

Choose Your Chip Retailer Sweepstakes (“Sweepstakes”) Official Rules

THE FOLLOWING SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE AND A LEGAL RESIDENT OF THE UNITED STATES AT THE TIME OF PARTICIPATING.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING, PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. ELIGIBILITY: The Sweepstakes is open only to legal residents of any of the 50 United States or the District of Columbia, 18 years of age or older at the time of entry who enter the LAY'S® Do Us A Flavor™ Choose Your Chip Contest through the Retailer Web site (defined below). The following persons are not eligible to participate: Employees, contractors, directors, and officers of Frito-Lay, Inc. (“Sponsor”), Target Enterprise, their respective parent, subsidiary and affiliated companies, participating retailers, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Promotion Parties”) and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

2. SWEEPSTAKES PERIOD: Sweepstakes begins at 11:00:00 a.m. Central Time (“CT”) on February 17, 2014 and ends at 11:59:59 p.m. CT on March 15, 2014 (“Sweepstakes Period”). The Sweepstakes Period is divided into twenty-seven (27) daily entry periods. Each day of the Sweepstakes Period represents a separate daily entry period (each a “Day”). A “Day” is defined as the 24 hours between 12:00:00 a.m. CT and the following 11:59:59 p.m. CT with the exception of the first day of the Sweepstakes Period which shall begin at 11:00:00 a.m. CT and end the following 11:59:59 p.m. CT. The time clock of computer administering this Sweepstakes is the official clock for this Sweepstakes.

3. HOW TO PARTICIPATE: During the Sweepstakes Period, visit www.Target.com/Lays and then follow the online instructions to submit your idea for a future flavor of LAY'S® Potato Chips in accordance with the Contest Official Rules located at www.dousaflavor.com (“Contest Web site”), these Sweepstakes Official Rules located at www.Target.com/Lays (“Retailer Web site”), and the terms and/or privacy policy located on the Retailer Web site. You will be required to submit the following: (i) a flavor name; (ii) up to 3 ingredients; (iii) the inspiration for the flavor (limited to 140 characters); (iv) chip style (Original, Wavy, and/or Kettle Cooked); and

(v) your first and last name, e-mail address, birthdate and state of residence (altogether, the "Entry").

For each valid entry submitted into the LAY'S® Do Us A Flavor™ Choose Your Chip Contest through the Retailer Web Site, entrant will have the opportunity to submit one (1) entry into the Sweepstakes random drawing for a chance to win a prize associated with the Day in which he/she entered.

In the event of an identity dispute of a participant, the entry will be considered made by the registered owner of the email address used for entry. No responsibility is assumed by Sponsor for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail or entries. No other form of submitting an entry is valid.

For the purpose of these Official Rules, all Web sites named above may hereinafter be referred to as the "Web site".

4. DRAWINGS: One (1) Grand Prize winner and ninety-nine (99) First Prize winners will be selected for each Day of the Sweepstakes Period in a random drawing to be held on or about each business day following the applicable Day from eligible entries received for a given Day. Entries will carry forward to subsequent Daily Drawings. Odds of winning depend on the number of eligible entries received for a given Daily Drawing and the eligible entries carried forward from previous Daily Drawings. All drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Limit one (1) prize per person/address/household.

5. PRIZE DETAILS: Grand Prizes (27, 1 per Day): \$100 Target eGiftCard. Approximate Retail Value ("ARV"): \$100 each. **First Prizes (2,673 total; 99 per Day):** \$5 Target eGiftCard. ARV: \$5 each. Each Target eGiftCard is subject to terms and conditions as set by issuer. The Target eGiftCard can be used online or in-store if you are able to display the Target eGiftCard code on your mobile device at check-out. In lieu of a Target eGiftCard, winners may request that a Target GiftCard be sent to them by mail. Winners must accept prize as stated or prize may be forfeited and awarded to an alternate winner. Total ARV of all prizes: \$16,065.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Promotion Parties resulting from participant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by the Sponsor or Promotion Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors or limitations of any Internet providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted

transmissions; inaccessibility of the Web site in whole or in part for any reason; traffic congestion on the Internet or Web site; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web site. Use of Web site is at user's own risk. Sponsor and Promotion Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer resulting from participation in the Sweepstakes.

7. WINNER NOTIFICATION: Prizes won by an eligible participant who is a minor in his or her state of residence may be awarded to a minor's parent or legal guardian. Winners will be notified by email at the email address provided within the registration within 4-6 weeks from winner verification. The email message will provide instructions on how to redeem your Target eGiftCard. If you request that a Target GiftCard (in lieu of the Target eGiftCard) be sent to you in the mail, please allow up to twelve (12) weeks for delivery. Sponsor is not responsible for any change of email address of entrants. Sponsor is not responsible for suspended or discontinued Internet or wireless service which may result in a potential winner not receiving prize. If attempted prize notification or prize is undeliverable, if winner cannot be contacted or verified, if winner is otherwise unable to accept the prize as stated, or if winner is otherwise disqualified, prize will be forfeited and may be awarded to an alternate winner.

8. RELEASE OF LIABILITY: By participating in the Sweepstakes, entrants (and their parent(s)/legal guardian(s) if entrants are minors) release Sponsor and Promotion Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, recipients (and their parent(s)/legal guardian(s) if entrants are minors) (a) agree that the Sponsor and Promotion Parties will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation, unless prohibited by law. Sponsor and Promotion Parties are not liable in the event that any portion of the Sweepstakes is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

9. GENERAL CONDITIONS: Each winner is solely responsible for any taxes on any prize, and, if applicable, will receive an IRS Form 1099 for the ARV of the prize. No

cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Unclaimed prizes will not be awarded. If prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to (a) disqualify any individual who is responsible or who tampers with the submission process, and (b) cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will randomly award the prizes among all eligible, non-suspect entries received prior to cancellation. This Sweepstakes is offered only in the United States and is governed by the laws of the State of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.

Frito-Lay's use of your personal information is subject to the Frito-Lay privacy policy, located at <http://www.fritolay.com/privacy-policy.html>.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT A PARTICIPANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

10. WINNER'S LIST: For the names of the winners, send a self-addressed, stamped envelope to be received by April 15, 2014 to: Choose Your Chip Retailer Sweepstakes Winner's List, PO Box 3000, Dept. 880-745, Young America, MN 55558-3000.

11. SPONSOR: Frito-Lay, Inc. 7701 Legacy Drive, Plano, TX 75024-4099.

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