

NATIONAL MANGO BOARD MANGO SELFIE SWEEPSTAKES □ OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. All federal, state and local laws and regulations apply. Void where restricted or prohibited by law.

1. ELIGIBILITY: The National Mango Board Mango Selfie Sweepstakes (“Sweepstakes”) is open to individuals 18 years of age or older as of date of entry and who are legal residents of any of the 50 United States or the District of Columbia. Employees of National Mango Board (“Sponsor”) and participating retailers (“Retailers”), and each of their respective contractors, affiliates, subsidiaries, dealers, distributors, suppliers, and their immediate family members and those living in the same household are not eligible to win.

2. HOW TO ENTER: Sweepstakes begins at 12:00 AM (ET) on January 14, 2018 and ends at 11:59 PM (ET) on February 24, 2018 (“Promotion Period”). The Promotion Period consists of six (6) separate weekly sweepstakes entry periods each beginning at 12:00 AM ET on Sunday, starting January 14, 2018, and ending the following Saturday at 11:59 PM ET (“Weekly Entry Period”). To enter, post a photo of yourself with a mango (“Mango Selfie”) on your public Instagram profile. In the caption of your Mango Selfie, include “#mangoselfie” and “@mangoboard”. Also follow the National Mango Board (@mangoboard) on Instagram. Both tags must be included and you must follow @mangoboard for your entry to be valid. After the close of each Weekly Entry Period, the National Mango Board will collect all of the tagged photos that meet the specifications listed above and these will be the (“Valid Entries”) for that Weekly Entry Period. Make sure your Instagram profile is set to be public or your posted photo will not be entered.

Entrants agree to be bound by and acknowledge compliance with these Official Rules including eligibility requirements. Limit one entry per person per Weekly Entry Period. In the event of a dispute as to the identity of the entrant, the entry will be considered made by the authorized account owner of the Instagram account at the time the entry was submitted. “Authorized account owner” of an Instagram

account is the natural person in whose name the Instagram account has been issued. A selected winner may be asked to provide Sponsor with proof that the selected winner is the authorized account holder of the Instagram account associated with the winning entry. If a dispute cannot be resolved, the entry will be deemed ineligible. Use of automated devices not valid for entry. Entries become the exclusive property of the Sponsor and will not be returned. Sponsor may at its sole discretion disqualify anyone who violates these Official Rules or undermines the integrity of the Sweepstakes by disabling cookies, using any form of automatic entering, or any other form of manipulation.

Entry into the sweepstakes constitutes permission (except where prohibited) to use winners name, hometown, likeness and “Mango Selfie” entry image(s) for purposes of advertising, promotion and publicity without additional compensation.

3. PRIZES: Sixty (60) Prizes will be awarded, ten (10) per week during the six (6) week promotional period: \$25 American Express® Gift Card (terms and conditions apply). Total Retail Value of all Prizes: \$1,500.00. No substitutions for prizes except by Sponsor or as may be necessary due to unavailability, in which case prize of equal or greater value will be awarded. Prize is not transferable or redeemable for cash. All taxes and other expenses not specified herein are the sole responsibility of the winner. Sponsor responsible only for prize delivery; not responsible for prize utility, quality or otherwise.

4. RANDOM DRAWING: Ten (10) winners per Weekly Entry Period will be selected in a random drawing approximately two days following the conclusion of each Weekly Entry Period from all eligible entries received. Each winner will be notified via the Instagram account through which the winner entered the Sweepstakes. Winners will have three (3) days to respond via the e-mail address provided with their name, mailing address, email address, telephone number and birth date to confirm that they are 18 years of age or older. Failure to respond within the designated timeframe will result in the selection of an alternate winner. The drawing will be conducted by an independent judging organization, whose decisions are final on all matters relating to the

Sweepstakes. Limit of one winner per household for the duration of the Promotion Period. Any prize returned as undeliverable will be awarded to an alternate winner.

5. ODDS: Odds of winning prize depend upon the number of eligible entries received. All prizes claimed will be awarded. No more than the advertised number of prizes will be awarded

6. GENERAL RULES: By accepting a prize, each winner agrees that the Sponsor and those acting under the Sponsor's authority may use each winner's name, pictures/portraits likeness and/or voice, for advertising and promotional purposes worldwide in perpetuity without further consideration, unless prohibited by law. Prizes are non-transferable and no substitutions or cash redemptions will be made. Sponsor reserves the right to substitute a prize of equal or greater value in the event of unavailability. Any and all taxes are each winner's sole responsibility. Each entrant agrees to be bound by these Official Rules and the decisions of the judges. Entries will not be acknowledged or returned. By submitting an entry in the Sweepstakes, you acknowledge and agree that Sponsor shall be permitted to use your entry data for marketing purposes consistent with its privacy policies (available at <http://mango.org/en/Privacy-Policy>) and applicable law. BY ENTERING THE SWEEPSTAKES OR ACCEPTING ANY PRIZE, ENTRANTS AGREE TO INDEMNIFY, RELEASE AND HOLD HARMLESS SPONSOR, AGENCIES, FACEBOOK AND EACH OF THEIR RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, MEMBERS, EMPLOYEES, REPRESENTATIVES AND AGENTS FOR ANY AND ALL LIABILITY, CLAIMS OR ACTIONS OF ANY KIND WHATSOEVER FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, THAT MAY ARISE IN ANY WAY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE OR PARTICIPATION IN THIS SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES OR PRIZE RELATED ACTIVITY. Sponsor is not responsible for lost, late, stolen, incomplete, illegible, inaccurate, undelivered, delayed, or misdirected entries. Sponsor shall not be responsible for any errors in these Official Rules or otherwise in any

materials available at <https://www.instagram.com/mangoboard/>. Sponsor reserves the right, in its sole discretion, to modify or terminate this sweepstakes in the event of any act, occurrence, or reason that it believes would corrupt the integrity, administration, or fairness of the sweepstakes. If for any reason the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes and award prizes from among all eligible entries received prior to cancellation or termination. Sponsor, and Agencies are not responsible for lost, late, misdirected, illegible, postage-due or damaged entries or Internet technical, hardware, software, telephone or transmission failures of any kind, which limit a person's ability to enter the Sweepstakes. Sponsor and Agencies assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor and Agencies are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS 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. Any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes shall be resolved individually, without resort to any class action. This Sweepstakes shall be governed by, and construed in accordance with, the laws of the State

of Florida regardless of conflicts of laws principles. Any action or litigation concerning this Sweepstakes shall take place exclusively in the federal or state courts sitting in Orange County, FL, and each winner expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Each winner agrees to service of process by mail or other method acceptable under the laws of the State of Florida. ANY CLAIMS, JUDGMENTS, AND/OR AWARDS OF ANY ENTRANT SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING INTO THIS SWEEPSTAKES. EACH ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

7. **WINNERS:** For a list of winners (available after March 1, 2018) send a self addressed, stamped envelope to: National Mango Board Mango Selfie Sweepstakes, 3101 Maguire Boulevard, Suite 111, Orlando, FL 32803. For a copy of the Official Rules, visit <http://www.mango.org/selfie>. VT residents may omit return postage.

8. **SPONSOR: National Mango Board**, 3101 Maguire Boulevard, Suite 111, Orlando, FL 32803.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram. You understand that you are providing your information to National Mango Board and not to Instagram.