

**HANSEN'S LOVES SAN DIEGO SWEEPSTAKES  
OFFICIAL RULES  
INTERNET ACCESS REQUIRED TO ENTER**

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.
2. This Sweepstakes is open and offered to legal residents of San Diego, California who are 13 years of age or older as of May 11, 2009. Employees and directors (and their respective IRS dependents, immediate family members [children, spouse, parents, siblings] and individuals residing in their same household) of Hansen Beverage Company ("Sponsor") and its parent, subsidiaries and affiliated companies, advertising, promotion, or production agencies are not eligible to participate. Void where prohibited by law. By participating, entrants agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Sweepstakes. The Sweepstakes begins at 12:01 a.m. Pacific Time ("PST") on May 11, 2009 and ends at 11:59 p.m. PST on June 7, 2009 ("Promotion Period").
3. HOW TO ENTER & WIN: Visit [www.hansenslovessandiego.com](http://www.hansenslovessandiego.com) and follow the directions for completing and submitting the online Official Entry Form.

WEEKLY WINNERS. Each week a weekly winner will be selected from the photo submissions entered for the then current weekly contest (Monday through Sunday). There will be 4 weekly winners in total. Each week's winner shall receive a cash prize of \$500 USD and will be entered into the Grand Prize contest for a cash prize of \$5,000. All weekly photo submissions must be received by Sunday 11:59 p.m. PST for the preceding week. Photo submissions will be rejected if the entry form is not fully completed and the entry form or photo is not received by the submission deadline. Digital photo submissions can be uploaded electronically as jpeg files. Digital photo submissions that do not meet technical requirements will be automatically rejected.

Participants must have taken the photo submitted for the Sweepstakes. The submitted photo must not have been previously published, exhibited publicly, or selected as a winner in any other contest. Only "amateur photographers" are eligible to participate in this Sweepstakes. For purposes of this Sweepstakes, an "amateur photographer" shall mean any person who has not earned \$1,000 USD or more in any year for photography of any kind.

Judging will be conducted by an independent panel of 3 individuals from an independent judging organization, whose decisions are final and binding in all weekly winner matters relating to this Sweepstakes. Judging will be completed and the weekly winner will be contacted by the end of each weekly contest. Limit of 1 prize per person/household. Sponsor will attempt to notify potential winners by telephone, mail and/or e-mail. If you have not been contacted, you should assume that your photo submission is not a winner.

GRAND PRIZE WINNER. One Grand Prize. The 4 weekly winners shall be entered into the grand prize contest and compete head to head for the chance to win the 1 grand prize of \$5,000 USD. Each of the weekly winning photo submissions shall be posted on the [www.hansenslovessandiego.com](http://www.hansenslovessandiego.com) website. Website visitors will have an opportunity from June 11, 2009 at 12:01 a.m. PST to June 21, 2009 11:59 p.m. PST to vote up to 3 times per day (i.e., a 24 hour period) for their favorite of the 4 weekly winning photo submissions. The winning weekly photo submission with the highest number of votes during the above-prescribed time will win the grand prize of \$5,000 USD. In the event of a tie in the number of votes received, the photo with the highest score in creativity will be selected the winner. Sponsor will attempt to notify potential grand prize winner by telephone, mail and/or e-mail. If you have not been contacted, you should assume that your photo submission is not a winner.

4. PRIZES/ODDS: 4 Weekly Prizes and 1 Grand Prize. All properly claimed prizes will be awarded, but in no event will Sponsor award more prizes than are listed in these Official Rules. Odds of winning are dependent on the total number of eligible entries received in each prize pool.

GENERAL RULES: Sponsor, nor its parent, respective agencies, or affiliates are responsible for lost, late, damaged, destroyed, delayed, stolen, misdirected, incomplete, illegible entries or for lost, interrupted or unavailable network, server or other connections, miscommunications, failed telephone or computer hardware or software or other technical failures, unauthorized human intervention, garbled or jumbled transmissions or other errors of any kind, whether human, mechanical or electronic, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause or for damage caused to participants' computers by computer virus. By entering this contest or trying to do so, all persons release Hansen Natural Beverage Company, its affiliated companies, their advertising and promotional agencies and Web development companies, their employees, agents and representatives from any damage, which could arise from their participation or attempt to participate in the contest. Once submitted, photo submissions become the exclusive property of Sponsor and will not be acknowledged or returned. Any use of robotic, automatic, programmed, third-party, or like entry methods will void all entries affected by such methods and be deemed tampering. Entry material/data that has been tampered with or altered is void. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND IF SUCH AN ATTEMPT BY MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.** Sponsor reserves the right, at its sole discretion, to cancel/suspend/modify the Sweepstakes if it becomes corrupted in any manner such that it cannot be concluded as originally planned and in such event, Sponsor will post notice thereof online and select the winners from all eligible photo submissions received prior to and/or after (if appropriate) the action taken by Sponsor. In case of disputes as to identity of a winner who entered online, entry will be declared made by the registered user of the e-mail account. The registered user shall mean the natural person assigned to such email account by the Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with such email account. If a prize is won and such registered user is a valid entrant, the prize will be awarded to the registered user. Entries that contain material that is (or promote activities that are)

sexually explicit, obscene, pornographic, violent (e.g. relating to murder, the sales of weapons, cruelty, abuse, etc), discriminatory (based upon race, sex religion, national origin, physical disability, sexual orientation or age), illegal, offensive, threatening, profane, harassing, or otherwise objectionable as determined by the Sponsor in its sole and absolute discretion or that violates the website's terms of use. The weekly winners are required to complete, sign and return an Affidavit of Eligibility, a Liability Release and Advertising/Publicity Release (where legal) within seven (7) calendar days of notification. Non-compliance with these requirements, or if prize/prize notification is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and awarded to an alternate winner. If Grand Prize winner is a minor, then his/her parent/legal guardian must be the Grand Prize winner. Taxes on prizes are solely the winner's responsibility. Entrants, by participating in this Sweepstakes, hereby waive and release, and agree to hold harmless the Sponsor, its parent and its subsidiaries, affiliates, distributors, licensors, advertising and promotion agencies and all of their respective officers, directors, employees and representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death, and/or property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of any prize, or their participation in this Sweepstakes, or any prize-related activity. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges. Except where prohibited by law, by accepting a prize, winners agree that Sponsor and its parent and its related and affiliated companies may use the winner's name, address (city, state), photograph, videotape, likeness, and/or prize information for advertising, publicity and promotional purposes and to the use of statements made by or attributed to winner relating to Sponsor, its parent and its related and affiliated companies or to this Sweepstakes and grants to Sponsor and its parent and its related and affiliated companies any and all rights to said use without further notice and/or compensation except where prohibited by law.

5. WINNERS LIST: A list of the 4 weekly winners and the grand prize winner can be found at [www.hansenslovessandiego.com](http://www.hansenslovessandiego.com).

6. SPONSOR: Hansen Beverage Company, 550 Monica Circle, Suite 201, Corona, California 92880.