

THE ALMOND BOARD OF CALIFORNIA
"AlmondBoard.com Sweepstakes"

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASING WILL NOT INCREASE YOUR ODDS OF WINNING. VOID WHERE PROHIBITED. YOU DO NOT HAVE TO BE PRESENT TO WIN

ELIGIBILITY: Participation constitutes full and unconditional agreement to, and acceptance of, these Official Rules. This Sweepstakes is only open to persons 18 years of age or older residing in North America (except the Province of Quebec) and except employees, officers, and directors of The Almond Board of California ("Sponsor"), or Sterling-Rice Group, and their respective parent companies, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, their immediate family members and persons living in their same household. This Sweepstakes is subject to all applicable federal, state, & local laws & regulations. Void where prohibited. This Sweepstakes will be begin at 12:00 a.m. (Mountain Standard Time) on July 23, 2009 and ends at 11:59 p.m. (Mountain Standard Time) on August 31, 2009.

HOW TO ENTER:

Electronically via Sponsor's Website Located at: <http://www.AlmondBoard.com> (the "Site"): Go to the Site and create a profile or sign up for the eNewsletter (each an "Entry") and you will be automatically entered into the Sweepstakes. Only 1 electronic Entry per person/per email address. All Entries must be received by 11:59 p.m. (Mountain Standard Time) on August 31, 2009.

Your submission of an Entry electronically constitutes your consent to participate in this Sweepstakes and your consent for Sponsor and the Released Parties (defined below) to obtain, use & transfer your name, address & other information for the purpose of administering the Sweepstakes. Sponsor is not responsible for lost, incomplete, illegible, late, misdirected Entries, inaccurate Entry information, mutilated Entries, hardware, software, or other technical malfunctions or any kind. Sponsor reserves the right, in its sole discretion, to void any and all Entries of an entrant who Sponsor believes has attempted to tamper with or impair the administration, security, fairness, or proper play of this Sweepstakes or to cancel the Sweepstakes if a computer virus or other cause beyond Sponsor's control corrupts the administration, proper play or security of this Sweepstakes. All Entries become the exclusive property of Sponsor and will not be acknowledged or returned, or any portion thereof.

SELECTION WINNER: A random drawing will be held on or about 4:00 p.m. (MST) on September 15, 2009. One winner will be selected from among all eligible consumer Entries received by the Sponsor (the "Consumer Winner"). One winner will be selected from among all eligible health professional Entries received by the Sponsor (the "Health Professional Winner"). One winner will be selected from among all eligible food professional Entries received by the Sponsor (the "Food Professional Winner"). The first randomly selected potential winner whose name is selected in the drawing from each category of Entries and conducted by a duly authorized representative of Sponsor will be declared the Winner, subject to verification of eligibility under the terms of these Official Rules. **YOU DO NOT NEED TO BE PRESENT AT THE DRAWING TO WIN.** Sponsor's decision will be final and binding in all matters relating to this Sweepstakes. The Winner will be required to sign and return an Affidavit of Eligibility/Liability and a Publicity Release (collectively, "Release") (where legal) within 3 days of electronic or mail notification. Failure to return these documents in the time permitted, or if the notification is returned as undeliverable, will result in disqualification of the Entry and an alternate Winner will be selected by Sponsor from the remaining Entries. No substitution, barter, transfer, or assignment of the Prize is permitted.

CONSUMER DISCLOSURE: PRIZES: One (1) Consumer Winner will receive: one year's supply of California Almonds (approximately a 1 lb. bag of whole natural almonds and an 8 oz. bag of flavored almonds per month), one (1) Almond Inspiration cookbook, and one (1) almond snack tin by September 30, 2009. The retail value of the Consumer Prize is approximately \$175.00. One (1) Health Professional Winner will receive: 50 almond snack tins and 50 almond snack packs by September 30, 2009. The retail value of the Health Professional Prize is approximately \$110.00. One (1) Food Professional Winner will receive: one (1) Almond Inspiration cookbook by September 30, 2009. The retail value of the Food Professional Prize is approximately \$15.00. Submitting an Entry does not mean that you have won a Prize. Deadlines are identified under 'Selection Winner.' Odds of winning depend upon the total number of eligible Entries in the Sweepstakes. It is expressly understood that Sponsor is under no obligation to the Winners other than as expressly set forth herein. The Winners are solely responsible for all federal, state and local taxes and fees associated with the receipt of a Prize. No substitutions or cash equivalents will be offered or awarded.

PROMOTION RELEASE: By submitting an Entry and participating in this Sweepstakes, and in addition to any other grants which may be granted in any other agreement entered into with the Winner of the Sweepstakes, entrants participating in this Sweepstakes irrevocably transfer, grant and assign to the Sponsor, its respective affiliates, successors, assigns, and licensees (and unless prohibited by law), the right worldwide and in perpetuity, to use your name, likeness, voice and photograph in any and all media for any advertising and promotional purposes without additional compensation, as well as on the Sponsor's websites in connection with this Sweepstakes and other Sponsor promotions, including transmitting such promotional information and general communications via your e-mail address, and you hereby release Sponsor, and any entity acting on behalf of Sponsor, from any liability with respect thereto.

RELEASE OF LIABILITY: By participating in this Sweepstakes, you agree that Sponsor, its respective affiliates, employees, officers, directors, shareholders, agents, representatives, successors, assigns, agencies and licensees ("Released Parties") shall not be liable directly, or indirectly, for any personal injury, death, loss or damage of any kind and claims based on publicity rights, defamation, or invasion of privacy resulting from participating in this Sweepstakes or from the acceptance or use of the Prize awarded. Any dispute shall be resolved individually without resort to any form of class action.

WINNER'S LIST. For the Winner's name, send a self-addressed, stamped envelope to: Sterling-Rice Group, 1801 13th Street, Ste. 400, Boulder, Colorado, 80302. Attn: "AlmondBoard.com Sweepstakes". Vermont residents may omit return postage.

REMOVAL FROM MAILING LIST.

You may notify Sponsor of your desire not to receive future correspondences from Sponsor by sending an email to informationservices@almondboard.com with "unsubscribe" in the subject line, and all of your information will be deleted from the Sponsor's database immediately and permanently.

©2009 Almond Board of California. The Almond Board of California logos are registered trademarks of The Almond Board of California. Entrants are hereby authorized to copy these Official Rules on the condition that it will be for the entrant's personal use and not for any commercial purpose whatsoever.