NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. Eligibility: #NoWorryTraditions Contest (the “Contest”) is open only to legal residents of the fifty (50) United States (including the District of Columbia) and Canada who are at least eighteen (18) years old at the time of entry. Employees of Dole Food Company, Inc. (“Sponsor”), The Walt Disney Company (“Disney”), McGarrybowen, LLC, HelloWorld, Inc. (“Administrator”), and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, provincial, municipal, territorial and local laws and regulations and is void where prohibited.

Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A.

3. Agreement to Official Rules: Participation in this Contest constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on July 1, 2019 at 12:00 a.m. United States Eastern Time (“ET”), ends on August 4, 2019 at 11:59 p.m. ET (the “Contest Period”), and consists of five (5) weekly entry periods (each a “Weekly Entry Period”) as set forth below.

<table>
<thead>
<tr>
<th>Entry Period</th>
<th>Start Date (at 12:00 a.m. ET)</th>
<th>End Date (11:59 p.m. ET)</th>
<th>Approximate Winner Notification Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>July 1, 2019</td>
<td>July 7, 2019</td>
<td>July 11, 2019</td>
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<tr>
<td>Week 2</td>
<td>July 8, 2019</td>
<td>July 14, 2019</td>
<td>July 18, 2019</td>
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<td>Week 3</td>
<td>July 15, 2019</td>
<td>July 21, 2019</td>
<td>July 25, 2019</td>
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<td>Week 4</td>
<td>July 22, 2019</td>
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<tr>
<td>Week 5</td>
<td>July 29, 2019</td>
<td>August 4, 2019</td>
<td>August 9, 2019</td>
</tr>
</tbody>
</table>

Twitter, Inc./Instagram, LLC/Facebook, Inc.'s computers are the official time-keeping device for the Contest.

5. How to Enter: To participate, you will need to have a Twitter, Instagram, and/or Facebook account (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions (http://twitter.com/tos), (http://instagram.com/about/legal/terms/#) or (https://www.facebook.com/legal/terms). Posting on Instagram requires a mobile device and therefore message and data rates may apply. If entering via a mobile device and using your wireless carrier’s network,
standard data charges from your wireless carrier may apply. Your account settings on the Social Account you use to enter must be set to "unprotected" and/or "public" in order for your Tweets, posts or comments to Sponsor’s posts are viewable by Sponsor.

a. **Twitter:** During the Contest Period, tweet a video, photo, or comment displaying your favorite family traditions and include the hashtags #NoWorryTraditions and #Contest and @DoleTweets in the initial caption ("Twitter Submission"). You’ll receive one (1) Contest entry into the applicable Weekly Entry Period.

b. **Instagram:** During the Contest Period, post a video or photo displaying your favorite family traditions and include the hashtags #NoWorryTraditions and #Contest and @Dolepics in the initial caption (“Instagram Submission”). You’ll receive one (1) Contest entry into the applicable Weekly Entry Period.

c. **Facebook:** During the Contest Period, visit [https://www.facebook.com/Dole/](https://www.facebook.com/Dole/) and locate the "pinned post" advertising this Contest. Then, comment on the post either with a photo, video or a reply comment displaying your favorite family traditions and include the hashtags #NoWorryTraditions and #Contest (“Facebook Submission”). You’ll receive one (1) Contest entry into the applicable Weekly Entry Period. Posting to your personal Facebook timeline will not qualify for an entry into this Contest.

Collectively, or generically, Twitter Submissions, Instagram Submissions, and Facebook Submissions are referred to as a “Submission,” herein.

Your Submission need not include any reference, positive or negative, to Sponsor’s products or services. By posting your Submission, you agree that it conforms to the guidelines, permissions, and content restrictions below and that Sponsor, in its sole discretion, may remove your Submission from a gallery, if any, and disqualify you if it believes that it fails to conform.

**Guidelines:**
- The Submission must meet the format and size requirements of the social platform used to enter;
- If a video, the Submission must not exceed one (1) minute;
- If a Tweet message of a Facebook comment, the Submission must be a minimum of five (5) words and must be in English;
- If a video or photo, the Submission’s title and/or description, if any, must be in English; and
- The Submission must include the hashtags #NoWorryTraditions and #Contest.

**Permissions:** Entrant must have permission from any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth herein. Minors may only be included in the Submission if entrant is their parent or legal guardian or consent has been given by parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

**Content Restrictions:**
The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
The Submission must not contain content created by a third party, such as images or artwork;
The Submission must not prominently feature or conspicuously brand names or trademarks other than those owned by Sponsor and/or Disney which entrant has a limited license to use solely in his/her Submission in this Contest. Failure to comply with this requirement may result in disqualification of a Submission;
The Submission must not disparage Sponsor, Disney, Administrator, or any other person or party;
The Submission must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on any characteristic protected by applicable law, including but not limited to race, gender, religion, nationality, disability, sexual orientation, or age; and
The Submission must not contain material that is unlawful, in violation of, or contrary to any applicable laws or regulations, including but not limited to the laws or regulations in any place where Submission is created.

**Limit:** Each entrant may tweet/post/comment one (1) Submission per Weekly Entry Period, per eligible social media channel, during the Contest Period. Submissions received from any person in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. Multiple entrants are not permitted to share the same Twitter/Instagram/Facebook account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter/Instagram/Facebook accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. In the event of a dispute as to any registration, the authorized account holder of the Twitter/Instagram/Facebook account used to register will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses used to create the Twitter/Instagram/Facebook account. Each potential winner may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Submissions or failure to receive Submissions due to limitation of third-party social network platforms; all of which will be void.

**6. Sponsor's Use of Submissions:** Tweeting/Posting a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that
may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

7. Winner Determination: Winners will be determined according to the process set forth below.

First Prize Winners: After the conclusion of each Weekly Entry Period, a panel of qualified judges, determined by Sponsor in its sole discretion, will select the one (1) entrant with the highest-scoring Submission (each a potential "First Prize winner") based on the following Judging Criteria:

- Uniqueness (40%);
- Sentimentality (30%); and
- Creativity/Originality (30%).

If there is an insufficient number of qualifying Submissions for each applicable Weekly Entry Period, Sponsor reserves the right to select a Submission from any previous or subsequent Weekly Entry Period.

Grand Prize Winner: Of the confirmed First Prize Winners and subject to the winners’ compliance with these Official Rules, the entrant whose Submission receives highest score will be deemed the potential "Grand Prize winner".

For All Winners: In the event of a tie, the entrant whose Submission received the highest score for "Uniqueness," as determined by the qualified judges in their sole discretion, will be deemed the applicable potential winner from amongst the tied entrants. Sponsor reserves the right to select fewer than five (5) winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Sponsor will not disclose judging scores.

8. Winner Requirements: Each potential winner will be notified via the social media channel used to enter the Contest. Each potential First Prize winner will be required to provide his/her name, mailing address (P.O. Boxes are not permitted) and date of birth to confirm eligibility and for prize fulfillment purposes within seven (7) days of the date notice or attempted notice is sent into order to claim his/her prize. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize is a resident of Canada, he/she must also complete and return an IRS Form W8-Ben to claim his/her prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (as applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her/the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor’s sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain un-awarded.
9. Prizes: **ONE (1) GRAND PRIZE**: The Grand Prize winner will receive a 5-Day/5-Night vacation package (“Vacation Package”) for themselves and up to three (3) guests (each a “Guest”; collectively “Guests” with the winner, the “Group”) AULANI Disney Resort and Spa in Oahu, Hawaii (“Resort”) consisting of: up to four (4) round-trip, coach-class airfares for the Group from a major airport nearest the winner’s residence (“Departure Airport”) to the Honolulu, Hawaii area airport (“Arrival Airport”) (as determined by Sponsor in its sole discretion, including possible layovers, provided, however, if winner resides within two hundred fifty (250) miles of the Resort, air transportation will not be provided); five (5) consecutive nights’ accommodations in a AULANI Disney Resort and Spa Standard Room for the Group (quad occupancy) as determined by Sponsor in its sole discretion (subject to availability); a $900.00 USD allowance for full-size rental car for length of stay; opportunity to tour the Dole Plantation on one (1) day during the Vacation Package (guide, services and hours to be determined by Sponsor) and opportunity to attend an adventure at the Kualoa Ranch & Private Nature Reserve on one (1) day during the Vacation Package (guide, services and hours to be determined by Sponsor); and travel agent services. Travel/lodging for the Vacation Package must be completed by December 2020. No extensions will be granted. The Group must travel together on the same itinerary, and air transportation must be round-trip from/to the same Departure Airport/Arrival Airport as chosen by Sponsor. Vacation Package fulfillment, lodging and travel are subject to certain restrictions, air travel/flight availability and hotel/suite availability at the Resort. Block-out dates apply. Airline carrier’s regulations and conditions apply. Airline tickets are non-refundable, nontransferable and are not valid for upgrades. Restrictions, conditions and limitations may apply. No refund or compensation will be made in the event of the cancellation or delay of any flight. Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. Vacation Package will not include the following: transportation to/from the Departure Airport, airport departure fees; baggage fees; travel insurance; hotel room service; parking fees; laundry service; food/meals; alcoholic beverages; merchandise, souvenirs, etc.; local and long-distance telephone calls; tips, gratuities, service charges, resort fees; any taxes; and all other charges not explicitly included herein. Vacation Package and any Vacation Package components (including, without limitation, theme park tickets) may not be used in conjunction with any other promotion or offer, separated, sold, exchanged, substituted or redeemed for cash, traded, transferred, assigned, or rescheduled to dates other than as set forth above, except in Sponsor’s sole and absolute discretion. All elements of the Vacation Package (including, without limitation, theme park tickets) must be used by the Group at the same time during the redemption of the Vacation Package. The Grand Prize winner will not receive compensation for any element(s) of the Vacation Package that any participant is unable to use for any reason, and such unused portion(s) of the Vacation Package will be forfeited. If the Grand Prize winner chooses to bring less than the allotted number of Guests, the Vacation Package will be awarded in increments suitable for the actual number of participants with no substitute prize or compensation provided to the winner. **The Grand Prize winner and his/her Guests are responsible for having valid travel documents including government-issued identification and/or passports as applicable.** A Guest under the age of majority as specified in his/her place of residence must be accompanied by his/her parent/legal guardian who must be at least the age of majority as specified in such place and both will be deemed Guests of the winner (unless the winner is the Guest’s parent or legal guardian). Once selected by Grand Prize winner, Guests cannot be changed without the express consent of Sponsor, which may be
withheld for any reason. The Grand Prize winner and his/her Guests must execute liability/publicity releases prior to booking of any travel. Failure to return the executed release form within the specified time period will result in forfeiture of the Vacation Package. The Grand Prize winner acknowledges that he/she is solely responsible for any actions, claims, or liabilities of any of the Group, as applicable, related to any use of the prize or any prize-related activity or travel. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor’s sole discretion. The Approximate Retail Value (“ARV”) of the Vacation Package is Fifteen Thousand Nine Hundred Dollars ($15,900.00 USD). Actual value may vary based on the Grand Prize winner’s point of departure and seasonal fluctuations of hotel rates and airfares. The Grand Prize winner will not receive difference between actual and approximate retail value. TAX GROSS UP PAYMENT: If Grand Prize winner is a resident of the United States, Sponsor will also provide winner a single cash payment in the form of a corporate check, which is intended to assist the winner, with any federal, state, or other tax obligations related to the Grand Prize (the “Tax Gross-Up Payment”). The Tax Gross-Up Payment will be Six Thousand Eight Hundred Fifteen ($6,815.00 USD). The Grand Prize winner’s actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize. Sponsor will not provide any further assistance toward the winner’s tax obligations. If winner is a Canadian resident, the entire cash value of the Tax Gross-Up Payment will be withheld and remitted to the IRS to comply with U.S. tax laws.

FIVE (5) FIRST PRIZES (one (1) awarded per Weekly Entry Period): Lion King swag package consisting of two (2) coolers/tote bags; one (1) Mighty Roar Simba Interactive Plush Toy and one (1) hammock. The ARV of each First Prize is One Hundred Seventy-Four Dollars ($174.00 USD).

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: One (1) Grand Prize and one (1) First Prize per person. First Prizes will be fulfilled 8 – 10 weeks after the end of the Contest. TOTAL ARV OF ALL PRIZES: $23,585.00 USD.

U. S. Tax Liabilities: For all non-U.S. winners, 30% of the prize value accepted will be withheld and remitted to the U.S. Internal Revenue Service to comply with U.S. tax laws.

10. Release: By participating in this contest or by receipt of any prize, each entrant and winner agrees to release and hold harmless the Sponsor, Disney, Facebook, Inc., Twitter, Inc., Instagram, LLC, McGarrybowen, LLC, Administrator, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to,
personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize, including any related travel.

11. **Publicity** Acceptance of any prize shall constitute and signify each winner’s agreement and consent that Sponsor and its designees may use the winner’s name, city, state, likeness, photo, including winner’s Twitter/Instagram/Facebook profile photo, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

12. **Ownership of Submission**: Each winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Each winner will indemnify Sponsor, Released Parties, and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

13. **General Conditions**: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor’s reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or any other Contest or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

14. **Limitations of Liability**: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation.
in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

15. Disputes: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and 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 exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan, U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan. For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement. Prize Fulfillment: Notwithstanding the arbitration obligations set forth above, entrant agrees that: (a) any and all disputes, claims and causes of action against Disney or its affiliates specifically arising out of or connected with any of the prizes as described in Section 9 above and/or the use thereof shall be resolved individually, without resort to any form of class action, and exclusively before the California Superior Court in and for Orange County; or, if the Superior Court does not have jurisdiction, then before any other court sitting in Orange County, California; having subject matter jurisdiction; and (b) any and all claims, judgments and awards specifically arising out of or connected with the prizes described in Section 9 shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys’ fees. All disputes, claims and causes of action arising out of or connected with such prizes and/or the use thereof shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

17. **Winner List:** For a winner list, visit [http://bit.ly/2QyHNJX](http://bit.ly/2QyHNJX). The winner list will be posted after winner confirmation is complete.

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