

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN THE SWEEPSTAKES. OPEN TO LEGAL RESIDENTS OF THE CONTINENTAL UNITED STATES AND ALL U.S. TERRITORIES WHO ARE 18 YEARS OF AGE AND OLDER AND WHO ARE PHYSICALLY LOCATED AND RESIDE IN THE UNITED STATES OR ANY OF ITS TERRITORIES.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

2. ELIGIBILITY: The PureFormulas Veg Pledge Recipe Challenge is open to legal residents of the continental United States and all U.S. territories who are 18 years of age and older, who are physically located and reside in the United States or its territories at the time of entry ("Eligible Participant"). Void where restricted and/or prohibited. Employees, directors and officers, and their immediate families (spouse, parents, children, siblings, and their respective spouses), and their respective household members, of PureFormulas. ("PureFormulas") and its affiliates, subsidiaries, and divisions ("PureFormulas Entities") (PureFormulas and PureFormulas Entities collectively, "Sponsor"), Sponsor's advertising and promotion agencies, and all others associated with the design, execution, production, development, and promotion of this Sweepstakes or are connected to this Sweepstakes in any way are not eligible to enter. Sweepstakes is subject to all federal, state and local laws. U.S. law governs this Sweepstakes and personal jurisdiction shall exclusively be the state and federal courts located in Florida.

3. SWEEPSTAKES TIMING: The Sweepstakes begins on January 6, 2016, at 12:01 AM Eastern Time ("ET") and runs in monthly submission periods for five (5) months until May 31, 2016 and ends at 11:59:59 PM ET on that date (the "Promotion Period").

First Submission Period: Entries may be submitted through the entire month of January 2016, and the submission period ends on the last day of the month at 11:59:59 PM ET on January 31, 2016. Finalists will be announced on or by February 5, 2016. The voting period will take place from February 5 until February 15, 2016. On February 15, 2016, two (2) Grand Prize winners will be announced.

Second Submission Period: Entries may be submitted through the entire month of February 2016, and the submission period ends on the last day of the month at 11:59:59 PM ET on February 29, 2016. Finalists will be announced on or by March 5, 2016. The voting period will take place from March 5 until March 15, 2016. On March 15, 2016, two (2) Grand Prize winners will be announced.

Third Submission Period: Entries may be submitted through the entire month of March 2016, and the submission period ends on the last day of the month, at 11:59:59 PM ET on March 31, 2016. Finalists will be announced on or by April 5, 2016. The voting period will take place from April 5 until April 15, 2016. On April 15, 2016, two (2) Grand Prize winners will be announced.

Fourth Submission Period: Entries may be submitted through the entire month of April 2016, and the submission period ends on the last day of the month, at 11:59:59 PM ET on April 30, 2016. Finalists will be announced on or by May 5, 2016. The voting period will take place from May 5 until May 15, 2016. On May 15, 2016, two (2) Grand Prize winners will be announced.

Fifth Submission Period: Entries may be submitted through the entire month of May 2016, and the submission period ends on the last day of the month, at 11:59:59 PM ET on May 31, 2016. Finalists will

be announced on or by June 5, 2016. The voting period will take place from June 5 until June 15, 2016 on which date two (2) Grand Prize winners will be announced.

4. HOW TO ENTER: Limit one unique entry per person. No duplicate recipe submissions allowed. To enter, visit the page and follow onscreen instructions to complete all required registration information to receive one (1) entry to the Sweepstakes drawing during a monthly submission period. Entries must be accurate and complete, or entry will be voided. Online entries must be received by 11:59:59 PM ET on the last day of each month of an ongoing submission period in order to be eligible. Subsequent entries received by the same person in excess of the stated limitation will be void. Entries that have been generated by a script, macro, bot or any other automated means will be deemed void. Entries that are mechanically reproduced, copied, illegible, incomplete, postage due, late or inaccurate are void. Sponsor is not responsible for late, lost, incomplete illegible, damaged, postage due or misdirected entries. Incomplete entries or entries not complying with these Official Rules are subject to disqualification, at the Sponsor's sole discretion. Entries become the property of the Sponsor and will not be acknowledged or returned. Sponsor's decisions are final on all matters relating to this Sweepstakes. If a dispute results as to the identity of an online entrant, it will be determined that the online entry was submitted by the authorized account holder from which the entry is made. For these purposes, the authorized account holder is the natural person assigned to such an entry/registration. The promotional Website's database clock will be the official timekeeping device for the Sweepstakes. If an entrant changes his/her telephone number, email address, and/or street address after he/she enters the Sweepstakes, it is his/her sole responsibility to notify the Sweepstakes Administrator by (postal) mailing notice to the Administrator's address (listed below) to be received by the end of the Promotion Period.

For greater certainty, if it is discovered that an Eligible Participant (or any person or entity purporting to be an Eligible Participant) has attempted to: (i) obtain more than the stated number of entries allowed; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Sweepstakes; then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from the Sweepstakes. Any Entry you submit will be rejected if (in the sole and absolute discretion of the Sponsor) it is not completed and submitted during the Promotion Period. Use (or attempted use) of multiple names, identities, email addresses and/or any automated system to enter or otherwise disrupt this Sweepstakes is prohibited and is grounds for disqualification by the Sponsor. All Entries are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this Sweepstakes. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

5. DETERMINATION OF WINNERS: Two (2) Grand Prize Winners with the most votes among all eligible online entries received will be selected on or by the 15th of the month following the qualifying open submission period. Potential winners will be notified by electronic mail on or about this date (1st Submission Period - February 15, 2016; 2nd Submission Period - March 15, 2016; 3rd Submission Period - April 15, 2016; 4th Submission Period - May 15, 2016; 5th Submission Period - June 15, 2016). All decisions are final and binding on all matters relating to this Sweepstakes. Potential winners will be required to confirm their mailing addresses, and return any required documents, properly executed, within 7 days of issuance of notification. Non-compliance within this time frame, or if prize or prize notification is returned as undeliverable, will result in the entrant being disqualified, and the prize will

be awarded to a potential alternate winner. Allow 6-8 weeks for delivery of prize. Odds of winning depend upon the number of eligible online entries received. Limit one Grand Prize per person.

6. PRIZES: Two (2) Grand Prizes: A basket of Garden of Life® products and a \$100 PureFormulas gift card to be awarded to each of the grand prize winners. Total Approximate Retail Value (“ARV”) of prize: \$175.00.

All taxes and any other costs not specifically stated within these Official Rules are the sole responsibility of the winners. Prizes are not transferable and no substitutions or cash equivalents are permitted, except that Sponsor at its sole discretion, may substitute the prize with a prize of equal or greater value. Specifics of the prizes are in Sponsor’s sole discretion. All claimed prizes will be awarded. If winner is 18 years of age but deemed a minor in his/her state or place of residence, prize will be awarded in the name of a parent or legal guardian. [m3]

7. CONDITIONS OF PARTICIPATION: By entering, entrants agree to be bound by these Official Rules including all eligibility requirements. Sponsor’s use of information submitted by entrants in connection with this Sweepstakes will be subject to the terms and conditions stated in these Official Rules. All materials submitted in connection with the Sweepstakes become the property of Sponsor and will not be returned. By accepting a prize, a winner consents to the use of his/her name, image, likeness, photograph, voice and biographical material and entry submission for advertising, publicity and promotional purposes by Sponsor, or a party designated by Sponsor, in any and all media now or hereafter known including but not limited to, any online announcements, or for sharing this information with the press for viewing, whether TV or print, throughout the world in perpetuity, without additional compensation, notification or permission, except where prohibited by law. Entrants agree that the conditions of submission set forth in these Official Rules, and all documents and agreements incorporated in these Official Rules by reference, solely govern the relationship between entrants in connection with this Sweepstakes. Entrants agree to waive any right to claim ambiguity in these Official Rules. Entrants agree that any and all disputes shall be governed by the laws of the State of Florida.

8. LIMITATION OF LIABILITY: ENTRANTS HEREBY AGREE TO RELEASE, INDEMNIFY AND HOLD HARMLESS SPONSOR, THEIR RESPECTIVE PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, DIVISIONS, ADVERTISING AND PROMOTION AGENCIES, FACEBOOK, TWITTER, PINTEREST AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND SHAREHOLDERS (COLLECTIVELY, THE “RELEASEES”) FROM ANY CLAIMS, ACTIONS, LOSSES, LIABILITIES, COSTS AND EXPENSES (INCLUDING BUT NOT LIMITED TO ATTORNEYS’ FEES), INJURY, LOSS OR DAMAGES OF ANY KIND (COLLECTIVELY, “CLAIMS”), INCLUDING BUT NOT LIMITED TO, PERSONAL INJURY OR DEATH, RESULTING FROM PARTICIPATING IN THE SWEEPSTAKES OR ANY CLAIMS ARISING FROM THE ACCEPTANCE, POSSESSION, OR USE OR MISUSE OF ANY PRIZE AWARDED OR PARTICIPATION IN ANY PRIZE-RELATED ACTIVITY. THIS LIMITATION OF LIABILITY IS A COMPREHENSIVE LIMITATION OF LIABILITY THAT APPLIES TO ALL DAMAGES OF ANY KIND, INCLUDING (WITHOUT LIMITATION) COMPENSATORY, DIRECT, INDIRECT, OR CONSEQUENTIAL DAMAGES; LOSS OF DATA, INCOME, OR PROFIT; LOSS OR DAMAGE TO PROPERTY; AND CLAIMS BROUGHT BY THIRD PARTIES. ELIGIBLE PARTICIPANTS AGREE THAT RELEASEES HAVE NOT MADE NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION, OR GUARANTEE, STATUTORY, EXPRESS OR IMPLIED (INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, TITLE, AND FITNESS FOR A PARTICULAR PURPOSE), IN FACT OR IN LAW, RELATIVE TO THE SWEEPSTAKES OR THE PRIZE AWARDED. WITHOUT LIMITING THE GENERALITY

OF THE FOREGOING, RELEASEES DO NOT MAKE ANY EXPRESS OR IMPLIED WARRANTIES OR REPRESENTATIONS WITH RESPECT TO THE PUREFORMULAS SITE OR ANY PROMOTIONAL WEB SITE AND RELEASEES SHALL NOT BE LIABLE FOR THE CONSEQUENCES OF ANY INTERRUPTIONS OR ERRORS RELATED THERETO. Releasees are not responsible for lost, late, incomplete, illegible, inaccurate, delayed, garbled, damaged, stolen or misdirected entries or submissions, or problems of any kind, whether mechanical, human or electronic. Releasees are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, inability to access a website, inability to submit an entry, or fraud, incomplete, garbled, or delayed computer transmissions or inaccurate transcription of entry information, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit an Eligible Participant's ability to participate in the Sweepstakes. Releasees are not responsible for late, lost, incomplete, illegible, damaged, postage-due or misdirected entries or mail. Entry materials that have been tampered with or altered are void. Sponsor reserves the right, in its sole discretion, to cancel or suspend part or all of the Sweepstakes or modify these Official Rules at any time without notice, if in the judges' opinion there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if any virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or integrity and proper play of the Sweepstakes or for any other reason in its sole discretion. In such event, Sponsor may void any entries they suspect are at issue and award the prize from among all non-suspect eligible entries received up to the date of cancellation. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR ANY ONLINE SERVICE RELATED TO THE SWEEPSTAKES OR TO 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 (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of such term or any other provision. Sponsor reserves the right to disqualify any entrant who violates the rules or interferes with the Sweepstakes in any manner. If an entrant is disqualified, Sponsor reserves the right to terminate such entrant's eligibility to participate in the Sweepstakes. Any attempt by an individual to access any website associated with the Sweepstakes via a bot script or other brute force attack or any other unauthorized means will result in that individual's IP address and all entries from that IP address becoming ineligible. Use of automated entry devices or programs is prohibited.

Without limiting the generality of the foregoing, each Eligible Participant agrees to release and hold harmless the Releasees from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related cause of action that relate in any way to the Entry.

The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Sweepstakes, or to amend these Official Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or for any other reason.

9. DISPUTES: Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Eligible Participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in

accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Sweepstakes-related materials, including, but not limited to: the Website and/or point of sale, television, print or online advertising; the terms and conditions of these Official Rules shall prevail, govern and control.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Official Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Official Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Sweepstakes as contemplated in these Official Rules.

10. WINNERS' LIST: The name of the winner will be available by sending a postcard by the 29th of each month following the open submission period to: PureFormulas c/o PureFormulas Veg Pledge, 11800 NW 102 Road, Suite #2, Medley, FL 33178

11. SPONSOR: PureFormulas, 11800 NW 102 Road, Suite #2, Medley, FL 33178.