

**AVOCADOS FROM MEXICO MACY'S THANKSGIVING DAY PARADE® SOCIAL MEDIA II SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

AGREEMENT TO OFFICIAL RULES: BY ENTERING THIS SWEEPSTAKES ("SWEEPSTAKES"), YOU AGREE TO ABIDE BY AND BE BOUND BY THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE RELEASED PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK OR TWITTER. FACEBOOK AND TWITTER ARE NOT AFFILIATED WITH THE SPONSOR IN ANY WAY.

ELIGIBILITY: The Sweepstakes is open to legal residents of any one of the fifty States of United States of America or District of Columbia, who are 21 years of age or older at the time of entry. Winner must live in the valid area at the time of the drawing and distribution of prizes. Sweepstakes is void where prohibited by law. Employees, officers and directors of Avocados From Mexico, Inc. (the "Sponsor"), its parent company, subsidiaries, affiliates and partners, Richard/Lerma and Innovative Processing, Inc. ("Administrators"), Macy's Corporate Service, Inc. ("Macy's") and any other promotion agencies and other agencies involved in this Sweepstakes, and each of their respective affiliates (collectively, the "Released Parties"), and members of the same the household and immediate family members (spouse, child, parent, sibling and their respective spouses) of all such employees/officers/directors, are NOT eligible to enter or win. Sweepstakes is subject to all federal, state, and local laws and regulations.

ENTRY PERIOD: This Sweepstakes begins at 12:01 a.m. ET on November 26, 2015 and ends at 11:59 p.m. ET on November 26, 2015 ("Entry Period").

HOW TO ENTER: In order to enter, you must have a Twitter and/or Facebook account. If you do not have a Twitter account, go to www.twitter.com to create one; Twitter accounts are free. If you do not have a Facebook account, go to www.Facebook.com to create one; Facebook accounts are free. Use of Facebook or Twitter and any of their features are subject to their terms and conditions.

On November 26, 2015. Entrant must send a photo of the Avocados From Mexico Float to #MacysParade and #AVosToNYC along with the #Sweepstakes using Twitter or Facebook. Entrant can take photo while attending the Macy's Thanksgiving Day Parade® or while watching the parade on television. **Limit one (1) entry per person/account for the entire Day.** Photos submitted may be used for advertising purposes on any Social Media network of the sponsor.

Any attempt by an Entrant to enter multiple times by using multiple/different accounts or by any other method will void all entries submitted and that Entrant will be disqualified. The Released Parties assume no responsibility for lost, late, or misdirected entries or any computer, online, telephone, or technical malfunctions that may occur. By participating in the Sweepstakes, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, including the interpretation of these Official Rules and Sponsor's exercise of discretion, which will be final and binding in all respects. If, due to some unforeseeable occurrence, the Avocado From Mexico float is

prevented from appearing on network television, Entrant can take a photo of anything during the parade that shows a Macy's logo.

Please see the "Privacy" section below for details regarding the use of personal information collected in connection with this Sweepstakes.

DRAWING/WINNER SELECTION: The potential Grand Prize winners will be selected as noted below in random drawings from among all eligible entries received throughout the Entry Period by the Administrator. Odds of winning a prize depend on the number of eligible entries received throughout the Entry Period. Sponsor's decisions on all matters relating to the Sweepstakes are final and binding. Entrants must have their accounts set as Public to allow the administrator to contact them.

PRIZES/ RETAIL VALUE: There will be five (5) Grand Prizes of a \$1,000 Macy's Gift Card awarded during the time period of the sweepstakes. Grand Prizes will be awarded by random drawings on November 27, 2015 from all valid entries .

The total approximate retail value for this sweepstakes is \$5,000.

PRIZE LIMIT: Limit one prize per family or household. Limit of one prize (valued at \$1,000 or more) per person/household during any consecutive twelve (12) month period from any promotion sponsored by Sponsor.

ALL EXPENSES OR COSTS ASSOCIATED WITH ACCEPTANCE OF A PRIZE NOT MENTIONED HEREIN ARE THE SOLE RESPONSIBILITY OF THE PRIZE WINNER. No cash equivalent or other substitutions will be permitted, except the Sponsor reserves the right in its sole discretion to substitute any prize with another prize of equal or greater value in the event that the prize (or any component thereof) is not available as determined by the Sponsor in its sole discretion. Any local, state or federal taxes associated with any prize awarded in connection with the Sweepstakes are the sole responsibility of the Prize Winner. The Grand Prize Winner will also be required to disclose his/her social security number for the purpose of issuance of an IRS Form 1099. The value of the prize, as ultimately determined the Sponsor, cannot be challenged or appealed. The Released Parties are not liable for the payment of any taxes associated with acceptance of the prize. Any gift card prize is subject to the terms and conditions stated on gift card.

PRIZE NOTIFICATION: Potential Grand Prize winners will be contacted using the social media format they used to enter, and will be required to provide proof of identification and all other information needed by the Administrator to confirm them as winners. If a potential Grand Prize winner does not respond within 24 hours after the first attempt to contact him/her, Administrator may select an alternate potential winner at random from the remaining Entries. A potential Grand Prize winner must complete, sign, and return the affidavit of eligibility, release of liability, publicity release, and appropriate tax documents, as provided by the Administrator (the "Documents"), within three (3) business days of delivery of the Documents, or the prize will be forfeited in its entirety. **The potential Grand Prize winner will be required to supply his/her Social Security number when completing the affidavit of release because of tax reporting requirements.** Return of any prize, or notification that the prize was undeliverable, or failure of a potential winner to accept a prize within the specified time period may, in the Sponsor's sole discretion, result in disqualification of the potential winner and forfeiture of the prize. If a potential winner forfeits a prize, no alternative compensation will be given.

PUBLICITY RELEASE: Subject to applicable law, by accepting the prize, the Grand Prize winner irrevocably grants to Sponsor the right to use and publish his/her proper name, city and state of residence, likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by Grand Prize winner regarding the Sweepstakes or Sponsor online and in print and in any other media now known or hereafter developed, worldwide, in perpetuity, in connection with the Sweepstakes and for advertising and promotional purposes, without additional compensation or notification. The Sponsor has full ownership of all content captured during the sweepstakes period and during the prize fulfillment period.

RELEASE AND LIMITATIONS OF LIABILITY / ADDITIONAL TERMS: By entering the Sweepstakes, each Entrant agrees, and by accepting the Grand Prize the Grand Prize winner agree, to release, indemnify and hold harmless the Released Parties from and against any liability, loss, damage, cost, and expense that the Released Parties may suffer as a result of any claims, suits, demands, actions, causes of action ("Claims"), penalties, expenses, or costs, including reasonable attorneys' fees ("Losses"), whether foreseen or unforeseen, that may be made or had against the Released Parties arising from or in connection with the Sweepstakes, including, but not limited to, all such Claims and Losses arising from: 1) any prize won; 2) the negligence, reckless acts, and/or intentional or willful misconduct by Entrants or Grand Prize winner; 3) any injuries, death, damage to persons or property, losses, or other damage of any kind that the Entrants or Grand Prize winner may sustain which may be caused, directly or indirectly, in whole or in part, from or in connection with their participation in the Sweepstakes or receipt of any prize, unless prohibited by law; and 4) any claims based on publicity rights, defamation, misappropriation, false association, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related cause of action and/or breach of contract. IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ENTRANTS' ACCESS TO AND USE OF THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES; OR GRAND PRIZE WINNER'S USE OF PRIZE. IN NO EVENT SHALL THE RELEASED PARTIES' TOTAL LIABILITY TO YOU FOR ALL DAMAGES, LOSSES, OR CAUSES OF ACTION EXCEED \$100. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED.

As a condition of entering the Sweepstakes, Grand Prize winner gives consent for Sponsor to obtain and deliver his/her name, address, and other information to third parties for the purpose of administering this Sweepstakes and complying with applicable laws, regulations, and rules. Any information Entrant provides to Sponsor may be used to communicate with Entrant in relation to this Sweepstakes or on a Sweepstakes winners list. Sponsor is not responsible for any typographical or other error in the printing of this offer, administration of the Sweepstakes, or in the announcement of prizes. In the event Sponsor is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including, but not limited to: fire, flood, epidemic, earthquake, explosion, labor dispute or strike, public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes. In the event of cancellation, Sponsor will award the prize to an Entrant randomly selected from among all valid and eligible entries received up to the time of such Force Majeure event.

DISPUTES; GOVERNING LAW. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by private and confidential binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party including any form of class or representative action. The arbitration shall be conducted in the State of Maryland. ALL ASPECTS OF THE OPERATION OF THE SWEEPSTAKES, AS WELL AS THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEMENT OF THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS, AS WELL AS THE RESPECTIVE RIGHTS OF THE SPONSOR OF, PARTICIPANTS IN, AND WINNER OF THE SWEEPSTAKES, SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF MARYLAND WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in the County of Harford in the State of Maryland. The parties agree not to raise the defense of forum non conveniens.

PRIVACY: All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at: <http://www.avocadosfrommexico.com/PrivacyPolicy.aspx>. By participating in the Sweepstakes and providing any personal information, Entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and accepted the terms of Sponsor's privacy policy.

WINNER NAMES: The name of the Grand Prize winners will be posted on the Avocados from Mexico Facebook page on or about December 15, 2015 or you may mail a self-addressed stamped envelope to: Avocados Macy's Social Media II Sweepstakes Winners List, PO Box 240, Dept M, Clear Lake, MN 55319. All mail in requests must be received by: December 31, 2015.

Sponsor: Avocados From Mexico Inc., 1103 Old Fallston Road, Fallston, MD 21047

Administrators: Richards/Lerma, 7007 Twin Hills Ave, Suite 300, Dallas, TX, 75231.
Innovative Processing, Inc. PO Box 240, Clear Lake, MN 55319.

ABBREVIATED RULES:

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Sweepstakes begins at 12:01 a.m. ET on November 26, 2015 and ends at 11:59 p.m. ET on November 26, 2015. Limit (1) one entry per person/email address. Sweepstakes is open to legal residents of the United States and District of Columbia. Void where prohibited. For details and complete official rules, visit www.facebook.com/avocadosfrommexico

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