

Marble Slab Creamery and MaggieMoo's Ice Cream & Treatery present  
**“The Ultimate Candy Crush™ Giveaway”**  
**Official Sweepstakes Rules**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. VOID WHERE PROHIBITED OR RESTRICTED BY APPLICABLE FEDERAL, STATE OR LOCAL LAWS AND REGULATIONS. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL U.S. RESIDENTS OF THE FOLLOWING STATES: ARKANSAS, ALABAMA, ARIZONA, CALIFORNIA, COLORADO, DELAWARE, FLORIDA, GEORGIA, HAWAII, IOWA, ILLINOIS, INDIANA, KANSAS, LOUISIANA, MARYLAND, MICHIGAN, MISSOURI, MISSISSIPPI, NORTH CAROLINA, NEW JERSEY, NEVADA, NEW YORK, OHIO, OKLAHOMA, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE AND TEXAS. VOID IN PUERTO RICO, U.S. TERRITORIES AND POSSESSIONS AND WHERE PROHIBITED. MUST BE 18 YEARS OF AGE AND OLDER.

THE SWEEPSTAKES IS GOVERNED BY THESE OFFICIAL RULES. BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES TO ABIDE BY THESE OFFICIAL RULES, INCLUDING ALL ELIGIBILITY REQUIREMENTS, AND UNDERSTANDS THAT THE RESULTS OF THE SWEEPSTAKES, AS DETERMINED BY THE SPONSOR AND ITS AGENTS, ARE FINAL IN ALL RESPECTS.

THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK. BY PARTICIPATING IN THIS SWEEPSTAKES, YOU AGREE TO COMPLETELY RELEASE FACEBOOK FROM ANY AND ALL CLAIMS.

**1. SPONSOR:** The sponsor of this Sweepstakes is Marble Slab Creamery, MaggieMoo's Ice Cream & Treatery, 5555 Glenridge Connector, Suite 850 Atlanta, GA 30342, ©2016 Marble Slab Creamery, MaggieMoo's Ice Cream & Treatery is a Global Franchise Group, LLC Company.

**2. HOW TO ENTER:** There are two ways to enter this Sweepstakes (each, an “Entry Method” herein):

Method 1: Internet/Facebook Entry: Beginning at 12:01AM Eastern Time (“ET”) on August 15, 2016 until 11:59PM ET on October 23, 2016 (the “Promotion Period”), you may enter “The Ultimate Candy Crush™ Giveaway” (the “Sweepstakes”) by doing the following: (a) signing into your Facebook account or, if you are not already a member, become a member of Facebook.com and sign into your Facebook account; (b) visiting the Marble Slab Creamery/MaggieMoo's Ice Cream page at <https://www.facebook.com/marbleslabcreamery> (c) clicking on “Enter Sweepstakes” icon; and (d) completing the required information on the entry form (collectively, “Entry”). You can also submit an Internet entry by visiting <http://marbleslab.com/candycrushsweeps> and completing the required information on the entry form. Entrants will also receive one (1) additional Sweepstakes entry for each user that clicks and enters using the entrant's shared link (“Bonus Entry”). Entries submitted via these methods will be collected by WOObOX on behalf of Sponsor.

Method 2: Mail-in Entry: You may also enter the Sweepstakes via mail by legibly printing your name, complete address, daytime phone number, email address (if applicable), and date of birth on a 3x5 card, and mailing it to “The Ultimate Candy Crush Giveaway”, P.O. Box 606, Owings Mills, MD 21117. All mail-in entries must be hand-printed, mailed separately, and bear sufficient postage.

Entrants may enter once per day by either Entry Method.

All entries by either Entry Method must be received between 12:01AM ET on August 1, 2016 11:59PM ET on October 23, 2016 to be eligible for the Grand Prize. Any incomplete or mechanically produced entries will be disqualified. Any attempt to submit an Entry other than as described herein is void.

Any attempt by any participant to obtain multiple Entries by using multiple/different email addresses, identities, registrations or logins, or any other methods may void that participant's entries and that participant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar Entry methods or agents (including, but not limited to, promotion entry services) will void all entries by that entrant. In the event of a dispute as to any online Entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. Potential Grand Prize Winners may be required to show proof of being the authorized account holders.

Additional Entry Conditions: Sponsors have no obligation to advise an entrant of an incomplete or otherwise non-compliant entry. Sponsors are not responsible for lost, late, invalid, unintelligible, incomplete, garbled or misdirected entries, which will be disqualified. No telephoned, faxed or mechanically reproduced entries will be accepted. Proof of submission of an entry will not be deemed proof of receipt. In the event of a dispute as to any entry, the authorized account holder of the e-mail account used to enter will be deemed to be the entrant. The "authorized account" holder is the natural person assigned the e-mail account. Potential winners may be required to show proof of being the authorized account holder.

Sponsors will be collecting personal data about entrants (including, without limitation, e-mail addresses) when such entrants enter the Sweepstakes. Participation in the Sweepstakes further constitutes entrant's full and unconditional agreement to and acceptance of these Official Sweepstakes Rules and willingness to be contacted by mail, telephone and/or email. Participants acknowledge and agree that any information collected in connection with this Sweepstakes may be used by Sponsors in accordance with the privacy policy located at <http://www.marbleslab.com/privacy-policy/>. Once received, all submissions and any optional submissions of comments or suggestions will become property of Sponsors.

**3. PRIZES:** Prizes in "The Ultimate Candy Crush™ Giveaway" will be awarded as follows:

ONE (1) GRAND PRIZE: One grand prize winner ("Winner") will be awarded a Candy Crush™ themed prize pack, which will include: one (1) comforter, two (2) socks, three (3) phone cases, two (2) plastic cups, two (2) luggage tags, two (2) key rings, two (2) notebooks, one (1) folder, eight (8) bags, one (1) sticker pack, two (2) coaster sets, one (1) leggings, three (3) Tupperware, one (1) hair bands, one (1) watch, one (1) nail file, two (2) cosmetics bags, one (1) tissue box, one (1) money box, one (1) glass chopping board, two (2) champagne glasses, one (1) baking moulds.

The Approximate Retail Value ("ARV") of prize pack: \$1,000

Sponsors reserve the right to substitute any or all of the prizes with any article or service of similar or greater value at its sole discretion. Prizes may not be assigned or transferred. Odds of winning depend on the number of eligible entries received during the Sweepstakes period.

**4. PRIZE RESTRICTIONS:** If a Winner is unable or unwilling to accept grand prize from Sponsors, Sponsor reserves the right to select an alternate Winner.

The Winner will be responsible for all applicable federal, state and local taxes and/or any other fees/costs associated with the prize or receipt of the prize.

**5. RELEASE:** By receipt of any prize, Winners agree to release and hold harmless Sponsors, and its respective affiliated companies, suppliers, distributors and advertising/promotion

agencies, as well as each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death or damage to or loss of property, arising out of participation in the **Sweepstakes** or receipt, use or misuse of any prize.

**6. ELIGIBILITY:** The Sweepstakes is open to legal U.S. residents physically located and residing in the following states: Arkansas, Alabama, Arizona, California, Colorado, Delaware, Florida, Georgia, Hawaii, Iowa, Illinois, Indiana, Kansas, Louisiana, Maryland, Michigan, Missouri, Mississippi, North Carolina, New Jersey, Nevada, New York, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee and Texas, who are at least 18 years of age or older at time of entry. Void in Puerto Rico and all other U.S. territories and possessions and where prohibited by law. The Sweepstakes, and any website pages relating thereto, is intended for viewing only within the United States. The Sponsors, their respective promotions agencies, any of their respective parent companies, subsidiaries, officers, directors, partners, principals, partnerships, employees or agents (collectively, the "Promotion Entities") and their immediate families (defined as spouse, mother, father, sisters, brothers, sons and daughters, regardless of where they reside) and members of their households (whether related or not) are ineligible to participate in this Sweepstakes.

**7. DRAWINGS:** All eligible entries received during the Sweepstakes period will be entered into the Sweepstakes drawing. One (1) grand prize Winner will be randomly selected on or about October 24, 2016 and notified on or around October 25, 2016, by telephone or e-mail.

Each entrant is responsible for monitoring his/her e-mail account/phone for prize notification or other communications related to this Sweepstakes. If a potential prize winner cannot be reached by Sponsor within forty-eight (48) hours using the contact information provided at the time of entry, or if prize notification is returned as undeliverable, that potential prize winner shall forfeit the prize.

Upon the request of the Sponsor, the potential Winners may be required to return an Affidavit of Eligibility, Release and Prize Acceptance Form and IRS W-9 form. If a potential Winner fails to comply with these official rules, that potential Winner will be disqualified.

**8. CERTAIN ADDITIONAL CONDITIONS:** By entering the Sweepstakes, entrants agree to abide by and be bound by these Official Sweepstakes Rules and the decisions of the Sponsors, which are final and binding in all matters relating to these Sweepstakes. No substitution, cash redemption or transfer of prize by Winner permitted, other than those stated herein. All federal, state and local laws and regulations apply. Sponsors will report the value of the prize as required by law. Sponsors are not responsible for the quality or utility of any prize or any portion of prize. Sponsors make no warranty with respect to any portion of prize. By accepting prize, Winner consents to the use of his/her name, hometown, or likeness, and/or prize information for publicity, marketing, promotional or advertising purposes without further compensation or permission, except where prohibited by law. The Sponsors are not responsible for any typographical or other error in the printing, the offering or the announcement of any prizes or in the administration of the Sweepstakes. By participating, entrants agree that the Sponsors, those involved in the development, production (including prize suppliers), implementation and distribution of this promotion and their respective parent companies, affiliates, subsidiaries, service providers, and agencies, and their directors, officers, agents, employees, attorneys, and any other person or entity associated with such entities and/or promotion shall not be liable for any claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this Sweepstakes, including entry and participation in this Sweepstakes and acceptance, possession, use or misuse of the prizes. All entrants further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to this Sweepstakes, they will indemnify Sponsors from any and all such claims, including the attorneys' fees related thereto. Sponsors shall not be liable for entries and winner notification responses that are delayed, lost,

misdirected, mis-delivered, marked postage-due, illegible, mutilated, incorrect or incomplete, and such entries will be not be eligible for this Sweepstakes. The Sponsors shall not be responsible for any technical malfunctions of the telephone network, computer on-line system, computer equipment, software, program malfunctions or other failures, delayed computer transactions or network connections that are human, mechanical or technical in nature, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from downloading any part of this Sweepstakes. Any person attempting to defraud or in any way tamper with this Sweepstakes will be ineligible for prizes and may be prosecuted to the full extent of the law. The Sponsors reserve the right, in their sole discretion, to cancel or suspend this Sweepstakes should viruses, bugs or other causes beyond their control corrupt the administration, security or proper play of the Sweepstakes.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE APPLICATION OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT AND RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.**

**9. WINNERS LIST/OFFICIAL RULES:** To receive a copy of the Official Sweepstakes Rules, or a list of winners, send a self-addressed stamped envelope to: "The Ultimate Candy Crush Giveaway" P.O. Box 606 Owings Mills, MD 21117. Specify winner's list or Official Sweepstakes Rules on your request. Vermont residents may omit return postage. All requests must be made by December 1, 2016.

**10. PUBLICITY:** Except where legally prohibited, acceptance of any prize constitutes permission for Sponsors to use the winner's name, photograph, likeness, voice, address (city and state) and testimonials, in printed, broadcast or new media, in perpetuity, in any manner they deem appropriate in connection with promoting this or any other sweepstakes and/or promotion sponsored by them, without further compensation in connection with this Sweepstakes or the prize awarded.

**11. APPLICABLE LAW:** These rules are governed by the laws of the State of Georgia without giving effect to conflicts of law rules.

**12. ARBITRATION:** Except where prohibited by law, as a further condition of participating in this Sweepstakes, entrant agrees that (a) any and all disputes and causes of action arising out of or connected with this Sweepstakes or any Grand Prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively, by final and binding arbitration under the rules of the American Arbitration Association ("AAA"); (b) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (c) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorney's fees, and entrant further waives all rights to have damages multiplied or increased.