

2008/2009

Michigan Apple School Sweepstakes Rules

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

WHAT CAN WE WIN?

Your school can win one of 8 cash prizes. Two of each of the following prizes will be awarded:

- First Place: \$5,000
- Second Place: \$3,000
- Third Place: \$1,000
- A computer will be awarded to the school that collects the most Proofs of Purchase*

All prizes will be awarded in the form of a check made payable to the winning school.

* The computer prize will also be in the form of a check for \$800 to fund the purchase of a computer.

WHO IS ELIGIBLE TO WIN?

Any accredited K-12 public or private school or school district located in the states of Indiana, Illinois or Michigan is eligible to enter and win. No other school, teacher, parent, student or other person is eligible to win. This Sweepstakes is void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

PROMOTIONAL PERIOD

Although no purchase is necessary to enter the Sweepstakes, schools may begin collecting Proofs of Purchase from bags of Michigan Apples at any time. Official Entry Forms must be mailed to the Michigan Apple Committee, at the address below, and postmarked no later than April 15, 2009. The winners will be selected on May 1, 2009 and notified by May 7, 2009. Any winner who cannot be notified by May 15, 2009, will forfeit the prize and another winner will be selected.

HOW TO ENTER

Purchase Method: Each eligible school or school district wishing to enter the Sweepstakes may collect Proofs of Purchase from bags of Michigan Apples at any time. Proofs of Purchase and a completed official Entry Form must be mailed to the Michigan Apple Committee, at the address below, and postmarked by April 15, 2009.

Two or more Proofs of Purchase may be packaged together in the same mailing with the official Entry Form. Official Entry Forms are available at: www.MichiganApples.com/SchoolsAndKids/. Each Proof of Purchase counts as one chance to win.

Send entries to:

**Michigan Apple School Sweepstakes
3005 Business One Drive
Kalamazoo, MI 49048-8700**

Do not send entries to the Michigan Apple Committee office in DeWitt, Michigan. Any entries received at the Michigan Apple Committee office in DeWitt, Michigan may not be accepted.

Non-Purchase Method: Each eligible school or school district wishing to enter the Sweepstakes may enter the Sweepstakes without purchasing bags of Michigan Apples or submitting Proofs of Purchase from bags of Michigan Apples by completing an official Non-Purchase Entry Form and mailing it to the Michigan Apple Committee, at the address below, and postmarked by April 15, 2009.

Two or more Non-Purchase Entry Forms may be packaged together in the same mailing. No mechanically reproduced Entry Forms permitted. Official Non-Purchase Entry Forms are available at: www.MichiganApples.com/SchoolsAndKids/. Each official Non-Purchase Entry Form counts as one chance to win.

Send entries to:

**Michigan Apple School Sweepstakes
3005 Business One Drive
Kalamazoo, MI 49048-8700**

Do not send entries to the Michigan Apple Committee office in DeWitt, Michigan. Any entries received at the Michigan Apple Committee office in DeWitt, Michigan may not be accepted.

Lost/Disqualified Entries

The Michigan Apple Committee is not responsible for any entries that are incomplete, illegible, lost, misdirected, delayed or damaged, entries containing incorrect information, or for failure to receive timely entries for any reason. All entries become the property of the Michigan Apple Committee and none will be returned. All questions regarding the entries shall be determined by the Michigan Apple Committee in its sole discretion. The Michigan Apple Committee reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of this Sweepstakes.

HOW IS A WINNER SELECTED?

Once all entries received by entrants are received and recorded, the two schools that submitted the most proofs-of-purchase will be selected to win a new computer. Each winning school will be sent a check for \$800 to fund the purchase of a computer.

Winners of the six cash prizes will be selected in a random computerized drawing on May 1, 2009. This drawing will take into account the number of Proofs of Purchase and official Non-Purchase Entry Forms submitted by each eligible school or school district participating and select one winner for each of 6 cash prizes. Two of each of the following prizes will be awarded:

- First Place: \$5,000
- Second Place: \$3,000
- Third Place: \$1,000

All prizes will be awarded in the form of a check made payable to the winning school. The computer prize will also be in the form of a check for \$800 to fund the purchase of a computer.

No entrant will be awarded more than one prize. In the event the same entrant is drawn for more than one prize, the entrant will receive the larger of the prizes and a second computerized drawing will be held to re-award the smaller prize(s).

Winners will be notified on or before May 7, 2009, by telephone at the telephone number provided on the winner's official Entry Form. Failure to reach a winner by May 15, 2009, will result in disqualification of the winner, forfeiture of the winner's interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. The Michigan Apple Committee will not be responsible for the failure of any winner to receive notification due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any telephone connection, incomplete or illegible entries.

Winners may waive their right to receive prizes. Prizes are non-assignable and non-transferable. Winners are solely responsible for reporting and payment of any taxes on prizes.

RELEASE AND LIMITATION OF LIABILITY

By participating in the Michigan Apple School Sweepstakes, all entrants release the Michigan Apple Committee, its advertising and promotion agencies, and the officers, directors, employees, representatives and agents of each, from any and all liability, damages or causes of action (however named or described) for injuries, damages or losses to persons and property which may be sustained in connection with the Sweepstakes. By participation in the Sweepstakes, all winners consent to the use and publication of winner's identity, photograph or likeness for advertising and promotional purposes without additional compensation or further approval.

Each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, including, without limitation, the selection of all winners and any prizes awarded, shall be resolved exclusively through binding arbitration by the American Arbitration Association, without resort to the courts, either state or federal; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, and in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to seek or recover punitive, incidental, consequential, emotional or equitable damages or any other damages other than for actual out-of-pocket costs. All entrants expressly waive all rights to seek or recover such damages or relief.

CONSTRUCTION

All issues and questions concerning the construction, validity, interpretation and enforceability of these Sweepstakes Rules, or the rights and obligations of entrant and the Michigan Apple Committee in connection with the Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of Michigan, without giving effect to any choice of law or conflict of law, rules or provisions. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these Rules shall be construed in accordance with their terms as if the valid or unenforceable provision was not contained therein.

SPONSOR

This Sweepstakes is sponsored by:

Michigan Apple Committee
13105 Schavey Rd., Suite 2
DeWitt, MI 48820

PARTICIPATION

By participating, entrants agree to be bound by these Rules. The Sponsor reserves the right to suspend, modify, or terminate the Sweepstakes at any time.