

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. Internet access is required to enter. You have not yet won. Open to legal residents of the United States (excluding AK, FL and NY) & D.C. (“U.S.”) who are eighteen or older & who currently reside in the U.S. at time of entry. Void in AK, FL and NY and where prohibited. Grand Prize (1): a trip for winner and one (1) adult guest to the island of Bora Bora (ARV: \$7,000). Starts 12:00:00 am MT on 10/9/09 & ends 11:59:59 pm MT on 3/31/10. For complete official rules, odds, prize details & limitations go to www.boraborafoods.com. Sponsor: Bora Bora, Ltd., Denver, CO.

**BORA BORA “COUPLE’S RETREAT” Sweepstakes
Official Rules**

THIS SWEEPSTAKES IS INTENDED FOR PARTICIPATION ONLY IN THE UNITED STATES AND SHALL BE CONSTRUED ACCORDING TO, AND GOVERNED EXCLUSIVELY BY UNITED STATES LAW. DO NOT PARTICIPATE IN THE SWEEPSTAKES IF YOU ARE NOT A LEGAL RESIDENT OF AND PHYSICALLY LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY OR YOU OTHERWISE DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS SET FORTH IN THE OFFICIAL RULES BELOW.

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1. ELIGIBILITY: Bora Bora “Couple’s Retreat” Sweepstakes (“Sweepstakes” or “Promotion”) is offered and open only to legal residents of the United States and the District of Columbia (“United States”) excluding Alaska, Florida and New York who are eighteen or older in their state of residence and who currently reside in the United States. Corporate employees, officers and directors of Bora Bora, Ltd. (“Sponsor”), its parent, affiliated and subsidiary companies, and those entities involved in the preparation of materials and/or administration of this Promotion (collectively referred to herein as the “Sweepstakes Entities”) and their immediate family members (spouse, siblings, children and parents) and those living in the same household as such individuals (whether or not related) are not eligible to enter. Void in AK, FL and NY, and wherever prohibited or restricted by law.

2. PROMOTION PERIOD: Promotion starts on or about 12:00:00 am Mountain Time (“MT”) on October 9, 2009 and ends 11:59:59 pm MT on March 31, 2010 (“Promotion Period”). All time referenced herein is Mountain Time. Sponsor’s (or its authorized representative’s) clock/server is the official time keeping device for the Promotion.

3. HOW TO ENTER: During the Promotion Period, go to www.boraborafoods.com and follow the instructions to link to the official on-line entry form. Complete all information requested in

the information fields: name, complete street address, birth date, contact phone number and email address (“Entry”). When your information is complete, click on the area marked “Enter.” **Limit one (1) entry per person, per day.** Use one email address to enter. Once submitted, entry cannot be modified, deleted or cancelled. Entries become the property of Sponsor and will not be returned. Entrants may not enter through a sweepstakes club (or similar method), with multiple e-mail and/or street addresses, nor shall entrants use any other device or artifice to enter more than the permitted number of times. Any Entrant who uses fraudulent entry methods, or otherwise attempts to participate with multiple e-mail and/or addresses, or under multiple identities will be disqualified and all entries will be void. Any use of sweepstakes clubs (or similar methods), robotic, automatic, macro, programmed or like entry methods will void all such entries by such methods, and disqualify any entrant using such methods. In case of dispute, entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor reserves the right, at its reasonable discretion to refuse, disqualify, or withdraw any Entry and/or entrants at any time during the Sweepstakes.

Sweepstakes Entities assume no responsibility for lost, late, incomplete, inaccurate, stolen, misdirected, or illegible e-mail entries; nor for any computer, telephone, cable network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt, or jumbled transmissions; nor service provider, Internet, Web site, user net accessibility or availability, traffic congestion, or unauthorized human intervention or any technical error; nor for unauthorized human intervention, human error, or the inaccurate capture of entry or other information; nor for the failure to capture any such information.

4. DRAWING/NOTIFICATION: On or within five (5) working days following the end of the Promotion Period, a random drawing will be held by Sponsor (or its authorized representative) from all eligible entries received during the Promotion Period to select one (1) Grand prize winner. Potential Grand prize winner will be notified by telephone, email and/or mail (in Sponsor’s sole discretion) on or within approximately four (4) working days of the drawing and will be required to complete, have notarized and return an Affidavit of Eligibility, Liability and, where legal, Publicity Release within three (3) working days of notification. Grand prize

winner's guest must be eighteen (18) or older and will be required to complete, have notarized and return a Liability and Publicity Release within the same time frame.

5. GRAND PRIZE/ODDS: Grand Prize (1): \$5000.00 (awarded in the form of a check); **OR** a 6 day / 5 night trip for winner and one (1) adult guest to the island of Bora Bora, French Polynesia. Grand prize package consists of: 6 day / 5 nights hotel accommodation (double occupancy, standard rate); and roundtrip, coach air-transportation for two (2) people from a major airport near winner's residence to/from Bora Bora (including transfers); and ground transportation to/from hotel and Bora Bora airport. Approximate Retail Value ("ARV"): \$7,000. ARV of Grand prize package may vary, depending on the point of departure. The odds of winning the Grand prize depend on the number of eligible entries received during the Promotion Period. No transfer, assignment or substitution of prize (in whole or in part), except Sponsor reserves the right to substitute a prize of equal or greater value. Winner is solely responsible for all federal, state and local taxes relating to the prize. In no event will more than the stated number of prize(s) be awarded.

Important Notice: Trip must be *completed* on or before April 30, 2011, or else prize will be forfeited in its entirety. If Grand prize winner and guest cannot travel together on the same itinerary and on the dates specified by Sponsor, Grand prize will be forfeited in its entirety and an alternate potential Grand prize winner will be selected in accordance with these official rules. Upon prize forfeiture, no compensation will be given. All travel arrangements must be made through a travel agent selected by Sponsor. Grand Prize winner will be responsible for all gratuities, meals, beverages, tips, service charges or taxes, ground transportation not specified, hotel room service, merchandise, souvenirs, local and long-distance telephone calls, and any other incidental costs or expenses not identified in these rules. All services, travel and lodging are subject to availability. Blackout dates and restrictions may apply. Any difference between approximate value and actual value of the trip will not be awarded in cash. Grand prize winner and guest are responsible for obtaining current valid passports, visas and any other travel documentation and inoculations required. Grand prize winner and guest are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Lost or stolen airline tickets will not be replaced or exchanged. Tickets may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed or placed into any channels of distribution.

6. GENERAL: By participating, entrants agree to abide by and be bound to these Official Rules and the decisions of Sponsor, which are final and binding in all respects. Failure to timely return or properly complete Release Documents, or if a prize notification or any prize is returned as non-deliverable, or if potential winner is not eligible or does not comply with these Official Rules prize forfeiture will result and an alternate potential winner will be selected. Sponsor will make up to three (3) attempts to select and verify (an) alternate potential Grand prize winner(s), and thereafter the prize will not be awarded. **BY PARTICIPATING, PARTICIPANTS AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS THE SPONSOR, AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES, ADVERTISING AND PROMOTION AGENCIES, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, INDEPENDENT CONTRACTORS, REPRESENTATIVES AND AGENTS FROM AND AGAINST ANY AND ALL ALLEGED AND/OR ACTUAL CLAIMS, ACTIONS, DEMANDS, LOSSES, SETTLEMENTS (WHETHER OR NOT LITIGATION IS COMMENCED), LIABILITIES AND DAMAGES OF ANY KIND WHATSOEVER EXISTING NOW OR ARISING IN THE FUTURE (INCLUDING, WITHOUT LIMITATION, BODILY INJURY, PERSONAL INJURY, DEATH, DISABILITY AND PROPERTY DAMAGE), COSTS AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES, COURT COSTS, SETTLEMENT AND DISBURSEMENTS) DIRECTLY OR INDIRECTLY ARISING NOW OR IN THE FUTURE IN WHOLE OR IN PART OUT OF ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE, PARTICIPATION IN ANY SWEEPSTAKES/PRIZE RELATED ACTIVITY, ACCESS TO WEB SITE, AND/OR PARTICIPATION IN THIS SWEEPSTAKES.** By entering and/or accepting a prize, Entrants and/or winners hereby consent, where lawful, to the use by Sponsor (and its authorized third parties) of their name, image, likeness, voice, hometown, and/or biographical information in any and all media now known or hereafter developed worldwide, and on the Internet and World Wide Web, without additional compensation, and without the right of review, notification or approval. The information provided is subject to the Privacy Statement on www.boraborafoods.com and any posted Terms of Use on the referenced web site.

7. LIMITATIONS OF LIABILITY: Sweepstakes Entities are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the Web site. If, for any reason, the Sweepstakes is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which Sponsor deems, in its sole opinion, could corrupt or affect the

administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and select the winner from entries received prior to the action or as otherwise may be deemed fair and equitable by Sponsor. Sweepstakes Entities shall not be liable to winners or any other person for failure to execute the Sweepstakes, or supply a prize or any part thereof, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any similar or dissimilar event beyond their reasonable control.

In no event will Sweepstakes Entities be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of participation in the Sweepstakes, Sweepstakes/Prize related activities, access to, and use of, any participating internet site(s) or the downloading from and/or printing material downloaded from said site(s). Without limiting the foregoing, everything on this site is provided "AS IS" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties.

THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF COLORADO WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Sweepstakes, participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Boulder County, Colorado having jurisdiction.

8. WINNERS LIST: For name of winner, contact Sponsor by mailing a self-addressed, U.S. postage stamped envelope to: Bora Bora, Ltd., "Couple's Retreat" Sweepstakes, Winner Name Request, 1050 17th Street, Suite 1000, Denver, CO 80265, for receipt by March 31, 2010.

9. SPONSOR: Bora Bora, Ltd., 1050 17th Street, Suite 1000, Denver, CO 80265.

No movie or movie studio is a sponsor of, nor otherwise affiliated with this promotion.