

**Avocados From Mexico® 2017 Season's Eatings Sweepstakes
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

BY ENTERING THE AVOCADOS FROM MEXICO® 2017 SEASON'S EATINGS SWEEPSTAKES ("SWEEPSTAKES"), YOU AGREE TO ABIDE BY AND BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF SPONSOR AND ADMINISTRATOR, WHICH ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. PLEASE READ THESE OFFICIAL RULES CAREFULLY BEFORE ENTERING THIS SWEEPSTAKES. THESE RULES INCLUDE PROVISIONS THAT LIMIT YOUR LEGAL RIGHTS.

1. ELIGIBILITY: This Sweepstakes is open to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are age twenty-one (21) or older as of date of entry. The following individuals and members of their families (parents, grandparents, children, siblings, spouses) and immediate household members (whether related or not) are not eligible for participation: employees, officers, and directors of Avocados From Mexico, Inc. ("**Sponsor**"), or of Princess Cruise Lines, Ltd., Administrator (named at the end of these Official Rules), or of their respective parent, subsidiary, and affiliated companies, service providers and advertising and promotional agencies.

2. SWEEPSTAKES PERIOD: This Sweepstakes begins at 12:00:01 a.m. Eastern Time ("ET") on November 10, 2017 and ends at 11:59:59 p.m. ET on December 31, 2017 ("**Sweepstakes Period**").

3. HOW TO ENTER: During the Sweepstakes Period, visit www.AvoFan.com ("**Website**") and follow the on-screen instructions to submit an entry, including listing your email address. **ENTRY LIMIT: One entry per person/email address.** Each entry is deemed made by the natural person assigned the email address by the entity that is responsible for assignment of email addresses for the domain associated with such person's email address as listed in his/her entry. Sponsor reserves the right to disqualify any entrant that is suspected of using more than one email address to circumvent the entry limit. If you use your mobile device to enter the Sweepstakes, you are solely responsible for all associated data and other fees. Please consult your wireless service provider's pricing plan for details.

4. WINNER SELECTION: The Administrator will select the potential winners from among all eligible entries received in a random drawing to be held on or about January 8, 2018. Odds of winning a prize depend on the number of eligible entries received.

5. PRIZES: One (1) Grand Prize: The Grand Prize consists of round-trip coach-class air transportation for winner and three (3) guests to/from the Los Angeles, CA area (airport selected by Sponsor); a seven-day Mexican Riviera Cruise trip for winner and three (3) guests in 2018; round-trip ground transportation to/from airport and the cruise port; and six (6) nights' cruise accommodations (one balcony room with quadruple occupancy) (collectively, the "**Grand Prize**"). Approximate Retail Value ("**ARV**") of the Grand Prize: \$7,278. *Prize Restrictions: Airports, accommodations, ground travel, airline, and all other Grand Prize components are determined by Sponsor in its sole discretion. Sponsor reserves the right to provide ground transportation in place of air transportation if the winner lives within 150 miles of Los Angeles, California. The difference in value will not be awarded to the Grand Prize Winner.* Grand Prize Winner and his/her guests must be able to travel (fly and cruise) on the same itinerary. **Travel must be completed by December 31, 2018 or prize will be forfeited.** Travel arrangements must be made at least sixty (60) days prior to travel date and are subject to availability. Blackout dates or other

restrictions may apply. If Grand Prize Winner is unable to redeem Grand Prize and complete travel by December 31, 2018, Grand Prize Winner forfeits the Grand Prize. All elements of the Grand Prize must be redeemed at the same time and no changes will be permitted after confirmation of redemption. If Grand Prize Winner elects to partake in any or all portions of his/her prize with fewer than the above stated number of guests or no guests, the prize will be awarded to Grand Prize Winner and each participating guest and any remainder of the prize will be forfeited and Grand Prize Winner shall not be subject to further or alternative compensation. Grand Prize is non-transferable and has no cash value. Subject to availability.

Winner may upgrade to a higher cabin category at his or her sole cost and expense by paying the difference between the Grand Prize category rate and the cabin category of his or her choosing. No credit or cash refund will be given to Grand Prize Winner if he or she selects a cabin in a lower category than that stated in the Prize. Grand Prize Winner's travel guests must be age 21 or older as of the date of departure unless a travel guest is the child/ward of the Grand Prize Winner. Minor must be accompanied at all times during trip (including in-flight, hotel stay, cruise activities and all other prize-related events) by his or her parent or legal guardian. If a Cruise Guest is an eligible minor in his/her state of residence the Cruise Guest's parent or legal guardian must sign and return a cruise/publicity release before any ticketing of cruise occurs. Grand Prize Winner and guests must have all necessary identification (including a valid passport) required for the cruise. Grand Prize Winner and guests are subject at all times to the terms of the Princess Cruises Passage Contract, which is available at http://www.princess.com/legal/passage_contract/index.jsp.

Grand Prize Winner is responsible for all taxes, fees, insurance, port expenses and travel expenses to and from embarkation and disembarkation airports, as well as the cost of all additional tours, gratuities, hotel service charge(s), fees, discretionary hotel and dining charges, meals in alternate dining venues, alcoholic beverages, boutique purchases, and any other incidental costs or other expenses not specifically set forth herein. Ship Registry: Bermuda and United Kingdom. *Actual value of the Grand Prize may vary depending on travel and other arrangements. Any difference between the Grand Prize approximate retail value and actual value will not be awarded. **Grand Prize** Winner and his or her travel guests are subject to and must comply with all applicable cruise line rules, restrictions and terms; failure to comply may result in forfeiture of any unused portion of the Grand Prize. Sponsor is not responsible for postponement or cancellation of the cruise or any issue arising from the operation or management. Sponsor also is not responsible for any cancellation, delay, diversion, substitution or other act or omission of transportation or accommodation providers. If any part of the Grand Prize is canceled or postponed for any reason, Sponsor will award the remainder of the Grand Prize and have no further obligation to the Grand Prize winner. All other prize details are determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute any component of a Grand Prize with a component of equal or greater value but no other substitution or transfer is permitted. Sponsor is responsible only for prize delivery and is not responsible for the utility to winner of *the Grand Prize*.) EACH PRIZE IS AWARDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OR GUARANTEE FROM SPONSOR.*

Winner will be issued an IRS Form 1099-MISC in the year following the calendar year in which prize was awarded.

6. WINNER NOTIFICATION AND PRIZE DELIVERY: The selected winner will be notified via email or phone on or about January 9, 2018. The prize notification message will provide prize claim instructions that include the requirement that the selected winner respond to the prize claim message within two (2) business days of the date the prize notification message was sent. The potential winner is required to

complete and return an affidavit of eligibility and release (“**Winner Affidavit**”). Each of the winner’s guests will also be required to complete and return a travel release (“**Travel Guest Release**”). Administrator must receive all Winner Affidavits and Travel Guest Releases within five (5) days of the date sent. If a winner does not respond to prize notification message or return a completed Winner Affidavit and Travel Guest Release within the specified time period, if Administrator determines that the selected winner cannot or does not comply with these Official Rules or if the Grand Prize or any written or electronic communication is returned as undeliverable, the selected winner automatically forfeits the Grand Prize and Administrator may (if time and circumstances permit) select an alternate winner in a random drawing from among all remaining eligible entries received.

7. PUBLICITY RIGHTS: By submitting an entry, each entrant agrees to Sponsor’s use of his or her name, address, Twitter username/handle, likeness or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law.

8. ENTRANT AGREEMENT AND RELEASE. BY SUBMITTING AN ENTRY:

- Participation in the Sweepstakes and acceptance of prize constitute winner’s and guest’s (where applicable) permission for Sponsor, its agents or Princess Cruise Lines, Ltd. to photograph, film, and record winner and guest and to use his/her name, address (city and state), likeness, photograph, voice, biographical information, and/or any statements made by winner regarding the Sweepstakes or Sponsor for purposes of trade, publicity, or promotion without notice or additional compensation, except where prohibited by law. By participating and/or accepting a prize, each entrant acknowledges and agrees to release and hold harmless Sponsor, Princess Cruise Lines, Ltd., and their respective advertising, promotional, and fulfillment agencies, and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, and directors (collectively, “**Released Parties**”) from any and all liability for loss, harm, damage, injury, cost, or expense whatsoever, including, without limitation, property damage, personal injury, and/or death that may occur in connection with, preparation for, travel to, or participation in the Sweepstakes, or participation in, possession, acceptance, and/or use or misuse of any prize (including without limitation a grand prize) or participation in any Sweepstakes-related activity or any travel related thereto, including, but not limited to, any claims based on publicity rights, defamation or invasion of privacy, and merchandise delivery.

BY ACCEPTING PRIZE, GRAND PRIZE WINNER ACCEPTS AND AGREES TO CONFIRM IN WRITING THE INHERENTLY DANGEROUS NATURE AND RISK IN LAND, AIR, AND SEA TRAVEL, INCLUDING PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGE THAT HIS/HER PARTICIPATION IN THE GRAND PRIZE IS VOLUNTARY, ACKNOWLEDGES THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES HE/SHE IS PARTICIPATING IN AND HE/SHE ASSUME THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREE THAT TO THE EXTENT PERMISSIBLE BY LAW, NONE OF THE RELEASED PARTIES SHALL BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH.

CALIFORNIA RESIDENTS: BY PARTICIPATING IN THIS SWEEPSTAKES, YOU WAIVE YOUR RIGHTS WITH RESPECT TO CALIFORNIA CIVIL CODE SECTION 1542, WHICH STATES THAT “A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS

FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR.”

9. LIMITATIONS OF LIABILITY: The Released Parties are not responsible or liable for: late, garbled, incomplete, undeliverable, delayed, intercepted, misaddressed or misdirected Sweepstakes entries, email or other communications related to this Sweepstakes; loss, corruption, theft or destruction of information submitted by entrant or entrant’s inability to submit any information in connection with this Sweepstakes; errors, omissions, interruptions, deletions, defects or delays in operation 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 platforms and their respective settings; issues arising in connection with telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other electronic communication problems; any damage or loss to computer equipment or devices resulting from participation in the Sweepstakes; unauthorized access or alteration to or destruction of Sweepstakes-related information or materials; tampering, hacking, theft, virus, bugs, worms; any errors or omissions in the announcement of prizes; or undeliverable messages or emails resulting from any form of active or passive filtering, insufficient space in user's email account to receive messages or incorrect settings.

10. GENERAL TERMS: This Sweepstakes is void outside the 48 contiguous United States and Washington, D.C. and where prohibited, restricted or taxed. All federal, state, and local regulations apply. Sponsor reserves the right, in its sole discretion to modify, cancel or suspend this Sweepstakes if this Sweepstakes cannot be executed as planned. If Sponsor modifies, terminates or suspends this Sweepstakes, Sponsor will post a notice at www.avofan.com and, if time and circumstances allow, determine procedures for awarding the prizes. Sponsor also reserves the right, at its sole discretion, to disqualify any participant from this Sweepstakes or any other promotion conducted by Sponsor or any of its affiliates if his or her fraud or misconduct disrupts the intended execution of this Sweepstakes. Sponsor also reserves the right to correct errors or inconsistencies in promotional materials or in the announcement of prizes. If Sweepstakes-related promotional materials and these Official Rules are inconsistent, then these Official Rules shall govern with respect to this Sweepstakes. Automated entries are prohibited, and any use of automated devices will cause disqualification. Sponsor reserves the right to restrict participation from any IP or MAC address or device if suspicious activity is detected or suspected. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

11. DISPUTES; GOVERNING LAW: YOU AGREE THAT ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZE AWARDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND ANY AND ALL CLAIMS, JUDGMENTS, AND AWARD SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET DAMAGES, EXCLUDING ATTORNEYS’ FEES AND COURT COSTS. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by private and confidential binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party including any form of class or representative action. The arbitration shall be conducted in Washington, District of Columbia, U.S. ALL ASPECTS OF THE OPERATION OF THE SWEEPSTAKES, AS WELL AS THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEMENT OF THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS, AS WELL AS THE RESPECTIVE RIGHTS OF SPONSOR OF, ENTRANTS IN, AND WINNER OF THE SWEEPSTAKES, SHALL BE GOVERNED BY AND

CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE DISTRICT OF COLUMBIA, U.S., WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, entrants irrevocably submits and consents to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the District of Columbia, U.S. The entrant agrees not to raise the defense of forum non-conveniens.

12. PRIVACY: All information submitted by entrant will be treated as provided to and in accordance with Sponsor's privacy policy, available at: <http://www.avocadosfrommexico.com/privacy-policy/>. By participating in the Sweepstakes, entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and agree to the terms of Sponsor's privacy policy.

13. WINNER'S NAME: Winner's name will be posted at www.avofan.com after winner is confirmed. You also may send a self-addressed stamped envelope with sufficient postage to: Avocados From Mexico 2017 Season's Eatings Sweepstakes Winners List, Attn: Kayla DeHaven, Augustineldeas, 532 Gibson Dr., Ste. 250, Roseville, CA 95678. All mail-in requests for winner's name must be received by January 30, 2018.

SPONSOR: Avocados From Mexico Inc., 222 W. Las Colinas Blvd., Suite 850E, Irving, TX 75039.

ADMINISTRATOR: Promotion Fulfillment Center, of 311-21st Street, Camanche, IA 52730, and Augustineldeas, of 532 Gibson Drive, Suite 250, Roseville, CA 95678, are together the "**Administrator.**"