

OFFICIAL RULES

HONEYBAKED HAM UNWRAP TRADITION SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. ENTRY IN THIS PROMOTION CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

1. Eligibility. The **HoneyBaked Ham Unwrap Tradition Sweepstakes** (the “Promotion”) is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry. Employees of HoneyBaked Ham Company, franchisees, Vert Mobile, LLC, and their parent and affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employees, are not eligible. All federal, state and local laws and regulations apply. Void where prohibited.

2. Sponsor: HoneyBaked Ham Company, 3875 Mansell Road, Alpharetta, GA 30022

3. Prizes and Approximate Retail Value (“ARV”):

Two (2) Grand Prizes: One (1) 12-Month Subscription to the HoneyBaked Ham Gift Club. One (1) HoneyBaked Ham item to be delivered monthly beginning April 2016 and ending March 2017. (ARV: \$554.95).

Ten (10) Total First Prizes: One (1) HoneyBaked Ham Gift Card, valued at ten dollars (\$50). (ARV: \$50)

Twenty-five (25) Total Second Prizes: One (1) HoneyBaked Ham Gift Card, valued at ten dollars (\$10). (ARV: \$10)

Total ARV of all prizes combined is \$1,860.

No substitution is allowed and no cash alternative is available, except the Sponsor reserves the right to substitute a prize of equal or greater value in Sponsor’s sole discretion. Each winner is responsible for all taxes and fees associated with prize receipt and/or use.

4. Odds: Odds of winning a prize depend on the number of participants that play the game in real time during the campaign period.

5. How to Enter:

For all Prizes: Beginning 6:00 p.m. Eastern Time on March 16, 2016 and ending 11:59 p.m. Eastern Time on March 26, 2016 (the “Promotion Period”), (i) play the HoneyBaked Ham Unwrap Tradition instant win digital scratch-off game located at the website address <https://secure.cataboom.com/direct/unwrap-tradition>, and, upon winning a prize (ii) fill out the prize redemption contact form in full detail, and (iii) successfully submit your redemption contact information. Limit one (1) play per person per email per week. For purposes of

these Official Rules, a “week” is defined as Sundays 12:00:00 a.m. ET and ending Saturdays 11:59:59 pm ET.

6. Instant Wins and Giveaways: The winners of all prizes in all prizing categories will be determined by random instant win selection in real time during the period that the game is active. Winners will be notified immediately upon being randomly selected as a prize winner. Winners will need to fill out the redemption contact form, which includes either email address and/or mailing address information, in order for his or her prize to be delivered.

Limit one (1) Grand Prize per person, email address or household. Each potential winner will be notified via the website and/or mailing or email addresses used to subscribe to HoneyBaked Ham e-club at the time of filling out the prize redemption contact form. If a potential winner cannot be contacted or prize is returned as undeliverable, the potential winner forfeits prize. Sponsor is not responsible for any incorrect or inaccurate information. In the event that a potential winner is disqualified for any reason, Sponsor will not award the applicable prize to any other participating entrants and prize will drop out of the prize pool. All prizes are not guaranteed to be awarded during the campaign period, and all odds of prizes being awarded are based on the real-time number of participating entrants during the campaign period.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, its parent, subsidiaries, affiliates, suppliers, distributors, HoneyBaked Ham Company franchisees and advertising/promotion agencies and each of their respective parent companies and each such company’s officers, directors, employees and agents from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize. Entrance shall be considered permission to use entrant’s email address in future promotions and mailings.

8. Publicity: Except where prohibited, participation in the Promotion constitutes winner’s consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, or voice for promotional purposes in any media, worldwide, without further payment, consideration, or compensation.

9. Limitations of Liability: Sponsor reserves the right to cancel the Promotion if any 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.

10. Winners’ List: To receive a copy of the Winners’ List for this Promotion (available after April 29, 2016), mail a self-addressed, stamped #10 envelope to be received by April 29, 2016: Winner’s List, **Unwrap Tradition Sweepstakes**, HoneyBaked Ham Company, 3875 Mansell Road, Alpharetta, GA 30022.

11. Miscellaneous: Except where prohibited, by participating you agree to these Official Rules and to the decisions of Sponsor, whose decisions are final and binding in all respects. Failure to comply with these Rules may result in disqualification. All issues concerning the construction, validity, interpretation and enforceability of these Rules shall be governed by and construed in accordance with the laws of the State of Iowa. By entering, entrants irrevocably consent to the sole and exclusive jurisdiction of the courts of the State of Iowa for any action, suit or proceeding arising out of or relating to this Promotion.