

OFFICIAL RULES

Almond Tree Marketing, LLC ("Sponsor") is offering the Touch + Grow Sweepstakes. **NO PURCHASE IS NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.** You are not eligible to participate in the Sweepstakes if you do not reside in and are not located in one of the 50 United States or the District of Columbia at the time of entry.

Eligibility: Entry is limited to residents of the 50 United States and the District of Columbia, who are located therein at the time of entry, and who are 18 or older (or 19 if a resident of Alabama or Nebraska) as of July 1, 2010. Employees of Sponsor, its parents, subsidiaries, affiliates, advertising and promotion agencies, and employees' family members (defined as parents, spouse, children, siblings, grandparents), or persons residing at the same address as employees, are not eligible to enter. Void outside the 50 United States and the District of Columbia, and where prohibited by law. All federal, state and/or local rules and regulations apply.

Start/End Dates: Sweepstakes begins on July 1, 2010 and ends on August 31, 2010. Entries must be received by 11:59 pm, ET, on August 31, 2010.

Entries become the property of Almond Tree Marketing, LLC, 27 The Circle, Passaic, NJ, 07055, and will not be acknowledged or returned.

How to Enter: Visit www.almondtreemarketing.com/grow and fill in the required entry information. There is no cost to register or enter. Entrants must have a valid email address. Limit one entry per person and one entry per email address. More than one entry from any person or e-mail address will void all entries from that person or e-mail address. No group entries. Automated entry devices and/or programs are not permitted or valid. Sponsor may also ask additional questions of entrants, but answers to these questions are not required for a valid Sweepstakes entry. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, or other communications problems of any kind, whether mechanical, human or electronic, and which may be disqualified, in Sponsor's sole discretion. Proof of submission will not be deemed to be proof of receipt by Sponsor.

Drawing: Odds of winning depend on the number of eligible entries received. Winner(s) will be selected by Sponsor or its representative on or about September 1, 2010, in a random drawing from all eligible entries received. Sponsor's decisions in all matters relating to the Sweepstakes are final and binding. Each potential winner will be notified by e-mail on or about September 10, 2010. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules. Winning and receipt of prize is contingent upon fulfilling all such terms and conditions.

Prizes: The following prizes will be awarded: Five (5) Apple iPads. Approximate retail value of each prize: \$499.00. Total approximate retail value of all prizes: \$2,495.00. Prizes may not be assigned, transferred, changed or redeemed for cash, except at the sole

discretion of Sponsor, which reserves the right to substitute a prize of equal or greater value due to prize unavailability. All taxes, fees and surcharges on prizes are the sole responsibility of the winners. Allow 6-8 weeks for delivery. ALMOND TREE MARKETING, LLC, EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF TITLE, MERCHANTABILITY, QUIET ENJOYMENT, NON-INFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE.

Prize Conditions: If the winner cannot be contacted within 5 days of first notification attempt, if prize or prize notification is returned as undeliverable, if winner rejects his/her prize, or in the event of noncompliance with these Sweepstakes rules and requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household. The winner will be required to execute an Affidavit of Eligibility, a Liability Release and where lawful, a Publicity Release within 14 days of prize notification.

Conditions: Sponsor or its representative will have the right to photograph all prize winners. Entry constitutes permission to use winner's name, picture, likeness, and city and state of residence for purposes of trade, publicity or promotion for no additional compensation, except where prohibited by law. By participating, entrants and winners agree to release and hold harmless Almond Tree Marketing, LLC, and its parent companies, subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever, including, without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize, or participation in any Sweepstakes-related activity, and for any claims based on publicity rights, defamation, invasion of privacy and merchandise delivery.

Sponsor shall not be responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

Miscellaneous: In the event of a dispute as to the identity of an entrant or prize winner, entries made by Internet will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process. If for any reason the Sweepstakes cannot be run as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes reasonably beyond the control of

Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning or receiving a prize if, in its sole discretion, it determines that said entrant has attempted to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or to annoy, abuse, threaten or harass any other entrants or Sponsor or its representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR(S) RESERVE(S) THE RIGHT TO SEEK DAMAGES FROM THE PERSON(S) OR ENTITIES INVOLVED TO THE FULLEST EXTENT PERMITTED BY LAW.

Use of Data: Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review Sponsor's privacy policy at www.almondreemarketing.com/privacy-statement. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

Dispute Resolution: Except where prohibited, entrant agrees that all issues concerning the interpretation, validity, and enforceability of these Official Rules, or the rights and obligations hereunder shall be governed by and construed exclusively in accordance with the laws of the New Jersey, without giving effect to any principles of conflicts of law of any jurisdiction. Entrant agrees that any action at law or in equity arising out of or relating to this Sweepstakes, or awarding of the prize, shall be filed only in the state or federal courts located in the State of New Jersey and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this Sweepstakes entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to class action of any kind; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Sweepstakes, but in no event may it include attorneys' fees; and (c) under no circumstances shall any participant seek or be permitted to obtain any award for, and hereby waives all rights to claim (i)

punitive, incidental and consequential damages and any other damages other than actual out-of-pocket expenses, and (ii) any and all rights to have damages multiplied or otherwise increased. Some jurisdictions do not allow the limitations or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

List of Winners: To obtain a list of winners, visit:
www.almondtreemarketing.com/grow/winners