE AWARDED. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, RELEASEES DO NOT MAKE ANY EXPRESS OR IMPLIED WARRANTIES OR REPRESENTATIONS WITH RESPECT TO ANY WEBSITE AND RELEASEES SHALL NOT BE LIABLE FOR THE CONSEQUENCES OF ANY INTERRUPTIONS OR ERRORS RELATED THERETO. Releasees are not responsible for lost, late, incomplete, illegible, inaccurate, delayed, garbled, damaged, stolen or misdirected mail or submissions, or problems of any kind, whether mechanical, human or electronic. Releasees are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, inability to access a website, complete an online posting, fraud, incomplete, garbled, or delayed computer transmissions or inaccurate transcription of entry information, whether caused by the Sponsor, users or by any of the equipment or programming associated with or utilized in this Contest or by any technical or human error that may occur in the processing of submissions which may damage a user's system or limit a participant's ability to participate in the Contest. Entry materials that have been tampered with or altered are void. Sponsor reserves the right, in its sole discretion, to cancel or suspend part or all of this Contest at any time without notice, if in the judges' opinion there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or integrity and proper play of the Contest or for any other reason in its sole discretion. In such event, Sponsor may void any entries they suspect are at issue and award the prize from among all non-suspect eligible entries received up to the date of cancellation.

Sponsor reserves the right to disqualify entrants who violate the rules or interfere with this Contest in any manner. If an entrant is disqualified, Sponsor reserves the right to terminate that entrant's eligibility to participate in the Contest. Any attempts by an individual to access any website associated with this Contest via a bot script or other brute force attack or any other unauthorized means will result in the IP address becoming ineligible. Use of automated entry devices or programs is prohibited.

9. By entering, Entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with this Contest, shall be governed by, and construed in accordance with, the laws of State of Massachusetts, without giving effect to any choice of law or conflict of law rules. By entering, Entrants consent to the jurisdiction and venue of the federal, state and local courts located in Boston, Massachusetts.

10. SPONSOR:

Sweet Baby Ray's, 1 D'Angelo Dr, Marlborough, MA 01752

4852-6866-8193.1