

**Nathan's Famous Rewards Promotion**  
**Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Nathan's Famous Rewards Promotion (the "Promotion") is open to participants of the Nathan's Famous Rewards Program (the "Program") who are legal residents of the fifty (50) United States and the District of Columbia and who are at least eighteen (18) years of age at the time of entry. Employees of Smithfield Packaged Meats Sales Corp., HelloWorld, Inc., Nathan's Famous, Inc., Oodle, Jacobs Agency, the MLB Entities, Fanatics, Inc. and each of their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The "MLB Entities" shall mean the Office of the Commissioner of Baseball ("BOC"), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. ("MLBAM" or "MLB.com"), Major League Baseball Properties, Inc., BAMTech, LLC, The MLB Network, LLC, the Major League Baseball Clubs ("Clubs"), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game"). Terms used but not defined herein shall have the meaning set forth in the Program Terms (the "Program Terms"), located at [nathansrewards.com](http://nathansrewards.com).

**2. Sponsor:** Smithfield Packaged Meats Sales Corp., 4225 Naperville Road, Lisle, IL 60532.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Promotion begins on October 2, 2017, at 12:00 a.m. Eastern Time ("ET") and ends on December 31, 2017, at 11:59 p.m. ET (the "Promotion Period"). There are three (3) monthly entry periods (each a "Monthly Entry Period") and a grand prize entry period (the "Grand Prize Entry Period" and together with the Monthly Entry Period, Second Prize Entry Period and First Prize Entry Period, each an "Entry Period") as outlined below.

<b>Entry Period</b>	<b>Start Date at 12:00 a.m. ET</b>	<b>End Date at 11:59 p.m. ET</b>	<b>Postmark Date</b>	<b>Receive by Date</b>	<b>Approximate Draw Date</b>
Monthly 1 - October	10/2/17	10/31/17	10/31/17	11/10/17	11/14/17
Monthly 2 - November	11/1/17	11/30/17	11/30/17	12/11/17	12/13/17
Monthly 3 - December	12/1/17	12/31/17	12/31/17	1/9/18	1/15/18
Grand Prize	10/2/17	12/31/17	12/31/17	1/9/18	1/16/18

Administrator's computer is the official time-keeping device for this Promotion.

**4. How to Enter:**

- a. Instant Win Game:** If you do not already have a Nathan's Famous Rewards Account, then create an Account. During the Promotion Period, login to your Nathan's Famous

Rewards Account and follow the links and instructions to locate the Instant Win Game. Each day, follow the links and instructions to play the Instant Win Game, once per day. You will receive one (1) Instant Win Game play every day. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

**b. Sweepstakes:**

**i. Use Nathan's Famous Rewards Tickets:** During the Promotion Period, login to your Nathan's Famous Rewards Account. Follow the links and instructions to proceed to the Gift Shop. Locate an available Sweepstakes Reward item for which you wish to enter and follow the directions to redeem ten (10) Tickets for one (1) entry into the drawing for the selected prize. Prizes are available during the indicated Entry Period.

<b>Sweepstakes Reward Item:</b>	<b>Entry Period Prize is Available:</b>
<u>Grand Prize:</u> Pick Your Prize	Grand Prize Entry Period
<u>October Prize 1:</u> Home Suite Upgrade Package	October Entry Period
<u>October Prize 2:</u> Free Hot Dogs for a Year	October Entry Period
<u>November Prize 1:</u> Ultimate Tailgate Package	November Entry Period
<u>November Prize 2:</u> Free Hot Dogs for a Year	November Entry Period
<u>December Prize 1:</u> Family Game Night Package	December Entry Period
<u>December Prize 2:</u> Free Hot Dogs for a Year	December Entry Period

**ii. Mail-in Method of Entry:** During the Promotion Period, to enter without redeeming Nathan's Famous Rewards Tickets, you must first have created a Nathan's Famous Rewards Account. Once you have created an Account, hand print your name, address, day and evening phone numbers, email address associated with your Nathan's Famous Rewards Account, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to:

Department: 833236  
 PO Box: 5006  
 Kalamazoo MI 49003-5006

Address the envelope by including the prize name, as outlined below, associated with the prize you wish to win. If you do not have an Account that matches the email address on the entry received, then your entry will not be eligible. Prizes are available during the indicated Entry Period.

<b>Sweepstakes Reward Item:</b>	<b>Address Envelope:</b>	<b>Entry Period Prize is Available:</b>
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<u>Grand Prize</u> : Pick Your Prize	Nathan's Famous Rewards Sweepstakes – Pick Your Prize	Grand Prize Entry Period
<u>October Prize 1</u> : Home Suite Upgrade Package	Nathan's Famous Rewards Sweepstakes – Home Suite Upgrade Package	October Entry Period
<u>October Prize 2</u> : Free Hot Dogs for a Year	Nathan's Famous Rewards Sweepstakes – Free Hot Dogs for a Year	October Entry Period
<u>November Prize 1</u> : Ultimate Tailgate Package	Nathan's Famous Rewards Sweepstakes – Ultimate Tailgate Package	November Entry Period
<u>November Prize 2</u> : Free Hot Dogs for a Year	Nathan's Famous Rewards Sweepstakes – Free Hot Dogs for a Year	November Entry Period
<u>December Prize 1</u> : Family Game Night Package	Nathan's Famous Rewards Sweepstakes – Family Game Night Package	December Entry Period
<u>December Prize 2</u> : Free Hot Dogs for a Year	Nathan's Famous Rewards Sweepstakes – Free Hot Dogs for a Year	December Entry Period

You will receive one (1) entry into the drawing for the selected prize. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed in Section 3 above. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor and the MLB Entities are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each Sweepstakes entrant may enter ten (10) times per Sweepstakes prize per day during each respective Entry Period regardless of method of entry; each Instant Win Game entrant may play one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor and the MLB Entities are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Nathan's Famous Rewards Tickets used to enter the Sweepstakes may be earned in accordance with the Program Terms, which include, without limitation, certain non-purchase actions on Facebook or Twitter. The Program and this Promotion are in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc., Facebook, Inc. or any MLB Entity. The Program and this Promotion is in no way sponsored, administered, executed or produced by any MLB Entity. Major League Baseball trademarks, service marks and copyrights are proprietary to the MLB Entities. All rights reserved.

**5. Sweepstakes/Instant Win Game:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners from among all eligible entries received for the applicable Entry Period for each Sweepstakes prize on or around the dates listed in Section 3 above. All non-winning eligible entries from one Entry Period will not carry-over to or be eligible for any subsequent Entry Period. Instant Win Game: Nine hundred (900) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

**6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.**

**7. Verification of Potential Winners:** Receiving a prize is contingent upon verification of eligibility and compliance with these Official Rules. The potential Sweepstakes winners will be notified by email or phone. The potential winner of any prize valued at \$600 or greater (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will select an alternate potential winner by random drawing from among all remaining eligible entries received for the applicable Sweepstakes prize. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

**8. Prizes:**

**Sweepstakes Prizes:**

Sweepstakes Reward Item:	Prize Description:	Quantity:	Approximate Retail Value ("ARV"):
Grand Prize: Pick Your Prize	<p>Winner will get to select from one (1) of following three (3) options:</p> <p><u>OPTION 1:</u> The Ultimate Spring Training Trip for Your Favorite Team Trip for 4 to Spring Training in AZ or FL. Trip package includes round trip, coach-class air transportation for winner and three (3) guests between a major airport near winner's home (determined by Sponsor in its sole</p>	1	Up to \$8,155

	<p>discretion) to FL or AZ; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy); a \$600 allowance for full-size rental car for length of stay; \$1,500 spending money; \$500 allowance for tickets to practice game; \$250 allowance for Nathan's Famous swag; and travel agent services. ARV: \$8,155.</p> <p><u>OPTION 2:</u> Backyard/Home Makeover awarded as a \$5,000 home improvement store gift card. ARV: \$5,000.</p> <p><u>OPTION 3:</u> Six Flags Getaway Trip for four (4) to any Six Flags Theme Park. Trip package includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to chosen location; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy); four (4) one-day Six Flags passes; ground transportation to and from destination airport and hotel; \$400 spending money; and travel agent services. ARV: \$5,000</p>		
<u>October Prize 1:</u> Home Suite Upgrade Package	Home Suite Upgrade Package consisting of: \$750 prepaid gift card that can be used for entertainment upgrades; \$500 MLB Store gift card that can be used for tailgate gear; Nathan's Famous tailgate cooler; and a Nathan's Famous swag bag.	1	\$1,450
<u>October Prize 2:</u> Free Hot Dogs for a Year	Free Nathan's Famous Hot Dogs for a year awarded as fifty-two (52) free product coupons. Terms and conditions of coupons apply.	1	\$312
<u>November Prize 1:</u> Ultimate Tailgate Package	Ultimate Tailgate Package consisting of: Bluetooth speaker; \$500 Amazon Music digital code; \$750 home improvement gift card that can be used to purchase an outdoor grill; grilling utensils; Nathan's Famous Tailgate kit and a Nathan's Famous swag bag.	1	\$1,505
<u>November Prize 2:</u> Free Hot Dogs for a Year	Free Nathan's Famous Hot Dogs for a year awarded as fifty-two (52) free product coupons. Terms and	1	\$312

	conditions of coupons apply.		
<u>December Prize 1:</u> Family Game Night Package	Family Game Night Package consisting of: an Xbox Game Console Bundle; tablet or laptop; \$250 prepaid gift card that can be used to purchase tech accessories; and a Nathan's Famous swag bag.	1	\$1,300
<u>December Prize 2:</u> Free Hot Dogs for a Year	Free Nathan's Famous Hot Dogs for a year awarded as fifty-two (52) free product coupons. Terms and conditions of coupons apply.	1	\$312

Odds of winning a Sweepstakes Prize depend on the number of eligible entries received during each Entry Period for the applicable prize. Limit: One (1) Sweepstakes prize per person. Total ARV of Sweepstakes Prizes: \$13,346

**Instant Win Game Prizes:**

<b>Prize</b>	<b>Quantity</b>	<b>ARV</b>
\$50 Digital Regal Movie Pass	200	\$50
Nathan's Famous Canvas Tote	100	\$25
500 Bonus Tickets	500	\$5
\$.55 Nathan's Famous Coupon	100	\$0.55

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person. Total ARV of Instant Win Game Prizes: \$15,055.00.

For Travel Prize: Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companions must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, at least one (1) travel companion must be winner's parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor and the MLB Entities will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. The Sponsor and MLB Entities are not responsible if the event is delayed, postponed or cancelled for any reason and winner will not be reimbursed for tickets. Seating and timing to be determined in the sole discretion of Sponsor. Tickets may be subject to Sponsor's standard rain-check policies and procedures. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor and MLB Entities are not responsible if winner does not use ticket on day of event. Sponsor and MLB Entities are not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Actual

value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

For Trip to AZ or FL Prize: Seat locations at the game shall be determined in the sole discretion of Sponsor. Winner's guests must be of legal age of majority in their jurisdictions of residence (and at least eighteen (18) years of age), unless accompanied by a parent or legal guardian. Major League Baseball game, event and exhibition dates and times are determined in the sole discretion of the Office of the Commissioner of Baseball and/or the applicable Major League Baseball Club, as applicable, and may be subject to change. The terms and conditions of the tickets obtained as part of the prize will govern in the event a legal game, event or exhibition, as defined by Major League Baseball, is not played or held, as applicable, due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Winner and his/her guests agree to comply with all applicable ballpark and venue, as applicable, regulations in connection with the prize. Sponsor and the applicable MLB Entities reserve the right to remove or to deny entry to the winner and/or his/her guests who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any Major League Baseball game, event or exhibition. Major League Baseball game, event and exhibition tickets obtained in connection with the prize may not be resold or offered for resale or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and prize forfeiture, and may invalidate the license granted by the game, event or exhibition ticket(s).

For All Prizes: All details of prizes are determined by Sponsor in its sole discretion. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Terms and conditions of gift cards and gift codes apply. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Released Parties (a) make no warranty, guaranty or representation of any kind concerning any prize (or any portion thereof), and (b) disclaim any implied warranty. Total ARV of all Prizes: \$28,401.

**9. Release:** By entering the Sweepstakes, playing any Instant Win Game, receiving any prize, or otherwise participating in the Promotion, you agree to release and hold harmless Sponsor, Administrator, Nathan's Famous, Inc., Jacobs Agency, Oodle, the MLB Entities, Facebook, Inc., Twitter, Inc., the Promotion prize providers, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, franchisees, service providers, advertising/promotion agencies and all of their respective officers, directors, employees, shareholders, agents, successors and assigns (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 Promotion or receipt or use or misuse of any prize.

**10. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**11. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at

random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**12. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**13. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**14. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.nathansfamous.com/privacy> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

**15. Winner List:** For a winner list, visit <http://bit.ly/2xLxvP9>. The winner list will be posted after winner confirmation is complete.