

**NESTLÉ® JUICY JUICE®
OFFICIAL RULES**

Start date	10/01/05
End date	02/28/06
Game code request postmarked date	02/28/06
Game code request received by	03/07/06
Game codes must be entered by	03/31/06
Winners list available after	04/15/06
Online prizes must be redeemed by	05/31/06

FULL RULES:

SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT LOCATED IN THE 50 UNITED STATES OR DISTRICT OF COLUMBIA.

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. To obtain a game code: Look for specially marked packages of LIBBY'S® JUICY JUICE® 46 oz or 64 oz bottles and 10 or 12 pack single serve packages available at participating retailers during the Promotion Period. All brands and/or packages may not be available in all markets. To obtain an official game code without purchase, print your name, address and phone number on a 3" x 5" card and mail it in an envelope to: Juicy Juice Instant Win Game, P.O. Box 72724 Rockford, MN 55572. No mechanical reproductions of requests. Requests must be postmarked by and game ends 02/28/06 or when all game codes are exhausted, whichever occurs first. Sponsor is not responsible for lost, late, mutilated, misdirected, illegible, incomplete or postage due mail or requests. All requests will become property of Sponsor and will not be returned.
2. HOW TO PLAY: Log onto juicyjuice.com/thirsttoknow between 12:01 a.m. PT 10/1/05 and 11:59 p.m. PT 3/31/06 and follow on-screen instructions. You will be required to create an account and then enter your game code to see if you are a winner. If your game code is determined to be a winning code, you will receive a message stating "Congratulations you are a Thirst to Know winner!" All prizes are subject to verification and the Official Rules. Game codes must be entered by 3/31/06. All entrants must have a valid e-mail address. Limit of five (5) game code entries per person during any consecutive seven (7) day period during the promotion period. Limit one account per person and per e-mail address, regardless of whether more than one person uses the same e-mail address. In case of dispute as to identity of the winner who enters, entry will be declared made by the registered user (meeting eligibility criteria) of the e-mail account, and if a prize is won, it will be awarded to that registered user. TV Internet access is not valid.
3. To claim/redeem your prize: Instant winners will be given an online gift certificate code and directed to scholasticstore.com where they will be able to redeem their online gift certificate code for \$5 toward item(s) available for purchase at scholasticstore.com. Gift code must be redeemed by 11:59 pm 05/31/06. Be sure you print out your online gift certificate code. Not responsible for lost gift codes and Gift codes will not be replaced. Unclaimed prizes will not be awarded

4. INSTANT WIN GRAND PRIZES: Fifty Thousand (50,000) prizes: a \$5.00 Online Gift Certificate Codes redeemable only at www.scholasticstore.com toward item(s) available for purchase ("Gift Certificate Code"). Limit one \$5 Gift Certificate Code per order. Gift Certificate Codes cannot be combined. Gift Certificate Codes must be redeemed online by 11:59 pm PT 5/31/06. Credit card required to redeem prize. Amounts of purchase over \$5 and shipping & handling are the responsibility of winner. Gift Certificate Codes cannot be combined with any other offers or discounts. Specific rules, conditions and limitations designated by Scholastic.com may also apply and may be found on their website. No substitution, cash redemption or transfer of Gift Certificate Code. Sponsor reserves the right to substitute redemption partner in case advertised redemption partner becomes unavailable. Odds of winning are dependent on the number of participants and valid codes entered at juicyjuice.com/thirsttoknow during the Promotion Period and the order in which they are received. For each week during the Promotion Period, randomly selected dates and times will be pre-selected, and the eligible participant entering the first valid code at such times (or closest thereafter) will be deemed that week's Prize winners. Total ARV for instant win prizes: \$250,000.
5. BONUS GRAND PRIZE DRAWINGS: No purchase necessary. Each time you enter a game code after creating an account; you will be automatically entered into a monthly Grand Prize drawing. To obtain a free game code, see section #1 above. There will be six (6) Sweepstakes Periods; each Sweepstakes Period will run for approximately one month. The beginning and end dates for each Sweepstakes Period are as follows ("Promotion Window"):
Period 1: 12:00 a.m. PT 10/1/05 through 11:59 p.m. PT 10/31/05,
Period 2: 12:00 a.m. PT 11/1/05 through 11:59 PT 11/30/05,
Period 3: 12:00 a.m. PT 12/1/05 through 11:59 p.m. PT 12/31/05,
Period 4: 12:00 a.m. PT 1/1/06 through 11:59 p.m. 1/31/06,
Period 5: 12:00 a.m. PT 2/1/06 through 11:59 p.m. PT 2/28/06,
Period 6: 12:00 a.m. PT 3/1/06 through 11:59 p.m. PT 3/31/06.
Entries will not be carried over to the next period.

PRIZES: There will be a total of six (6) Grand Prizes awarded during the promotion window, one per Sweepstakes Period. Grand prizes: A \$10,000 College Scholarship savings bond (cash value at time of awarding \$5,000. Bond matures to full value in 12 years). Limit one grand prize per person/e-mail address per month. Winners: Winners will be selected in a random drawing from all eligible entries for each Sweepstakes Period on or about five (5) days after the Sweepstakes Period. Odds of winning depend on number of eligible entries received. Winners will be notified by e-mail on or about ten (10) days after the Sweepstakes Period. If winner is unreachable or does not make direct contact with Sponsor by date specified in the notification, prize will be forfeited in its entirety and another winner may be chosen. Winners will be required to sign a Winner's Agreement and Release and return it by date specified or prize will be forfeited in its entirety and another winner may be selected.

GENERAL PRIZE DETAILS: No cash substitutions for prizes will be permitted and prizes are non-refundable and non-transferable, except at sole discretion of Sponsor. Sponsor reserves the right to substitute prize of equal or greater value.

GENERAL ELIGIBILITY: Open to legal residents of the 50 US & DC, 18 years or older, except employees and the immediate families of Nestlé USA, Inc., Scholastic Inc., their affiliates, subsidiaries, advertising, web & promotion agencies involved in the administration and execution of this promotion. Nestlé USA, Inc., Scholastic Inc., their affiliated companies, representatives, agents or employees and each of their officers, directors,

employees and agents are not responsible for, and shall be indemnified by the prize winner against, any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of the prize. Subject to all applicable federal, state & local laws.

OTHER CONDITIONS: Sponsor assumes no responsibility for computer system, phone line, hardware, software or program malfunctions or other errors, failures of any kinds, delayed computer transmissions or network connections that are human or technical in nature. Sponsor reserves the right in its sole discretion to cancel, modify or suspend this Game, in its entirety or in part should virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond Sponsor's control corrupt the administration, security, fairness, integrity or proper play of the game. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the game by technical or human errors, which may occur in the processing of the entries in the game. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Game or web-site or to be acting in violation of the Rules. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with or attempts to tamper with the entry process in any way. All online entrants must have a valid e-mail address. Proof of transmission (screenshots or captures of game play, etc.) and/or mailing does not constitute proof of winning status/delivery. Game materials are automatically void if counterfeited, mutilated, forged, altered or tampered with in any way, if illegible, mechanically reproduced, obtained outside authorized legitimate channels or if they contain printing, production, typographical, mechanical, or other errors, or if they are rendered inoperable due to any type of malfunction, whether technological or otherwise. ANY PERSON ATTEMPTING TO FORGE GAME MATERIALS OR TO DEFRAUD SPONSOR IN ANY WAY IN CONNECTION WITH THIS GAME MAY BE PROSECUTED TO THE FULLEST EXTENT OF THE LAW. Participant assumes all risk of loss or damage to, or destruction of, official Game code. Liability for official Game code containing printing or other errors or for official Game materials that are incomplete, missing or rendered inoperable due to any type of malfunction or other error, is limited to replacement with one (1) Game code, while supplies last. No more than the intended number of prizes as outlined in these Official Rules will be awarded. If, for any reason, more valid prize claims are received than there are prizes listed in these Official Rules, the intended number of prizes at that level will be awarded through a random drawing from among all valid prize claims received.

LIST OF WINNERS: For a list of major prize winners, print your name and address on a 3"x 5" card and mail it in an envelope to: Juicy Juice Instant Win Game, P.O. Box 72725, Rockford, MN 55572. Requests must be received by 4/30/06.

Sponsor: Nestlé USA, Inc., 800 North Brand Boulevard, Glendale CA 91203. Offer may not be published elsewhere without written consent of Nestlé.