

**MAMA ROSA'S, LLC**  
***FREE WILLY: ESCAPE FROM PIRATE'S COVE DVD SWEEPSTAKES***

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES BEGINS AT 12:00:01 AM EASTERN TIME ON MARCH 9, 2010 AND ENDS AT 11:59:59 PM EASTERN TIME ON APRIL 16, 2010.**

**1. ENTRY PERIODS:** *MaMa Rosa's Free Willy: Escape From Pirate's Cove DVD Sweepstakes* ("Sweepstakes") begins at 12:00:01 AM Eastern Time (ET) on March 9, 2010 and ends at 11:59:59 PM (ET) on April 16, 2010 ("Sweepstakes Period").

**2. HOW TO ENTER:** During the Entry Period, go to <http://www.mama-rosas.com> (the "Web site"), click on the "Sweepstakes" link that will take you to the Sweepstakes Entry Form, and complete the registration process for the Sweepstakes, including acceptance of these Official Rules. **Entry Limit: one (1) entry per household.** Entries received in excess of the entry limit will be void. No incomplete, forged or altered entries will be accepted. All entries become the exclusive property of MaMa Rosa's, LLC ("Sponsor") and will not be returned. In the event of any dispute concerning the identity of any entrant, the relevant entry will be deemed submitted by the authorized account holder of the applicable email address used to enter.

**3. SELECTION OF WINNERS:** Ten (10) prize winners will be determined in random drawings held by MaMa Rosa's, whose decisions are final on all matters relating to this Sweepstakes. The random drawing for the prize winners will be conducted on or about April 23, 2010.

**4. PRIZES AND ODDS:** Ten (10) DVD editions of *Free Willy: Escape from Pirate's Cove* will be awarded. All prizes will be awarded (assuming sufficient number of eligible entries). Sponsor, at its sole discretion, may substitute a prize with one of comparable or greater value. Winners will be sent to a U.S. address only within the fifty (50) states of the U.S. or D.C. Sponsor is responsible only for prize delivery and is not responsible for prize utility, quality or otherwise. All federal, state, local or other taxes including, without limitation, income taxes, and all other costs associated with acceptance and use of prizes, if any, are the sole responsibility of winners.

**5. ELIGIBILITY:** Sweepstakes is only open to individual legal residents of the 50 United States and District of Columbia, except that officers, directors and employees (and their immediate families and members of the same household) of Sponsor, and their respective parents, subsidiaries, affiliates, related companies and advertising and promotion agencies, and any judge or other person or entity involved in the development or administration of this Sweepstakes are not eligible to participate in or win this Sweepstakes.

**6. NOTIFICATION AND VERIFICATION OF PRIZE WINNERS AND DELIVERY OF PRIZES:** Winners will be notified by mail using the contact information provided at the time of entry. If, despite reasonable efforts to contact a potential winner, such winner does not respond within five (5) days of the first notification attempt, if such winner's prize notification or prize is returned as undeliverable or unclaimed, if such winner's affidavit/release is not returned within three (3) days after mailing to such winner, if such winner declines a prize for any reason prior to award, if such winner is found to be ineligible, or if such winner cannot or does not comply with these Official Rules, such winner may be subject to disqualification, his/her prize subject to forfeiture and an alternate winner may be selected in a random drawing from all remaining eligible entries. Each prize winner agrees to Sponsor's use of her/his name, city, state, likeness, and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law.

**7. GENERAL:** This Sweepstakes is void outside the United States and where prohibited or restricted by law and is subject to all applicable federal, state and local laws and regulations. This Sweepstakes will be governed by the internal laws of the State of Ohio. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a court of competent jurisdiction within the United States. Sponsor and its respective parents, successors, subsidiaries and affiliated companies, advertising and promotion agencies, prize suppliers, judges, printers, distributors, and the respective officers, directors, employees, representatives, and agents, if any, of each and any other person or entity related in any way to this Sweepstakes (together with Sponsor, the "Sweepstakes Entities") are not responsible for: (a) late, lost, stolen, damaged, garbled, incomplete, misaddressed, postage due or misdirected entries, e-mails or other communications; (b) errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices or transmission lines; (c) data corruption, theft, destruction, loss, unauthorized access to or alteration of entry materials; or (d) electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind or insufficient space in entrant's e-mail account to receive e-mail messages. The use of automated software or computer programs to register for or enter this Sweepstakes is prohibited and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Sweepstakes Entities disclaim any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Sweepstakes. Sponsor reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this Sweepstakes, and to hold a random drawing from among all eligible, non-suspect entries received prior to such action, if any virus, bug, technical failure, unauthorized human intervention or other cause outside of Sponsor's control corrupts or affects the administration, security, fairness, integrity or proper conduct of this Sweepstakes. In the event of any such modification, cancellation, termination or suspension, a notice of such action will be posted on the Web site, if possible. Sponsor reserves the right, at its sole discretion, to disqualify any entrant (and all of her/his entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliated companies if

she/he tampers with the entry process or if her/his fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct clerical or typographical errors in promotional materials. By participating in this Sweepstakes, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of Sponsor and warrants that she/he is eligible to participate in this Sweepstakes. In addition, each entrant, by participating in this Sweepstakes, agrees on her/his behalf (and on behalf of her/his heirs, assignees, executors and administrators) to release, indemnify, discharge and hold harmless the Sweepstakes Entities from and against any and all liability or loss or injury or damage of any kind to person (including death) or property resulting, in whole or in part, directly or indirectly, from her/his participation in this Sweepstakes or any Sweepstakes-related activity or from the award, acceptance, possession, misuse or use of any prize or participation in any prize-related activity.

**8. CAUTION. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM THOSE WHO MAKE SUCH ATTEMPTS TO THE FULLEST EXTENT PERMITTED BY LAW.**

**9. WINNERS' NAMES:** To obtain prize winners' names, send a self-addressed, stamped envelope to: *MaMa Rosa's Free Willy: Escape From Pirate's Cove* DVD Sweepstakes Winners' Names Request, MaMa Rosa's, LLC, 1910 Fair Road, Sidney, OH 45365. Prize winners' names will be sent after selection and verification of winners. Prize winners' names also will be available on [www.mama-rosas.com](http://www.mama-rosas.com) after selection and verification of winners.

**10. SPONSOR:** MaMa Rosa's, LLC, 1910 Fair Road, Sidney, OH 45365.