



"The Best Chips in the World"

186 Ohio Avenue * PO Box 186 * Tiffin, Ohio 44883-0186
419-447-1814 * 800-323-CHIP (2447) * Fax 419-447-5635
www.ballreich.com

OFFICIAL RULES "WIN FREE CHIPS FOR A YEAR 2010"

HOW TO ENTER: No purchase necessary to enter or win. All participant entries must be submitted by mailing the official entry form to Ballreich's Sweepstakes, 186 Ohio Avenue, Tiffin, Ohio 44883, by submitting the online entry form available at www.ballreich.com, or by mailing a 3x5 note card to Ballreich's Sweepstakes, 186 Ohio Avenue, Tiffin, Ohio 44883 with the participant's name, address, phone number, email address and age. Entries must be legible and fully completed. No mechanically reproduced, computer-generated or any other type of entry from will be accepted. Limit one (1) "no purchase necessary" entry per household. If multiple "no purchase necessary" entries are submitted, only one (1) entry will be valid. Earn one (1) additional entry for every Ballreich's ONE POUND Original Marcelled Potato Chips (UPC # 0-73364-00005-4) and ONE POUND Flat Fantastic Potato Chips (UPC # 0-73364-00175-4). Earn two (2) additional entries for each 2-LB box of Marcelled Potato Chips (UPC #0-73364-00011-5). Earn four (4) additional entries for each 4-LB box of Marcelled Potato Chips (UPC #0-73364-00012-2). UPC from qualifying product must be mailed in with entry form (see www.ballreich.com for printable form) starting February 1, 2010 and ending March 31, 2010.

ELIGIBILITY: Participant must be a legal U.S. citizen at least 18 years of age or older to participate. Participant must provide a valid UPS deliverable address in the continental U.S. PO Boxes, APO, FPO, Alaska, Hawaii, Puerto Rico and foreign addresses are restricted. Participants must fit requirements and accept conditions prior to receiving prize. Employees and affiliates of Ballreich Bros., Inc. are not eligible to enter. Limit one prize per household. Entries must be received no later than 11:59:59 pm Eastern Time March 31, 2010. Ballreich Bros., Inc. will not be held liable for late, lost, miscounted or incomplete entries.

DRAWING: The winners will be selected by a random drawing to be held on or about April 12, 2010 from all eligible entries by a representative of Ballreich Bros., Inc. of 186 Ohio Ave, Tiffin, Ohio 44883, whose decision is final. The winner will be notified by certified mail and will have fifteen (15) calendar days from the date listed on the notification to reply and claim the prize. In the event that the winner does not claim the prize or is unavailable for prize fulfillment, an alternate winner will be drawn in a random drawing from all remaining eligible entries received. Winner will be required to execute and return an affidavit of eligibility, liability release, tax form and publicity release (where permitted by law) within the time period indicated on the congratulatory letter accompanying said documents, or if no time period is specified, within fifteen (15) calendar days of notification. In the event of non-compliance with any requirements in the Official Rules, winner may be disqualified, with forfeiture of the prize. Winner may request and will receive evidence showing that the prize matches the prize distributed to winner. All decisions by sponsor are final. All entries become the sole property of sponsor and none will be returned.

GRAND PRIZE: One random winner will receive "Free Chips for a Year" which shall include one (1) shipment per month for a period of twelve (12) months of the following:

Product	Weight (oz)	Quantity
Original Marcelled Potato Chips	16	1
Flat Fantastic Potato Chips	16	1
Bar-B-Q Marcelled Potato Chips	2.75	1
Sour Cream and Onion Marcelled Potato Chips	2.75	1
Smokey Sweet Mesquite Marcelled Potato Chips	2.75	1
Salt and Vinegar Marcelled Potato Chips	2.75	1
Original Marcelled Potato Chips	1.5	5

In addition, the grand prize winner will receive a "Ballreich's Goodie Pack" including:

Product	Quantity
Cotton Logo T-Shirt	1
Logo Frisbee	1
Stainless Steel Travel Mug	1

Logo Tote	1
Magnets	2
Pencils	2
Pens	2
Logo Water Bottle	1
Mr. Potato Chip Bag Clip	1

"Goodie Pack" items may be shipped in one bulk shipment or randomly along with monthly shipments. Ballreich Bros., Inc. reserves the right to make like substitutions at its sole discretion. The total retail value of this package including shipping is estimated at \$344.26.

FIRST PRIZE

Three (3) random winners will receive a Ballreich's Hooded Sweatshirt valued at \$32.98each.

SECOND PRIZE

Three (3) random winners will receive a Ballreich's Long-Sleeve T-Shirt valued at \$22.98 each.

THIRD PRIZE

Three (3) random winners will receive a Ballreich's T-Shirt valued at \$17.98each.

PRIZE RESTRICTIONS: The first shipment of "Free Chips for a Year" will be sent in May of 2010 and the last shipment will be sent in April of 2011. The first, second, and third prize shipments will be sent in May of 2010. Winner must complete, sign and return affidavit of eligibility, waiver of liability and publicity release forms within fifteen (15) calendar days of winning notification to receive their prize. Prize is non-transferable. Prize is not redeemable for cash or substitutions. Ballreich Bros., Inc. has the right to end, cancel or rescind sweepstakes at any time for any reason. Winners agree that receiving a prize grants permission to Ballreich Bros., Inc. to use the winner's name, photo, and/or likeness in advertisements, publicity and other communications without additional compensation for any reason. Winner also releases Ballreich Bros., Inc. and all employees and assignees from any claims to liability relating to winner's name, photo and other information collected.

ODDS: Estimated odds of winning depend on the number of entries received.

GENERAL CONDITIONS: By entering, participants agree to be bound by these official rules and all decisions made by Ballreich Bros., Inc. and its employees and assignees to said sweepstakes. Entries are automatically collected, however, participants must accept terms and conditions to receive prize. Participant information will be held confidential, however, Ballreich Bros., Inc. will not be held liable for loss of information for any reason. Participant will automatically be enrolled in Ballreich Bros., Inc.'s e-newsletter program. If the participant does not want to participate in this program, they must notify Sponsor in writing to BBI Newsletter Opt-Out, 186 Ohio Avenue, Tiffin, OH 44883. If winner is selected and does not meet requirements, they will not be eligible to receive the prize. Sponsor expressly disclaims any liability for any late, lost, misdirected, incomplete, illegible, destroyed, damaged, stolen or postage due mail or entries which are not received by the last day of the Sweepstakes Period, regardless of date submitted, mailed or postmarked. Sponsor shall not be responsible for technical malfunctions, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by sender or by any of the equipment associated with or utilized in this drawing or by any human error which may occur in the processing of entries. Sponsor reserves the right, at its sole discretion, to extend, modify, or discontinue the Sweepstakes and award the prize as it deems fair, appropriate and consistent with these Official Rules. Ballreich Bros., Inc. is not responsible for any events beyond their control, which may cause said sweepstakes to be canceled, delayed or modified. Upon acceptance of prize, winner agrees to hold Ballreich Bros., Inc. and all employees and assignees harmless against any and all claims and liability arising out of said prizes. Ballreich Bros., Inc. and all employees and assignees cannot be held liable for any printing or typographical errors in any materials relating to the said sweepstakes. Participants will be disqualified immediately if they threaten, annoy, harass, or show any other disruptive behavior to Ballreich Bros., Inc. or its employees or assignees. Participants will be disqualified immediately if they deliberately damage any website, cause a virus, bug, tamper with or alter any Ballreich Bros., Inc. property for any reason. Entrants waive all claims against the sponsor for cancellation, termination, suspension or modification of sweepstakes. Sweepstakes is valid only in the continental USA. Void where prohibited by law.

WINNERS LIST: For a list of prize winners, send a request by e-mail to chips@ballreich.com or by mail to Ballreich Bros., Inc., 186 Ohio Avenue, Tiffin, OH 44883 after April 15, 2010.

CONSUMER DISCLOSURE: No purchase necessary to enter or win. Winner is not required to accept prize. Estimated odds depend on the number of entries. See [Official Rules](#) for complete prize restrictions. Sponsored by: Ballreich Bros., Inc. located at 186 Ohio Avenue, Tiffin, Ohio 44883.