

Auntie Anne's PretzelPalooza Sweepstakes Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE CONTINENTAL UNITED STATES RESIDENTS, WHO ARE 18 YEARS OF AGE OR OLDER.

1. SPONSOR: Auntie Anne's, Inc., 160-A Route 41, Gap, PA 17527
2. TO ENTER: Beginning July 9, 2007 fill out the information on entry form available in participating Auntie Anne's Stores and deposit it in the entry box/bowl located at the front of the store. Store entries must be submitted/deposited in the entry box/bowl by close of business on September 9, 2007. You may also enter via mail by printing your name, address and daytime phone number on a postcard and sending it to: Attn: "PretzelPalooza Sweepstakes"; C/O CHCorp: PO Box 181394, Dallas, TX 75218 Mail- in entries must be postmarked by September 9, 2007 and received by September 17, 2007. In addition, you may enter online at www.auntieannes.com beginning July 9, 2007 at 12:01 a.m. CDT. Online entries must be received by 11:59.p.m. CDT September 9, 2007. Sponsor is not responsible for lost, late, illegible, incomplete, mutilated, misdirected or postage due mail entries. All entries become the sole property of the Sponsor and will not be returned. No mechanical reproductions of entries allowed. Limit one entry per person per day regardless of entry method. Limit one entry per outer mailing envelope. For a complete copy of the rules, see participating stores, view them online at www.auntieannes.com or send a self-addressed, stamped envelope to: Attn: "PretzelPalooza" RULES; C/O CHCorp: PO Box 181394, Dallas, TX 75218. Mail in requests must be received by September 10, 2007. Vermont residents may omit return postage.
3. LIMITATIONS: Open only to legal residents of the Continental United States, who are 18 years of age or older or the age of majority in his/her state of residence, whichever is older. Minors are ineligible to enter or win. Employees of Auntie Anne's or any of its subsidiaries, affiliates, distributors, and their respective agencies, vendors or franchise partners and members of the immediate

families and household members of each are not eligible. Void in AK and HI and wherever prohibited by law. Sweepstakes is subject to all federal, state and local laws and regulations. Taxes on prizes are the responsibility of the winners. Limit one prize per household or family.

4. PRIZES: **(1) GRAND PRIZE:** 2007 Volkswagen® New Beetle® GL 2.0 with or without Auntie Anne's decals (Approximate Retail Value: \$16,490 without decals or \$24,990 with decals), Auntie Anne's Pretzels for a year, based upon one pretzel per week for 52 weeks, awarded in the form of a gift card (Approximate Retail Value: \$125), and an Auntie Anne's tie-die T-shirt (Approximate Retail Value: \$14.95). Winner must be a licensed driver and must present his/her current, valid driver's license and proof of insurance prior to taking possession of the vehicle. Winner is responsible for all title, license, registration, dealer preparation, insurance and all other fees associated with the vehicle. Winner must take possession of the vehicle from a dealership designated by Sponsor. Grand Prize Winner may choose a cash prize of \$16,490 in lieu of the vehicle offered. Winner acknowledges that neither Sponsor nor its agents have made or are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the prize including, but not limited to, its quality, mechanical condition or fitness for a particular purpose and that the standard Volkswagen New Vehicle Limited Warranty ("Limited Warranty") will apply. See your local Volkswagen dealer for warranty details. Color and option(s) of the vehicle are solely Sponsor's decision. **(1) FIRST PRIZE:** Auntie Anne's Pretzels for a year, based upon one pretzel per week for 52 weeks, awarded in the form of a gift card. (Approximate Retail Value, \$125.) and an Auntie Anne's tie-die T-shirt (Approximate Retail Value: \$14.95); and **(20) SECOND PRIZES:** Auntie Anne's Pretzels for a month, based upon one pretzel per day for 30 days, awarded in the form of a gift card. (Approximate Retail Value, \$70) and an Auntie Anne's tie-die T-shirt (Approximate Retail Value: \$14.95); **Approximate Retail Value of all prizes \$ 18,468.90- \$26,968.90** Prizes are not redeemable for cash (except as provided herein) or transferable (except as provided

herein); no substitutions are allowed except at Sponsor's sole discretion, if featured prize becomes unavailable.

5. **PROCEDURES:** The winners will be selected from among eligible entries received from all entry methods combined in a random drawing on or about September 24, 2007. The Sponsor's decision is final and binding. Odds of winning depend upon the total number of eligible entries received.
6. **WINNERS:** The winners will be notified by phone and/or mail after September 24, 2007. Grand prize winner will be required to provide proof of age and execute and return an affidavit of eligibility and a liability/publicity release within 14 days of notification mailed or prize will be forfeited and will be awarded to an alternate winner. The Grand prize will be awarded. If any First or Second prizes are returned as undeliverable, Sponsor shall have the right, but not the obligation, to select alternate winners. A list of prize winners can be obtained by sending a self addressed, stamped envelope by 10/8/07 to: Attn: "PretzelPalooza" RULES; C/O CHCorp: Box 181394, Dallas, TX 75218. By accepting a prize, winner consents to use of his/her name and/or likeness for advertising and promotional purposes, except where prohibited. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the account from which they were sent. For these purposes, an account holder shall mean the natural person assigned to such account by the Internet access provider, online service provider or other organization responsible for assigning account addresses for the domain associated with such account. Any questions regarding the number of entries submitted or the owner of an account shall be determined by Sponsor in its sole discretion.
7. **RESERVATIONS:** By entering this sweepstakes, you accept and agree to abide by and be bound by these rules and Sponsor decisions, which are final. Sponsor is not responsible for any incorrect or inaccurate entry information, human error, technical malfunction, failures, omission, interruption, deletion, or defect of any telephone network, computer on-line systems computer equipment, servers access providers or software including, but not limited to any injury or damage to participants' or any

other person's computers relating to or resulting from participation in this sweepstakes; inability to access the entry website or any pages thereof; theft tampering destruction, or unauthorized access to or alteration of entries; entry submissions that are processed late or incorrectly or are incomplete, illegible garbled or lost due to computer or electronic malfunction. Sponsor reserves the right, in its sole discretion to cancel or suspend the sweepstakes, in whole or in part, and randomly award the prizes from among all eligible entries received prior to action taken by Sponsor should fraud, virus, bugs or other causes beyond the control the Sponsor corrupt the administration, security or proper play of the game.

8. **LIMITATIONS OF LIABILITY:** By entering this sweepstakes, you release and hold harmless the Sponsor and all of its subsidiaries, affiliates, related entities, and their respective directors, officers, employees and agents ("Sponsor Parties") from any and all liability for injuries, loss or damage of any kind arising from or in connection with the sweepstakes or acceptance, use, misuse or possession of any prize and waive any and all claims against Sponsor Parties for any and all such injuries, loss or damage.
9. **DISCLAIMER OF WARRANTIES:** SPONSOR MAKES NO WARRANTIES, EXPRESS OR IMPLIED, ORAL OR WRITTEN, CONCERNING THIS SWEEPSTAKES. ANY IMPLIED WARRANTIES THAT MAY BE IMPOSED BY APPLICABLE LAW ARE LIMITED IN ALL RESPECTS TO THE DURATION OF THE SWEEPSTAKES. IN NO EVENT WILL SPONSOR PARTIES OR ANYONE ELSE INVOLVED IN THE CREATION OR OPERATION OF THIS SWEEPSTAKES BE LIABLE FOR ANY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DIRECT OR INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES. Some states do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you. You may also have other rights that may vary from state to state.