

The Pretzel Coaster Build-Off Contest

OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN. THE CHANCES OF WINNING ARE DEPENDENT ON THE NUMBER OF ENTRIES RECEIVED. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING.

The Pretzel Coaster Build-Off Contest ("the Contest") begins at 12:00:00 PM Eastern Time ("ET") on April 1, 2009 and ends at 11:59:59 PM ET on June 15, 2009. Sponsor's computer is the official time keeping device for the Contest.

1. WHO CAN ENTER:

The Contest is open only to legal residents of New York, New Jersey, Connecticut, Pennsylvania, Maryland, Delaware, District of Columbia, Virginia and North Carolina. Entrants must be 8 years of age and over at the time of Contest registration. This contest is operated in compliance with the Children's Online Privacy Protection Act ("COPPA"). Employees, officers and directors of Snyder's of Hanover and Busch Gardens® Williamsburg ("Sponsors"), affiliates, subsidiaries, advertising, promotional, fulfillment and marketing agencies, their immediate families (parent, child, sibling or spouse) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Contest. By entering the Contest, participants agree to release, discharge and hold harmless Sponsors, their respective parents, affiliates, subsidiaries, agents, representatives, retailers, agencies and their respective officers, directors, employees and agents from any and all liability, claims, losses, injuries, demands, damages, actions, and/or causes of actions whether direct or indirect, which may be due to or arise out of participation in the Contest or any portion thereof, or the acceptance, use/misuse or possession of prizes. The Official Rules and the decisions of the independent judges are final and binding in all respects. Void where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply. By entering the Contest, participants and their parents/legal guardians agree to accept and be bound by all terms of these Official Rules and Regulations.

2. HOW TO ENTER:

No purchase necessary to participate.

LIMIT:

Limit one (1) Contest entry per person or Snyder's of Hanover Pretzel Eaters member. Potential winners who are discovered during prize verification to have entered or attempted to enter more than once may be disqualified at the sole discretion of the judges.

The Contest Entry Phase begins at 12:00:00 PM Eastern Time ("ET") on April 1, 2009 and ends at 11:59:59 PM ET on June 15, 2009 ("Contest Entry Period").

To submit an entry into the Contest, go to the following Web site address <http://www.snydersofhanover.com>. Participants will be asked to submit their date of

birth and email address before registering. Participants will proceed to the Registration page and or register as a new Snyder's of Hanover Pretzel Eaters Club member after accepting the Terms of Service. Once registered, entrants will be able to submit a creation file entry to be entered into the Contest. (See "Creation Entry Details" below).

By authorizing a child to participate, the parent agrees to these official rules and the grant of license set forth below. Entrants between 8 and 18 years of age must request permission to enter from their parents or legal guardians.

Creation Entry Details:

Once registered, entrants can submit an entry into the Contest by creating and uploading a photograph of their own roller coaster model from using pieces from any of the Snyder's of Hanover pretzel products. This model should not exceed the size of 6 feet wide or 4 feet high. FILE FORMAT MUST BE IN JPEG, NOT TO EXCEED 2 MEGABYTES IN SIZE. The entry must be the entrant's own work. Once you submit your file, you will be officially entered into the Contest. Contest Entries cannot be revised or altered once submitted. Once submitted, all submitted components become the property of the Sponsors and will not be returned. Should you experience any difficulties with any aspect of Pretzel Coaster Build-Off Contest, please send an email to www.snydersofhanover.com and let us know your problem by clicking "Contact Us" and filling all required fields. Your request will be answered promptly.

Information regarding Submitted Files:

The Sponsors shall have the right to disqualify any entries that they deem to be obscene, vulgar, sexually explicit, lewd, derogatory, inappropriate, or otherwise not in good taste, as determined by the Sponsors in their sole discretion.

LICENSE: Entrant grants Sponsors and their designees the right, but not the obligation to edit, remove, modify, publish, license, print, transmit, display or otherwise use the creation and all accompanying personally identifiable information entrant submits (collectively, the "Submission"), via all forms of media now known or hereafter devised (including on <http://www.snydersofhanover.com>, and www.buschgardenswilliamsburg.com), collectively "Websites", worldwide, in perpetuity, without notice to you and without compensation.

WARRANTY: Entrant represents and warrants that (i) entrant's Submission was taken by entrant, (ii) the Submission is original to entrant and does not infringe upon or otherwise violate any right of any third party, and (iii) entrant has all rights necessary to submit the Submission, including all necessary authorizations and permissions from any persons included in the Submission, (iv) that the Submission will not include unlawful, threatening, libelous, defamatory, obscene, pornographic or other material that would violate the law; advertising for third party products or services.

All Submissions may be posted on the publicly accessible Contest Web site during and following the Contest. The Sponsors are not responsible for late, lost, illegible, incomplete, stolen, garbled or misdirected entries, all of which are void.

3. EVALUATION OF ENTRIES:

Contest judging will begin at 12:00:00 PM Eastern Time ("ET") on June 16, 2009 and will end at 11:59:59 PM ET on June 20, 2009.

All entries will be reviewed by a panel of Snyder's of Hanover and Busch Gardens Williamsburg employees based on the following criteria: 50% on creativity, and 50% on originality. Note, entries must be created using only pieces from the

aforementioned Snyder's of Hanover products. Adhesives are also allowed for purposes of securing pieces together. Finished entry can be adhered to a board or any solid, stable surface.

Those who score the highest cumulative scores in the review will go into a group of Six (6) Semi-Finalists from which One (1) Grand Prize Winner (see "Who Can Enter" above) will be selected.

4. PRIZE AWARDING/APPROXIMATE RETAIL VALUE:

Limit one (1) prize per household.

Semi-finalist prizes: Six (6) semi-finalist prizes will be awarded and will consist of a trip to Busch Gardens Williamsburg where the winners will have the chance to compete for the Grand Prize. This semi-finalist prize consists of four (4) Discovery Tickets good for both Busch Gardens® Williamsburg and Water Country USA® in Williamsburg, VA (good for 7 consecutive days), two (2) night hotel stay for four (single room, quad occupancy), four (4) meal certificates, one (1) \$100 gas card. Estimated retail value: \$684.00.

The chance to win the grand prize will take place at Busch Gardens Williamsburg on **July 16, 2009** at the in-park Pretzel Coaster Build Off. **The semi-finalists must be able to attend this event on the stated date otherwise the winner will have to forfeit the prize and an alternate winner will be chosen.**

Grand prize: One (1) grand prize will be awarded to the winner of the in-park Coaster Build-Off and will consist of four (4) Platinum Passes good at any World's of Discovery Park (Busch Gardens® Williamsburg, Water Country USA®, SeaWorld® Orlando, Busch Gardens® Tampa, SeaWorld® San Antonio, SeaWorld® San Diego, Aquatica®, Adventure Island® (Tampa) and Sesame Place® (Langhorne, PA) for two (2) years from the date of activation. Passes must be activated by November 1, 2009) and a one-year supply of Snyder's of Hanover pretzels (52 coupons for one free Snyder's of Hanover product). Estimated retail value: \$1,356.00.

Prizes will only be awarded upon potential winners' verification and final approval by Sponsors. No substitution, transfer of any prize or cash alternative permitted, except by the Sponsors who reserve the right, in their sole discretion, to substitute a prize of equal or greater value, if any prize, or any portion of any prize, becomes unavailable.

Semi-finalist winners will be notified by phone initially on June 18, 2009, and confirmed in writing via certified mail. Winner will be required to complete, sign, and return an Affidavit of Eligibility, a Liability Waiver, and where allowable, a Publicity Release within seven (7) days of prize notification. [Grand prize winner's travel companion(s) must also complete and sign a publicity/liability release and return it within the same time period.] [Travel companion must be 21 **or** if travel companion is under 21 the publicity liability release must be signed by the companion's parent or a legal guardian and travel companion must be traveling with parent or legal guardian]. In the event of noncompliance within this time period, prize will be forfeited and an alternate winner will be selected. Any prize notification or prize returned to the sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate winner.

After confirming this notification via mail and upon verification, the semi-finalists will be sent travel vouchers to BGW to arrive at BGW by the morning of **July 16, 2009** when all six (6) Semi-Finalists will be required to build a replica of one of the Busch Gardens Williamsburg roller coasters at the park. Semi-finalists will be provided the necessary tools and products to replicate the coaster. The building of the pretzel coasters will be timed and must be completed within three (3) hours.

If the potential winning entrant of any Contest Prize cannot be contacted; is ineligible; fails to claim the prize within seven (7) of prize notification; if the Prize Notification is returned undeliverable; or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and the prize will be awarded to a runner up. The Entities and their affiliates are not responsible for lost or misdirected prize notification to potential winners. Each winner grants the Sponsors (or if winner is a minor, then such winner's parent/legal guardian on behalf of Winner grants Sponsor) the right to use and publish winner's name to use winner's name and likeness solely for advertising and promotional and commercial purposes for this Contest, without notice or further compensation, except where prohibited by law. By entering the Contest, you agree to all of the terms and conditions of the Snyder's of Hanover and Busch Garden Williamsburg Privacy Policy, which is available at <http://www.snydersofhanover.com> and www.buschgardenswilliamsburg.com. All information collected will be treated in a manner consistent with Sponsor's privacy policy. In the event of dispute, an entry will be deemed to have been made by the authorized holder of the e-mail account at the time the entry was made. All decisions of the judges shall be binding and final.

5. GENERAL RULES:

All federal, state, local and provincial laws and regulations apply. All prizes will be awarded and winners will be informed via phone and certified mail – see Rules# 4. Winners may make no substitution/ transfer of prizes. All federal, state, and local taxes are solely the responsibility of the winners. Snyder's of Hanover and Busch Gardens Williamsburg are not responsible for lost, late, misdirected, illegible or unreadable entries. The six (6) Prize Winners consent to use of name/likeness/entry material in any manner by the Contest Sponsors for advertising/trade without further compensation, unless prohibited by law. By participating, entrants (and if considered a minor in the state in which he/she resides their parent and/or legal guardian) agree to be bound by the Official Rules and the decisions of the judges. By accepting prize, winners agree to hold Sponsors harmless against any and all claims and liability arising out of administration of this contest, participation in this contest and/or use of any prize or portion thereof. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize.

This Contest is conducted in English (which will be given its everyday ordinary meaning), and any and all disputes will be resolved in accordance with the laws of the Commonwealth of Pennsylvania without regard for conflict of laws principles.

6. DISQUALIFICATION:

The Sponsors are not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions,

for incorrect or inaccurate entry information howsoever caused or other error of any kind whether human, mechanical or electronic. Entrants found tampering with or abusing any aspect of this Contest, as solely determined by the judges, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate entrant's eligibility to participate in the Contest. In the event this Contest is compromised by virus, bugs, unauthorized intervention or other causes beyond the control of Sponsor which, in the sole opinion of Sponsor, corrupt, or impair the administration, security, fairness or proper play of the Contest, Sponsor reserves the right at its sole discretion to suspend or terminate the Contest. In no event will more prizes be awarded than those listed in Rules #4.

7. TAX INFORMATION:

All federal, state, local, and other taxes on prizes are the sole responsibility of the applicable winner or, if the winner is a minor, his or her parent or legal guardian.

8. OFFICIAL RULES OR WINNER'S LIST:

For a copy of the Official Rules or the Winners' List, send a self-addressed, stamped envelope to the following address by June 10, 2009 (please specify "Official Rules" or "Winners"): The Pretzel Coaster Build-Off Contest Winners List Request, P.O. Box 1876, Poughkeepsie, NY 12601

Sponsored and administered by:
Busch Entertainment Corporation
Snyder's of Hanover Corporation
© 2009 Snyder's of Hanover
© 2009 Busch Entertainment Corporation