

## Honest Tea's Sierra Club Outings Outdoor Adventure Giveaway

### No Purchase Necessary.

Open to Legal Residents of the United States including the District of Columbia 18 years of age and older.  
Void in Puerto Rico and where prohibited.

**HOW TO ENTER:** The entry period for **Honest Tea's Sierra Club Outings Outdoor Adventure Giveaway** ("Sweepstakes") begins April 6, 2009 and ends March 31, 2010 ("Entry Period"). There are two (2) ways to enter: **(1) Online:** visit <http://www.honesttea.com/sierraclub> and complete the online registration form prior to March 31, 2010. Limit one entry per valid e-mail address. *Limit one entry per person per e-mail address.* **(2) Via postal mail:** print your name, address, city, state, zip, phone number and email address on a 3"x5" piece of paper, insert in an envelope, affix postage and mail to: "**Outdoor Adventure**" Giveaway, 4827 Bethesda Avenue, Bethesda, MD 20814. Mail-in entries must be postmarked by March 31, 2010 and received no later than April 6, 2010. *Limit one entry per person.* Incomplete entries are void. Entire entry form must be completed for it to be considered eligible. Entry becomes the property of the Sponsor and will not be acknowledged or returned. Personal information, including e-mail addresses, will be collected from entrant and will be used solely for the purposes of the Sweepstakes and to notify the winner's, and will not be re-used, sold or shared in any manner by Sponsor or any third parties.

**WINNER SELECTION:** Winners will be selected by Honest Tea ("Sponsor") in a random drawing from among all eligible entries received on or about: June 30 2009, September 30, 2009, January 4, 2010 and March 31, 2010. Odds of winning will be determined by the number of eligible entries received. All non-winning entries will be rolled over into subsequent drawings for this Sweepstakes. No prize transfer or cash redemption permitted. No prize substitution, in whole or in part, except by Sponsor due to prize unavailability, safety or security considerations, or any other reason as solely determined by Sponsor in which case a prize of comparable or greater value will be awarded.

**WINNER NOTIFICATION:** Winner will be notified via e-mail within two (2) weeks of prize drawings. Winner may be required to execute and return an Affidavit of Eligibility and Liability and where legal, Publicity Release within 14 days following the date of issuance of notification. Non-compliance within this time period or return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Winner will also be required to furnish their social security number that will be used only for the purpose of reporting the winner's prize earnings to the Internal Revenue Service, as required by law. Sponsor reserves all rights, including the right to edit, publish, use, adapt, modify, or dispose of any Entries, proper names, likenesses, photographs, and/or city/states/provinces for advertising and promotional purposes in all media (including and without limitation, the Internet) without additional compensation, except where prohibited by law. If an entrant changes his/her email or postal mailing address after he/she enters the Sweepstakes, it is his/her sole responsibility to notify the Sponsor by postal mailing notice to Company's address (listed below) to be received by the end of the Entry Period.

**PRIZES: Four (4) Grand Prizes:** A Sierra Club Outings Adventure for two up to \$2,000. Prize will be awarded in the form of a gift certificate. \$1,000 allowance for roundtrip airfare for two for transportation to/from the winner's Sierra Club Outing Adventure. Honest Tea is responsible for booking all airfare. A one year's supply (30 cases) of Honest Tea or Honest Ade. Approximate Retail Value of Grand Prize: \$3,250.

**Eight (8) Second Prizes:** A Jamis X1 Mountain Bike and one (1) case of Honest Tea or Honest Ade. Approximate Retail Value of Prize: \$400.

All expenses relating to acceptance and use of prize that are not explicitly listed herein as being awarded, including payment of taxes, are responsibility of the winner. No substitution, barter, transfer, or assignment of prize permitted, except by Sponsor at its sole discretion. Sponsor reserves the right to substitute a prize of comparable or greater value if prize is unavailable. Prizes will be awarded by U.S. mail (Sierra Club Outings Adventure gift certificate, Jamis X1 Mountain Bike and Honest Tea) and will be coordinated via e-mail and/or phone, when necessary. Any expenses not specifically stated herein are the sole responsibility of the winner. Grand Prize winner and his/her travel companion (if applicable) are responsible for obtaining travel documents as well as travel insurance (and all other forms of insurance) that they may wish to obtain (at their own expense) and hereby acknowledges that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Complete terms and conditions of certificate will be furnished with prize notification. Other restrictions may apply. Trip winner and travel companion, if applicable, must have all necessary identification and/or travel documents required for travel.

Updated 5/5/09

**ELIGIBILITY:** This Sweepstakes is open only to legal residents of the United States including the District of Columbia 18 years of age and older at the time of entry. Employees of Company, its affiliates, subsidiaries, advertising and promotion agencies including prize suppliers, and their immediate families (spouse, parents, children, siblings and their respective spouses) and individuals living in the same household as such employees are ineligible to enter or win the Sweepstakes. Void in Puerto Rico and where prohibited by law. This Sweepstakes is subject to all applicable federal, state and local laws and regulations.

**LIMITATION OF LIABILITY:** BY PARTICIPATING IN THE SWEEPSTAKES, ENTRANTS AGREE TO ABIDE BY THE TERMS OF THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR, WAIVE ANY RIGHT TO CLAIM AMBIGUITY IN THE RULES, AND RELEASE, INDEMNIFY AND HOLD HARMLESS COMPANY'S, PRIZE SUPPLIERS AND EACH OF THEIR AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES AND THEIR RESPECTIVE AGENTS, REPRESENTATIVES, OFFICERS, DIRECTORS, SHAREHOLDERS AND EMPLOYEES, (COLLECTIVELY, "RELEASEES") FROM AND AGAINST ANY INJURIES, LOSSES, DAMAGES, CLAIMS, ACTIONS ANY LIABILITY OF ANY KIND RESULTING FROM OR ARISING FROM PARTICIPATION IN THE SWEEPSTAKES, OR ACCEPTANCE, POSSESSION, USE, MISUSE OR NONUSE OF THE PRIZE THAT MAY BE AWARDED. ENTRANTS AGREE THAT ANY AND ALL DISPUTES SHALL BE GOVERNED BY THE LAWS OF THE STATE OF VERMONT.

**Additional Terms and Conditions:** By entering, entrants acknowledge compliance with these Official Rules including all eligibility requirements. Neither the Sponsor nor Sponsor Entities, are responsible for late, lost, postage due, illegible or misdirected entries or mail. Entries that have been tampered with or altered are void. No copies, facsimiles, or reproductions of entries will be accepted. Proof of mailing does not constitute proof of delivery. Sponsor reserves the right to modify or terminate the Sweepstakes in its entirety at any time and at its sole discretion. Should the Sweepstakes be terminated or modified prior to the stated expiration date, notice will be posted on [www.honesttea.com/sierraclub](http://www.honesttea.com/sierraclub).

**WINNERS LIST:** For the Winner's names, available after April 15, 2010, send your request with a self-addressed, stamped envelope to: Outdoor Adventure™ Giveaway Winner's List, 4827 Bethesda Avenue, Bethesda, MD 20814. Requests must be received by June 15, 2010.

**SPONSOR & ADMINISTRATOR:** The Sponsor of this Sweepstakes is: Honest Tea, Inc, 4827 Bethesda Avenue, Bethesda, MD 20814.

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