

Official Rules:

**Naturipe “Big Hearts & Sweet Bites” Pinterest Contest**

February 3 – February 17, 2013

Official Rules: Naturipe Farms LLC Pinterest Contest

*No purchase necessary to enter or win.*

**CONTEST PERIOD:** Entries will be accepted 12:00PM PST on February 3, 2013 through 11:59PM PST February 17, 2013. Entries submitted before or after this period will be disqualified. **CONTEST SPONSOR:** Naturipe Farms, LLC 1611 Bunker Hill Way Suite 250 Salinas, ca 93906

**HOW TO ENTER:** Visit <http://www.pinterest.com/naturipe/>, Follow Naturipe on Pinterest. You must be a member of Pinterest.com to enter. Create a board titled “Big Hearts & Sweet Bites”. You must pin at minimum of 3 images/pins:

- 1) A date night tip from Naturipe’s Blog – <http://www.naturipefarms.com/field-notes-blog/>
- 2) Your favorite berry recipe from Naturipe Website – <http://www.naturipefarms.com/>
- 3) Your dream dinner location for Valentine’s Day

In each pin caption, include the hashtag **#SweetBites** and **#Naturipe**. All entries must provide a valid Pinterest account for notification purposes.

**ELIGIBILITY:** (1) Entry per person during the contest period. Any pins deemed offensive or inappropriate by the Contest Sponsor will not be eligible for the Contest and will be immediately removed from Contest. Qualifying pins will be determined by the Contest Sponsor. All entrants must be a legal resident of one of the 50 states in the United States who are 18 years or older. Employees, directors, contractors and officers of Sponsor, their respective parents, affiliates, subsidiaries, distributors, advertising and promotional agencies or other companies associated with the promotion of the Contest, as well as the immediate family (spouse, parents, siblings, children, and their respective spouses) and household members of each such employee are not eligible. Contest Sponsor is not responsible for Pinterest malfunctions, pin failures, incorrect phone numbers, email address, server issues, mailing information, winners moving or relocating or issues with lost or stolen mail, coupons or delivery.

**PRIZE:** SIX PRIZES OFFERED TOTAL. One (1) grand prize winner will receive a one (1) \$250.00 grocery gift card and one (1) chocolate dipping kit. Five (5) runner-up winners will each receive two (2) vouchers for free Naturipe berries and one (1) chocolate dipping kit. **ODDS OF WINNING THE PRIZE DEPEND ON TOTAL NUMBER OF ENTRANTS.**

**SELECTION and WINNER NOTIFICATION:** Winners will be chosen by random drawing (6 total winners). Sponsor will contact the winner by commenting on their winning Pinterest Board (Big Hearts & Sweet Bites), with instructions on how to claim their prize. Winner not responding to comments within (2) days of notification will forfeit their prize and Sponsor will award the prize to an alternate winner. A maximum of three (3) alternate winners will be contacted by @Naturipe.

**USE OF WINNER'S NAME, LIKENESS, CITY, STATE OF RESIDENCE and/or**

**PRIZEINFORMATION:** Except where prohibited by law, entry into the Contest constitutes the winner's consent to the use by Naturipe Farms LLC of winner's name, likeness, voice, lithographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity or on a winner's list, if applicable, without further compensation. Sponsor is not obligated to use any of the above-mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.

**GENERAL:** Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance for these official rules and the decisions of sponsor, which are final and binding. This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Facebook, Pinterest or Instagram. The entrant is providing information to Sponsor and not to any other entity. No information provided will be given to or sold to a third party.