

## **Keurig Insiders (Unconnected) Sweepstakes**

### **Official Rules**

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

**1. Sponsor:** Keurig Green Mountain, Inc., 33 Coffee Lane, Waterbury, VT 05676. **Administrator:** Vision Critical, 200 Granville St, Vancouver, BC V6C 1S4.

**2. Eligibility:** Keurig Insiders Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Keurig Green Mountain, Inc., VisionCritical, and their 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 Sweepstakes 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 Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**3. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, 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, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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 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 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.

**4. Prize Drawings:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Entry Period winners from all eligible entries received during the applicable Entry Period on or around the dates listed in Section 5 below. Non-winning Entry Period entries will carry over into subsequent Entry Period drawings. The potential winners will be notified by email. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only two (2) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 4-6 weeks after a draw period.

**5. Timing:** The Sweepstakes begins on January 1, 2017 at 12:00 a.m. Eastern Time ("ET"), ends on December 31, 2017 at 11:59 p.m. ET (the "Promotion Period") and consists of twelve (12) monthly drawings and four (4) random Surprise & Delight drawings as outlined below.

Entry Period	Start Date = First Day of...	End Date = Last Day of...	Approx Drawing Date = Last Day of...	Amount	Per Month
1	January	January	January	3 winners of \$100 each	\$300
2	February	February	February	3 winners of \$100 each	\$300
3	March	March	March	3 winners of \$100 each	\$300
4	April	April	April	3 winners of \$100 each	\$300
5	May	May	May	3 winners of \$100 each	\$300
6	June	June	June	3 winners of \$100 each	\$300
7	July	July	July	3 winners of \$100 each	\$300
8	August	August	August	3 winners of \$100 each	\$300
9	September	September	September	3 winners of \$100 each	\$300
10	October	October	October	3 winners of \$100 each	\$300
11	November	November	November	3 winners of \$100 each	\$300
12	December	December	December	3 winners of \$100 each	\$300

Surprise & Delight Drawings					Per Interval
				2 winners of \$350 each	\$700
				2 winners of \$350 each	\$700

**TOTAL \$5,000**

The Prizes will be awarded monthly on or about the last business day of each month in the Sweepstakes Period (the "Draw Dates") All Prizes are to be awarded in US dollars by VCCI's prize provider, Pay Incentives ("Prize Provider") in the form of a virtual pre-paid VISA card, bank deposit or other options offered by Prize Provider (such options are subject to change) in accordance with the Prize Awarding requirements set out below.

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

**6. How to Enter:** The Sweepstakes is offered electronically via the Internet. All Entrants who are members of **Keurig Insiders** are automatically entered into the Sweepstakes. All other Entrants may enter the Sweepstakes by following the link in the Entrant's invitation to the **Keurig Insiders** website and completing the initial questionnaire online. Entrants will receive one (1) entry for every study completed during the Sweepstakes period.

Completion of **Keurig Insiders** Surveys is not required to enter the Sweepstakes. Entrants may enter the Sweepstakes by using the alternate means of Sweepstakes entry set out in Paragraph 5 of these Official Rules.

**7. Prizes:** Approximate Retail Value ("ARV"): \$5,000. THIRTY-SIX TOTAL MONTHLY PRIZES (THREE MONTHLY WINNERS OF \$100 each): in \$100 US dollar virtual pre-paid VISA cards. Approximate Retail

Value ("ARV"): \$1,400. FOUR TOTAL Surprise & Delight PRIZES (FOUR WINNERS OF of \$350 each): in \$350 US dollar virtual pre-paid VISA cards, bank deposit or other options offered by Prize Provider (such options are subject to change) in accordance with the Prize Awarding requirements set out below.

**8. WINNERS LIST:** To obtain a copy of the winners list or a copy of these Official Rules, send your request to: Vision Critical Communications Inc, *Keurig Insiders* Sweepstakes Winners List, 200 Granville, Mezzanine, Vancouver, BC V6C 3N3. Requests must be received no later than December 31, 2017 and a self-addressed stamped envelope must be enclosed with your request.

**9. Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (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 Sweepstakes or receipt or use or misuse of any prize.

**10. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each 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 Sweepstakes, 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, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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 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 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is 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 the 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 Sweepstakes 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 Sweepstakes, 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 Sweepstakes, 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. DATA PROTECTION NOTICE:** Entrants' personal information is protected by Vision Critical's Privacy Policy. The Vision Critical Privacy Policy can be found at the bottom of the *Keurig Insiders* survey page labeled "Privacy Policy".