

VEND AND WIN PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **HOW TO ENTER:** NO PURCHASE NECESSARY AND NO ENTRY FEE, PAYMENT OR PROOF-OF-PURCHASE NECESSARY TO PARTICIPATE IN PROMOTION. Promotion starts October 3, 2011, at 12:00 a.m. ET and ends Oct 23, 2011 at 11:59 p.m. ET (the "Promotion Period"). To enter the promotion with no purchase necessary, please send your name, address, phone number, and e-mail address to the Sponsor's address below on a 3' x 5' card, and you will be registered to participate in the Promotion. It is solely the responsibility of the entrant to notify Sponsor in writing if the entrant changes his or her e-mail address or phone number during the Promotion Period. Entries will become the property of the Sponsor and will not be returned to entrant.
2. **PRIZES/ODDS OF WINNING:** One (1) Grand Prize Sony Digital Cameras through Vending & One (1) through on-line entry. Twenty (20) Second Tier Prizes of a 'Crimson Is' T-shirt. Approximate Retail Value (Sony Digital Camera): \$250 each Approximate Retail Value (T-shirts): \$5 Odds of winning depend on the number of entries received.
3. **ELIGIBILITY:** Promotion is open to currently enrolled University of Alabama students, Faculty, or Staff. Potential winners may be required to provide proof of enrollment or employment if requested by Sponsor to determine eligibility and as a condition of prize award. Employees of Sponsor, and all of its respective parents, subsidiaries, divisions, affiliates, suppliers, printers, distributors and advertising, promotional and judging agencies (collectively, "Sponsor and Promotion Parties") and the immediate family members of each, are not eligible to participate or win.
4. **GENERAL:** This Promotion is subject only to the laws of Alabama in the United States. Prizes will be delivered upon prize confirmation. Unclaimed prizes will not be awarded. Except as determined by Sponsor in its sole discretion, no substitution of prize is offered, no transfer of prize to a third party is permitted, and non-cash prizes may not be redeemed for cash value (unless at the sole discretion of Sponsor). Prize winner will be solely responsible for all applicable federal, state and local taxes on prizes. If applicable, winner may receive an IRS Form 1099 for the retail value of the prize. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted by winner will be forfeited.

5. **CONDUCT:** By entering this Game, entrants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. The Official Rules will be posted on the Web Site throughout the Promotion Period. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right at its sole discretion to disqualify any individual found to be tampering with the entry process or the operation of the Promotion or the Web Site; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS 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.

6. **LIMITATIONS OF LIABILITY:** Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of the Internet or the Web Site or any combination thereof; (e) any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the Promotion or download of any materials in the Promotion. If, for any reason, the Promotion is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion in whole or in part.

7. **WINNER NOTIFICATION:** All Prizes will be awarded upon being claimed. Unclaimed Prizes will not be awarded. **How To Claim a Prize:** Please contact Buffalo Rock at the number indicated on the winning sticker of a vended prize. Winners from entries sent by mail will be mailed their prize. Please allow four to six weeks for delivery.

8. **WINNER RELEASES:** All entrants, as a condition of entry into the Promotion, agree to release Sponsor from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with accessing the Web Site, submitting an entry or otherwise participating in any aspect of the Promotion, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity or any typographical or other error in these Official Rules or the announcement of offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Except for residents of TN and where prohibited by law, winners grant to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at the Web Site) the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

9. **SPONSOR:** Buffalo Rock Company, 401 65th Street, Tuscaloosa, AL 35405