

AVOCADOS FROM MEXICO MINI CHEFS CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. DO NOT ENTER UNLESS YOU MEET THE “ELIGIBILITY” REQUIREMENTS AT TIME OF ENTRY.

AVOCADOS FROM MEXICO MINI CHEFS CONTEST (“CONTEST”) BEGINS AT 12:00:00 A.M. PACIFIC TIME (“PT”) ON OCTOBER 1, 2016 AND THE FINAL PUBLIC VOTING PERIOD ENDS AT 11:59:59 A.M. PT ON JUNE 30, 2017. SEE RULE #4 FOR MONTHLY SUBMISSION PERIODS.

1. ELIGIBILITY: Open to legal residents of one of the 50 United States or the District of Columbia (“D.C.”) who are 19 years of age or older and who are the parent or legal guardian of a child between the ages of 4 and 12 (an “Eligible Child”). Employees, officers and directors of Avocados From Mexico, Inc. (“Sponsor”), AugustinelIdeas (“Administrator”), Promotion Activators Management, LLC, and of their respective parent companies, subsidiaries, affiliates, partners, sales representatives, advertising, sales promotion and judging agencies, and members of the immediate families (parent, child, sibling and spouse of each) or households of any of the above are NOT eligible. Void outside of the 50 United States and the District of Columbia and where prohibited.

2. HOW TO ENTER: During one of the Monthly Submission Periods, go to www.minichefs.tv (“Website”) and select one recipe that includes Hass avocado and one “talking points” sheet. Entrant may also make an original recipe. Then, record a video of the preparation of the avocado recipe with at least one Eligible Child (and no more than three Eligible Children), and use at least two of the talking points from the sheet. This video will be the “Entry” in the Contest. After recording the Entry, follow the on-screen instructions at the Website to enter the Contest and upload the Entry. The Entry will be entered into the Monthly Submission Period in which it was received (see Rule 4 below). Entry may not exceed ten (10) minutes in length and must be in English. Please Note: You may not include any music in your Entry. If your Entry includes music, it won’t be accepted. Avocados From Mexico may notify you and you can submit a new entry that does not include music. Entry must not exceed 300MB in file size, and must be in AVI, MOV, WMV, MP4, MPEG, FLV, 3GP or 3G2 file format. Entrant must appear in the Entry and it must be submitted by a legal guardian, who is over 18 years old, of the Eligible Child/Children. Only the Entrant, or the Entrant and the Eligible Child/Children of the Entrant, may appear in the Entry. Limit one (1) Entry per person/household per Monthly Submission Period, although each entry may include up to three Eligible Children. Submission of Entry is subject to, and each Entrant agrees to comply with, all policies, terms and conditions set forth in these Official Rules. Proof of submission does not constitute proof of receipt. Sponsor is not responsible for Entries that are late, incomplete, contain inaccurate information, and/or are deemed ineligible by Sponsor and/or Administrator for any reason. Sponsor reserves the rights to publish only those Entries that meet the criteria based on the specifications or requirements called for on the Website. Promotion Parties (as defined below) are not responsible for any electronic, network, computer or other technical malfunctions that may occur upon collection, processing and/or transmission of data, or for any type of typographical or other error in the printing or the administration of the Contest or the announcement of the prize winners. In the event of a dispute as to the identity of the entrant in the Contest, the Entry will be deemed submitted by the authorized account holder of the email address used to enter the Contest. The “authorized account holder” is the natural person assigned to an account by the email service provider. Intellectual Property Rights to Entries: By submitting an Entry, Entrant grants Sponsor and its agents the worldwide, perpetual right and license to publish, use, adapt, edit, distribute, reproduce, disclose, sublicense (through multiple levels), translate, make derivative works of, modify and otherwise exploit all or any portion of the Entry in any way, in any and all media, including for the use in

advertising and marketing, without limitation, and without additional consideration to you. No robotic, programmed, script, macro or other automated entries (collectively “Automated Entries”) are permitted.

Automated Entries, or, multiple Entries by the same person/e-mail address during a given Monthly Submission Period, or Entries that have been tampered with will be disqualified. By submitting an Entry, Entrant acknowledges that his/her Entry may be posted on the Website and across any or all of Sponsor’s digital and social media assets, at Sponsor’s sole discretion. Personal information collected is subject to the Sponsor's privacy policy at <http://avocadosfrommexico.com/privacy-policy/#VuDME63mqg58Bowf.97>.

3. ENTRY GUIDELINES: Each Entry must comply with these Official Rules and any Terms of Use posted on the Website and must meet all specifications or requirements called for on the Website. Entry must be a single work of original material created by the Entrant and suitable for presentation in a public forum. Entry may not include material that violates or infringes another’s rights, including but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright or trademark infringement. Entry may not include material that is sexually explicit, violent, inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous, libelous or otherwise objectionable. Entry may not include material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. Entry may not include any prominent trademarks, logos, or trade dress owned by others, or advertise or promote any brand or product of any kind (except the Sponsor), or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses. Entry may not include copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without prior written permission. Entry may not include material embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, other than the entrant and Eligible Child. Entry may not include material that communicates messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate. Entry may not have been submitted previously in any contest/promotion of any kind, or exhibited or displayed publicly (i.e. disclosed beyond your immediate circle of friends and family) through any means previously and may not include material that is harmful to other users of the Website, such as viruses, trojan horses or other technologies that could adversely impact the Contest. Any Entry that does not comply with the Entry Guidelines may be disqualified from the Contest in Sponsor’s sole discretion (and if the Entry has been posted online, it may be removed, in Sponsor’s sole discretion). All Entries become the property of the Sponsor upon submission. By submitting an Entry, Entrant and anyone depicted in the Entry (or their parent/legal guardian if the person depicted is a minor) represent that they consent to the submission and use of the Entry in the Contest and to its use as otherwise set forth herein, including on the Website or other Sponsor websites. Except where prohibited by law, each Entrant acknowledges and agrees that the Sponsor does not have now, nor shall it have in the future, any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of any copyright in and to entrant’s Entry. Prize winners will be disclosed in a publicly available winners list and Promotion Parties (as defined below) are not liable for any misuse of a prize winner’s name by third parties. Promotion Parties are not responsible for any unauthorized use of Entries by third parties. Promotion Parties do not guarantee the posting of any Entry. Entrants agree that they will not use the Entry for any other purpose, including, without limitation, posting the Entry to any online social networks, without the express consent of the Sponsor in each instance. By submitting an Entry, Entrant agrees that his/her submission is made without restriction, and will not place Sponsor under any obligation; that Sponsor may disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any

additional compensation to entrant and/or anyone depicted in the Entry. Sponsor reserves the right to waive the Contest entry requirements set forth herein in its reasonable discretion.

Sponsor reserves the right, in its reasonable discretion, during or upon completion of a Monthly Submission Period, to request that any Entrant resubmit his or her Entry which fails to comply with the Contest entry requirements prior to any judging period.

4. MONTHLY SUBMISSION AND PUBLIC VOTING PERIODS: To be eligible for a Monthly Submission Period, Entry must be received and recorded by Sponsor's computer during a Monthly Submission Period:

MONTHLY SUBMISSION PERIOD	PUBLIC VOTING PERIOD
10/1/16, 12:00:00 a.m. PT – 10/14/16, 11:59:59 p.m. PT	10/16/16, 12:00:00 a.m. PT – 10/31/16, 11:59:59 p.m. PT
11/1/16, 12:00:00 a.m. PT – 11/14/16, 11:59:59 p.m. PT	11/16/16, 12:00:00 a.m. PT – 11/30/16, 11:59:59 p.m. PT
12/1/16, 12:00:00 a.m. PT – 12/14/16, 11:59:59 p.m. PT	12/16/16, 12:00:00 a.m. PT – 12/31/16, 11:59:59 p.m. PT
1/1/17, 12:00:00 a.m. PT – 1/14/17, 11:59:59 p.m. PT	1/16/17, 12:00:00 a.m. PT – 1/31/17, 11:59:59 p.m. PT
2/1/17, 12:00:00 a.m. PT – 2/14/17, 11:59:59 p.m. PT	2/16/17, 12:00:00 a.m. PT – 2/28/17, 11:59:59 p.m. PT
3/1/17, 12:00:00 a.m. PT – 3/14/17, 11:59:59 p.m. PT	3/16/17, 12:00:00 a.m. PT – 3/31/17, 11:59:59 p.m. PT
4/1/17, 12:00:00 a.m. PT – 4/14/17, 11:59:59 p.m. PT	4/16/17, 12:00:00 a.m. PT – 4/30/17, 11:59:59 p.m. PT
5/1/17, 12:00:00 a.m. PT – 5/14/17, 11:59:59 p.m. PT	5/16/17, 12:00:00 a.m. PT – 5/31/17, 11:59:59 p.m. PT
6/1/17, 12:00:00 a.m. PT – 6/14/17, 11:59:59 p.m. PT	6/16/17, 12:00:00 a.m. PT – 6/30/17, 11:59:59 p.m. PT

Entries are valid only for the Monthly Submission Period during which they are received and do not carry over to subsequent Monthly Submission Period(s). Limit one Prize per person or household.

5. PUBLIC VOTING: The eligible Entries for each Monthly Submission Period that comply with these Official Rules, including the Entry Guidelines, will be posted on www.minichefs.tv and viewers will be able to vote for their favorite in accordance with the above Public Voting Periods. Voters must be eighteen (18) years of age or older and legal residents of the 50 United States/D.C. Limit one (1) vote per person/email address/IP address per day during the Voting Period. Automated methods of voting are prohibited. Any attempt by entrant and/or his/her family/friends to cast more than one (1) vote per day, using multiple names or email addresses and/or any other fraudulent mechanism (including hiring third parties to vote for the entrant) shall give Sponsor the right to disqualify Entry/entrant in its reasonable discretion. Sponsor also reserves the right to disqualify Entry/Entrant if multiple votes per day are received from the same IP address repeatedly. Votes received from IP addresses outside of the United States will not be counted and Sponsor also reserves the right to disqualify Entry/Entrant that receives an excessive number of votes from IP addresses outside the United States. The Entry receiving the most votes for a Public Voting Period will be deemed the prize winner for that Monthly Submission Period subject to verification of entrant's eligibility. In the event of a tie for most votes for Entries received during a given Monthly Submission Period, the tied Entries will be posted to the website and a new public voting period will be established to determine the winner.

6. MONTHLY PRIZES (9): Each monthly winner will receive a \$1,000 VISA® gift card. Gift card is subject terms and conditions imposed by issuer. Total value of all prizes: \$9,000. No transfer, assignment, or substitution of a prize is permitted, except by Sponsor, who reserves the right to substitute a prize of comparable or greater value. All prize details are in Sponsor's sole discretion. Any prize not accepted by a prize winner will be forfeited. A Prize winner is solely responsible for all federal, state, and local taxes

and other fees associated with prize receipt, regardless of whether prize is used in whole or in part. Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor.

Early Entry Awards: Beginning December 1, 2016, those Entrants who submit the first fifteen (15) qualified Entries during each Monthly Submission Period will receive a \$100 VISA gift card (“Early Entry Award”). If there are fewer than fifteen (15) qualified Entries during any such Period, Sponsor will award fewer than fifteen (15) Early Entry Awards for such period. Each Winner of an Early Entry Award will be notified via email and the Early Entry Award will be sent by U.S. mail to the address provided at the time of entry within 6-8 weeks of such notification. Limit one (1) Early Entry Award per person/household.

Visa® is a registered trademark of Visa Inc., which does not sponsor, endorse, or approve the use of its products in connections with this Sweepstakes.

7. PRIZE WINNER NOTIFICATIONS: The potential prize winners will be notified by overnight delivery and/or telephone or email, in Sponsor’s sole discretion, and must execute and return an affidavit of eligibility and liability/publicity release required by Sponsor (and where not prohibited by applicable law). Prize winner documents must be returned within ten (10) days of date of issuance specified in the notice. Failure to return the documents listed above within the specified time period, the return of a notification as undeliverable, or Sponsor’s inability to contact a potential prize winner within a reasonable time period may result in forfeiture of prize, in which case the Entry for the applicable Monthly Submission Period receiving the next highest number of votes will be deemed the potential prize winner.

8. TERMS AND CONDITIONS: By entering the Contest, Entrant agrees to abide by and be bound by the Official Rules and by the decisions of the Sponsor and the Administrator, which shall be final and binding in all respects. By entering the Contest, Entrant agree: (a) that neither the Sponsor, nor the Administrator, Promotion Activators Management, LLC, nor their respective parent companies, affiliates, subsidiaries, or distributors, nor any of their respective shareholders, directors, officers, distributors, employees or agencies (collectively “Promotion Parties”) shall be liable for any injuries, losses, harm, damage, cost, or expense, including, without limitation, any personal injury, arising from or in connection with participation in the Contest; (b) Entrant shall not seek to obtain awards for, and entrant hereby waives all rights to claim, any punitive, incidental, consequential, or other form of damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys’ fees and court costs. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT AND SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.** By accepting a prize, prize winners agree to release the Promotion Parties from any and all liability whatsoever for any injuries, losses, harm, damage, cost, and/or expenses whatsoever (including without limitation, all attorneys’ fees and court costs incurred) arising from or in connection with participation in the Contest, the awarding, receipt, possession, use, or misuse of the prize, or participation in any prize-related activity. Acceptance of a prize further constitutes and signifies prize winner’s agreement and consent that Sponsor and/or Sponsor’s assignees may use prize winner’s name, likeness and/or prize and biographical information in any and all media worldwide without limitation for promotional purposes without further compensation. If the Contest cannot be run as planned for any reason, including fraud, computer virus and electronic, network, computer or other technical malfunction, which, in the sole opinion of the Sponsor, corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion to cancel, terminate, modify or suspend the Contest and determine the prize

winners from eligible entries received prior to action taken, or as otherwise deemed fair and equitable by Sponsor.

9. GOVERNING LAW: By entering, Entrant agrees that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of State of Texas without giving effect to any choice of law or conflict of law rules.

By entering, Entrant consents to the jurisdiction and venue of the federal, state and local courts located in Irving, Texas.

10. NAMES OF PRIZE WINNERS: For the names of the prize winners, send a self-addressed, business-size envelope with proper postage affixed by 7/30/17 to: Avocados From Mexico Mini Chefs Winners, 532 Gibson Dr, Suite 250, Roseville, CA 95678. Winners lists will be sent after all prizes have been awarded.

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

12. ADMINISTRATOR : Augustineldeas, 532 Gibson Dr, Suite 250, Roseville, CA 95678