

“Little Debbie Sweepstakes” Promotion

Official Rules

I. NAME OF SPONSOR & ADMINISTRATOR

McKee Foods, hereafter referred to as “Sponsor.”

ABC7 KGO-TV, hereafter referred to as “Administrator.”

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. You are providing your information to ABC7 KGO-TV, and not to Facebook. The information you provide will only be used in accordance with the ABC7 KGO-TV’s privacy policy, which may be viewed at:

<http://corporate.disney.go.com/corporate/pp.html>

II. ELIGIBILITY

Open only to legal residents of California, 18 years of age or older and must be in the ABC7 KGO-TV viewing area as defined by the A.C. Nielson Company (Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Solano & Sonoma counties).

Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for McKee Foods & ABC7 KGO-TV San Francisco, and their respective parent, subsidiary, and affiliated companies and entities, their advertising/promotional agencies or vendors and the immediate family/ members of the same household of anyone so employed are ineligible., any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the sweepstakes or supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or play. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year. All eligibility is subject to all federal, state, and local laws and regulations.

III. HOW AND WHEN TO ENTER

NO PURCHASE NECESSARY.

During the Sweepstakes Period, enter the Sweepstakes through the ABC7 KGO-TV Sweepstakes application on Facebook (the “Application”). You may access the Application via the ABC7News page on Facebook at www.facebook.com/abc7news and click on the Little Debbie Sweepstakes tab. Type in the information requested in full and upload your photo; or (by) U.S. Mail – In an envelope please include a photo and the following information: Your First Name, Last Name, address to include city, state and zip code, day time phone number, and birth date. Mail your entry to ABC7/KGO-TV and Little Debbie Sweepstakes, c/o ABC7/KGO-TV, 900 Front Street, San Francisco, CA 94111. All entries must be postmarked and received by April 27, 2014.

Limit one entry per person, mailing address or e-mail address (regardless of more than one person uses the same mailing or e-mail address.)

Sponsor is not responsible for lost, late or misdirected mail or e-mail. All entries remain the property of sponsors and will not be acknowledged or returned. You must then complete the entry form with all required information, which will include your full name, complete address, telephone number, age and email address on the entry submission page, and agree to the Official Rules. To enter, you must "Like" the ABC7News page. Limit: One (1) entry per person or email address per week. If you do not have a social media account, you may either create a new social media account for yourself or enter by clicking on this link: <https://www.wf-site.com/microsite/pages/3ca25f9735dc08e6>

Sweepstakes begins on August 26, 2013 12AM Pacific Standard Time (PST) and ends on April 27, 2014. Entries must be electronically submitted and received by 11:59 PM Pacific Standard Time (PST) April 27, 2014.

Sponsor, Administrator, Facebook, Inc., and the Sweepstakes Entities are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the sweepstakes, Administrator 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. No responsibility is assumed 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; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any Web-site, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in or downloading any materials from this sweepstakes. In the event of a dispute over an electronic entry, prize will be awarded to the owner of the e-mail account, not the name on the entry form.

All entries submitted are the property of the Sponsor.

Participants must provide a valid e-mail and/or mailing address. It is the sole responsibility of the entrant to notify the Sweepstakes Administrator in writing if the entrant changes his/her e-mail and or mailing address. (To do so write to: "Little Debbie Sweepstakes" 900 Front St., San Francisco, CA 94111) In case of dispute as to identity of a winner who entered online, winner will be deemed to be the person who is the registered user of the e-mail address submitted in the winning entry.

IV. HOW AND WHEN WINNERS WILL BE SELECTED AND NOTIFIED

Total thirty six (36) winners will be selected to win Little Debbie Snack Cake Prize Packs.

Entry in this Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes.

Winner will be notified by phone and/or e-mail.

Odds of winning depend on the number of eligible entries received.

Drawing will be conducted by Administrator. By participating, entrants agree to the Official Rules and the decisions of the Administrator, which shall be final and binding in all respects.

Winners will be determined by random drawings that will be conducted each week from all eligible entries received that week. Random drawing will be held on or about every Monday of each week until April 27, 2014. Conduct of the Sweepstakes and the drawing are under the supervision of the Administrator. Potential winner will be notified by email, using the contact information provided at the time of entry. Sponsor shall have no liability for any potential prize winning notification that is lost, intercepted or not received by any potential winner for any reason. If, despite reasonable efforts, any potential winner does not respond within seven (7) days of the first notification attempt, or if the prize notification is returned as unclaimed or undeliverable such prize winner will forfeit his or her prize and an alternate winner may be selected. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected.

V. PRIZE

PRIZE: Little Debbie Snack Cake Prize Packs.

ARV of Prize: \$32.00 US.

All expenses not specifically provided for herein are the winner's sole responsibility. Certain travel restrictions may apply. Saturday night stay may be required.

Federal, state and local taxes, if any, are the sole responsibility of the winner, who will receive an IRS Form 1099 reflecting the final actual value of any prize valued at \$600 or more.

Prize is subject to availability. Sponsor is not responsible for cancellation or preemption of show/contest/event/meeting or for other circumstances that make it impractical or impossible to fulfill this element of the prize. This element of the prize has no approximate retail value, and if it becomes impractical or impossible to fulfill this element, Sponsor's only obligation will be to provide the remainder, if any, of prize.

VI. RELEASES

By participating, entrants agree to be bound by these official rules and the decisions of the Sponsor and the sweepstakes Administrator, which shall be final in all respects.

By participating in this sweepstakes and accepting any prize that they may win, entrants agree to release to McKee Foods, ABC7 KGO-TV San Francisco, their parent, subsidiary, affiliated and successor companies, advertising and promotion agencies and prize suppliers, and each of their respective officers, directors, agents,

representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this sweepstakes and/or acceptance or use of the prize.

Entrants authorize the Released Parties to use their name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity, or on a winner's list, if applicable, without further compensation unless prohibited by law. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.

To claim prize, (a) winner must provide proof of age, identity and residency, (b) winner must sign and return affidavit of eligibility/compliance with rules, publicity/liability release and indemnification, and (c) winner's intended guest(s) or travel companion(s), if any, must sign liability/publicity release, all within the time period specified by Sponsor.

VII. MISCELLANEOUS; WINNERS' LIST

Void where prohibited. All federal, state and local laws and regulations apply.

Administrator reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process and to cancel, terminate, modify and/or suspend the sweepstakes in the event of tampering or other circumstances, including but not limited to acts of God or civil disturbance that render it impractical or impossible to complete or fulfill the contest as originally planned.

For the names of the prizewinners, send a self-addressed, stamped envelope to "Little Debbie Sweepstakes" Winners, 900 Front St., San Francisco, CA 94111 by May 27, 2014.