

WBIR'S SEASON YOUR SUMMER SWEEPSTAKES OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. SUBJECT TO APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED.

2. Eligibility. Subject to the additional restrictions below, the “WBIR’s Season Your Summer Sweepstakes” (the “Sweepstakes”) is open to legal U.S. residents of the state of Tennessee, who are 18 years or older at the time of entry. Employees and contractors of WBIR, TENGA, Inc., and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees or contractors, are not eligible to enter or to win.

3. How To Enter. The Sweepstakes begins at 12:00 a.m. (EST) on Monday, August 21, 2017 and ends at 12:00 p.m. (EST) Friday, August 25, 2017 (the “Sweepstakes Period”). Enter by visiting WBIR’s Contest page at website <https://www.wbir.com/features/contests> and completing all of the required information and following all posted instructions. Complete the entry form and any other required fields and then submit your entry by clicking on the “SEND” button. Entries limited to only one (1) entry per person per day during the Sweepstakes Period. Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer needs to be disabled, so that it does not interfere with processing your entry. Multiple entrants are not permitted to share the same email address. The authorized account holder of the e-mail address submitted at time of entry will be considered the entrant. An “authorized account holder” shall mean the natural person assigned to such e-mail account by the Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with such e-mail account. A potential winner may be requested to provide proof that he or she is the authorized account holder of the e-mail address associated with a winning entry. Sponsor will not be responsible for incomplete, lost, late, misdirected or illegible entries. All entries become property of Sponsor and none will be returned. By entering, you agree to the terms of these Official Rules and to receive e-mails from Sponsor or those directed by Sponsor. You can opt-out of the receipt of such e-mails by following the directions on the Sponsor’s website or in any email received from Sponsor.

4. Winner Selection. There will be a total of four (4) winners in the “WBIR’s Season Your Summer Sweepstakes”. The winner will be selected on August 25, 2017. Winners will be selected in a random drawing from among all eligible entries in the entry pool. Entries are cumulative over the sweepstakes period, August 21, 2017 through August 25, 2017. You may enter the “WBIR’s Season Your Summer Sweepstakes” once throughout the contest period.

5. Prizes and Odds. Each winner will receive a Dale's Seasoning Prize Pack that includes one (1) Dale's Original Sauce, one (1) Dale's RSB Sauce, one (1) Dale's t-shirt, one (1) Dale's ball cap, one (1) Dale's cookbook. Odds of winning depend on the number of eligible entries received. Contest may be presented in multiple presentations and in other media, and the odds of winning may depend on the number of eligible participants who enter the Contest through such multiple presentations.

6. Winner Notification and Acceptance. Winners will be notified by phone or email, based on the information provided on their entry form, on August 25, 2017. To claim prize, winner must personally visit the WBIR offices at 1513 Bill Williams Ave., Knoxville, TN 37917 within three (3) business days after notification (office visits must be between the hours of 9:00 a.m. (E.T) and 5:00 p.m. (E.T.) weekdays). Valid photo identification may be required by Sponsor in each case. Winners may waive their right to receive prizes. Prizes are non-assignable and nontransferable. Prize is not redeemable for cash. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners may be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned as instructed by Sponsor. Failure to sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. Participation. By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor. In the event the Sweepstakes is compromised by a virus, non- authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Sponsors will not be responsible for incomplete, lost, late, misdirected or illegible entries, or for failure to receive entries or votes or other electronic communications due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these

purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries or votes submitted by the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries, or votes by persons determined to be tampering with or abusing any aspect of the Sweepstakes. By participating in this Sweepstakes, each entrant agrees to fully release, forever discharge and hold harmless Sponsor and Facebook from and against all claims, costs, liabilities, losses, injuries, and damages arising out of the Sweepstakes, including, but not limited to, any claims for personal injury, death or damage to or loss of property or any other harm arising out of entrant's participation in the Sweepstakes, the receipt, use, or misuse of any prize, or any travel or activity that is related to the Sweepstakes or any prize.

8. Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

9. Sponsor. The “WBIR’s Season Your Summer Sweepstakes” is sponsored by WBIR. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes. For a list of winners (available after August 25, 2017) or a copy of these Official Rules send a self-addressed, stamped envelope to “Winners List/Official Rules” (as applicable), “WBIR’s Season Your Summer Sweepstakes”, WBIR-TV 1513 Bill Williams Ave., Knoxville, TN 37917. If you have any questions regarding this Sweepstakes, please contact Kara McFarland kmcfarland@wbir.com, 865.544.3211.