

Legal Disclaimer Copy for Website:

NO PURCHASE NECESSARY. Open to legal U.S. residents, 18 and older, residing in California or Texas. Starts 12:00 AM Central Time (“CT”) on January 1, 2019 and ends 11:59 PM CT on January 29, 2019. The “Vive la Tradición” Sweepstakes is Sponsored by Juanita’s Foods. Void outside CA, TX and where prohibited by law. For complete details, see **Official Rules**.

Legal Disclaimer Copy for Collateral Materials:

NO PURCHASE NECESSARY. Open to legal U.S. residents, 18 and older, residing in California or Texas. Starts 12:00 AM Central Time (“CT”) on January 1, 2019 and ends 11:59 PM CT on January 29, 2019. The “Vive la Tradición” Sweepstakes is Sponsored by Juanita’s Foods. Void outside CA, TX and where prohibited by law. For complete details, at www.vivelatradicion.com

Legal Disclaimer for Social Media:

No Purchase Necessary. Ends 1/29/19. U.S. Residents, 18+, residing in CA or TX. Rules: www.vivelatradicion.com

THE “VIVE LA TRADICIÓN” SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER THE SWEEPSTAKES.
A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

1. **PROMOTION PERIOD:** The “Vive la Tradición” Sweepstakes (the “Sweepstakes”) begins at 12:00 AM Central Time (“CT”) on January 1, 2019 and ends 11:59 PM CT on January 29, 2019 (the “Promotion Period”). The Promotion Period consists of four (4) separate entry periods (each an “Entry Period”), as outlined below in Rule #6.
2. **ELIGIBILITY:** The Sweepstakes is open to legal U.S. residents, 18 years of age or older, residing in California or Texas (“Eligible Entrants” or “Entrants”). Employees of Juanita’s Foods (the “Sponsor”), its affiliates, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (collectively, “Released Parties”), and each of their respective employees, directors, officers, members, assigns and agents and their immediate family members and/or those living in the same household of each are not eligible to participate or win. Void outside of California, Texas and wherever else prohibited or restricted by law. All applicable federal, state and local laws and regulations apply.
3. **HOW TO ENTER:** During the Promotion Period, visit www.vivelatradicion.com (“Website”) and follow the instructions to complete the registration form, and indicate whether you prefer to eat “pan” (bread) or tortilla with your Menudo (collectively, “Website Entry”). Limit one (1) Website Entry per person/email address.

4. **HOW TO RECEIVE BONUS ENTRIES:** After submitting a Website Entry, during the Promotion Period, a pop up window will appear (“Bonus Entry Page”) on-screen. Entrants will have the opportunity to obtain additional entries (each, a “Bonus Entry” or “Entry”) by clicking on one of the different social buttons displayed. For each social action performed through the Bonus Entry Page, the Entrant will receive the allotted amount of Bonus Entries listed below:

- Entrant will receive one (1) Bonus Entry for visiting the Sponsor’s Facebook page;
- Entrant will receive two (2) Bonus Entries for visiting Sponsor’s Instagram profile;
- Entrant will receive two (2) Bonus Entries for visiting Sponsor’s YouTube channel;
- Entrant will receive one (1) Bonus Entry for Tweeting the Sweepstakes share message;
- Entrant will receive one (1) Bonus Entry for every participant who subsequently enters the Sweepstakes, using a unique Sweepstakes link shared by Entrant

There is no cost for performing any of these actions. If an Entrant does not have an account with any of the social platforms listed, there is no cost to create one. Please note that entrant must agree to comply with the Terms of Use of each social platform in order to create an account with any of them.

Entries must be received by the deadline indicated in the chart(s) below, to be included in that Entry Period’s drawing, any subsequent Entry Periods’ drawings and the Grand Prize drawing, for the corresponding state. Multiple Entrants are not permitted to share the same email address, to submit an Entry. Normal internet/phone access and data/usage charges imposed by your phone/internet service provider may apply.

5. **SUBMISSION GUIDELINES:** In the event the Sponsor, in its sole discretion, determines that any Entry contains content that does not comply with these Official Rules or does not otherwise comply with regulatory guidelines, Sponsor reserves the right to disqualify and remove the Entry or, if Sponsor so determines, edit the content of the Entry. All Entries must comply with these Official Rules and the registration instructions in order to be eligible. Any Entry deemed inappropriate or unsuitable, in Sponsor's sole discretion, will be disqualified. Entry must not contain material that is inappropriate, indecent, profane, obscene, hateful, tortious, defamatory, slanderous or libelous (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group). Entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. Any Entry or portion thereof that is, in Sponsor’s sole discretion, obscene, profane, lewd, defamatory, contains any third party materials, or otherwise violates or infringes (or may infringe) any copyright, trademark, or mark that identifies a brand or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity or make reference to any commercial/corporate advertising (including but not limited to, brand names, slogans, political, or religious statements), or is otherwise objectionable, will not be considered and will disqualify the Entry. Entries must be in keeping with Sponsor's image/brand image as determined by Sponsor, in its sole discretion, or Entry will be disqualified. The Entry must not disparage persons or organizations associated with Sponsor.

6. **RANDOM DRAWINGS:** A random drawing will be conducted on or about each random drawing date indicated below to select two (2) First Prize winners from among all eligible Entries received from California residents and two (2) First Prize winners from among all

eligible Entries received from Texas residents, for each Entry Period. A separate random drawing will be conducted on or about January 31, 2019 to select one (1) Grand Prize winner from among all eligible Entries received from California residents throughout the Promotion Period and one (1) Grand Prize winner from among all eligible Entries received from Texas residents throughout the Promotion Period. Drawings will be conducted by a representative of Sponsor, whose decisions are final on all matters relating to the Sweepstakes. The odds of winning a First Prize will depend on the total number of eligible Entries received from California residents and Texas residents for each First Prize Entry Period, The odds of winning a Grand Prize will depend on the total number of eligible Entries received from California residents and Texas residents throughout the Promotion Period. Limit one First Prize and one Grand Prize per person/household.

First Prize Entry Period	First Prize Entry Period Deadlines (all CT)	First Prize Random Drawing Dates
1	11:59 PM on 1/8/19	1/9/19
2	11:59 PM on 1/15/19	1/16/19
3	11:59 PM on 1/22/19	1/23/19
4	11:59 PM on 1/29/19	1/30/19

7. **WINNER NOTIFICATION:** Potential winners will be notified by email/phone and First Prize winners will be subsequently sent their prizes within four to six weeks thereafter. Potential Grand Prize winners will be required to complete and return via email/fax/mail, an Affidavit of Eligibility, Release of Liability, assignment of rights and, if legally permissible, a Publicity Release within five (5) days of attempted delivery of same. Noncompliance may result in disqualification and an alternate winner may be selected. Noncompliance with any specified timeframe or return of any prize/prize notification as undeliverable, or declining the prize for any reason, will result in disqualification without further notice and an alternate winner may be selected.
8. **PRIZES & APPROXIMATE RETAIL VALUES (“ARVs”):**
 - Two (2) Grand Prizes (one [1] awarded to a California resident and one [1] awarded to a Texas resident): A Menudo soup pot, a blender, a Talavera-style dish set for four (4), a set of four (4) traditional Mexican glasses, a set of kitchen knives in holder, a wooden cutting board, 2 serving ladles, a set of 4 Talavera-style condiment bowls, a set of Talavera-style salt and pepper shakers and a \$1,500 Sponsor-specified grocery gift card (ARV \$2,500 per Grand Prize). All Grand Prize components are Sponsor-specified.
 - Sixteen (16) First Prizes (eight [8] awarded to California residents and eight [8] awarded to Texas residents, two [2] per Entry Period): A \$250 Sponsor-specified grocery gift card and Sponsor-specified Juanita’s Foods premiums (ARV \$275 per First Prize).
9. **GENERAL RULES:** Terms and Conditions on gift cards apply. No transfer, assignment, substitution or cash equivalent for prize will be permitted, except at the sole discretion of the Sponsor due to prize unavailability for any reason. In such circumstance, an alternate prize of equal value will be awarded (except as specifically stated above) and Sponsor’s obligation to the winner will be fulfilled, and no other additional compensation will be provided. The Released Parties assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of any prize. In no event will more than the stated prizes be awarded. If an Entrant submits more than the stated number of Entries permitted,

and/or if the Sponsor suspects that an entrant attempted to obtain additional Entries by using multiple email addresses, registrations, identities or any other method, all Entries submitted by the Entrant may be declared null and void. Entrants/winners agree to release, discharge and hold harmless Released Parties, Facebook, Twitter and YouTube, from and against any and all liability (including damages caused or claimed to be caused) arising out of participation and/or acceptance/use of a prize, and agree to be bound by these Official Rules and Sponsor's decisions, which are final. Acceptance of a prize constitutes permission for the Sponsor and its agencies to use winner's names and/or likenesses and Entries for purposes of advertising and trade without further compensation, including a winners list, unless prohibited by law. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the English version of the Official Rules shall prevail, govern and control. All Entry material submitted will not be returned. The Released Parties are not responsible for any typographical or other error in the printing of the Sweepstakes material, administration of the Sweepstakes or in the announcement of the prizes. NOTICE: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Released Parties are not responsible for faulty, incorrect, undeliverable or mistranscribed phone/email transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer, phone/device related to or resulting from participating in or experiencing any materials in connection with the Sweepstakes, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in the Sweepstakes. In the event of a dispute as to any Entry, the authorized account holder of the email address indicated on the Entry will be deemed to be the entrant. "Authorized email account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Potential winners may be required to show proof of being the authorized account holders associated with the Entries. The Released Parties assume no responsibility for undeliverable emails resulting from any form of active or passive email filtering by a user's Internet service provider and/or email client or for insufficient space in user's email account to receive email. Sponsor reserves the right to cancel or modify the Sweepstakes if fraud, misconduct or technical failures threaten the integrity of the Sweepstakes; or if a computer virus, bug, or other technical problem corrupts the administration or security of the Sweepstakes as determined by Sponsor, in their sole discretion. In the event of termination, a notice will be posted online and the drawing will be conducted from among all eligible Entries received by the end of each Entry Period and overall per state, prior to termination. Any damage made to the Website by an entrant will be the responsibility of the entrant and/or the authorized email account holder of the email address submitted at the time of Entry. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. Winners are responsible for applicable federal, state and local taxes (if any). Grand Prize winners will be issued a 1099 tax statement with the IRS, based on the retail value of the prize. As a condition of entering the Sweepstakes, Entrants agree that: 1) under no circumstance will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for

out-of-pocket expenses; 2) all causes of action arising out of or connected with the Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event will Entrant be entitled to receive attorneys' fees or other legal costs.

10. PRIVACY POLICY: Any personally identifiable information collected during an Entrant's participation in the Sweepstakes will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <http://www.juanitasfoods.com/privacy-policy>.
11. WINNERS LIST: For the names of the winners, send a stamped, self-addressed envelope by February 28, 2019, to: Vive la Tradicion Sweepstakes Winners, 13050 Saticoy Street, Unit E, North Hollywood, CA 91605.
12. SPONSOR: Juanita's Foods, P.O. Box 847, Wilmington, CA 90748.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter or YouTube. You understand that you are providing your information to Sponsor and not to Facebook, Twitter or YouTube. The information you provide will only be used in the event you are selected as a Sweepstakes winner.