

Official Rules

XYIENCE's Bashas Sweepstakes

Sponsored by XYIENCE Beverage Company, LLC.

OPEN TO LEGAL U.S. RESIDENTS OF ARIZONA AND NEW MEXICO WHO ARE 18 YEARS OF AGE OR OLDER. LIMIT ONE ENTRY PER PERSON. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. NO PURCHASE NECESSARY TO ENTER OR WIN.

Promotion Period: XYIENCE's Bashas Sweepstakes ("Promotion") commences at 12:00:01 AM PacificTime ("PT") on June 21, 2017, and ends at 11:59:59 PM PT on July 31, 2017 (the "Promotion Period").

Eligibility: Promotion is open to legal residents of Arizona and New Mexico who are eighteen (18) years of age or older at the time of entry. Employees and non-employee workers of XYIENCE Beverage Company, LLC ("Sponsor"), and its respective parent companies, subsidiaries, affiliates, and agents and agencies involved in the Promotion (hereafter "Released Parties") and their immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and those living in their same household, whether or not related, are not eligible to enter or win.

How to Enter:

1) Text Message Entry

Purchase any XYIENCE Energy Drink at a Bashas' grocery store during the Promotion Period to receive a receipt with the Text Message Entry keyword and phone number. Text the keyword to the number listed on the receipt to be entered to win. Entrants may receive several text messages in response to Text Message Entry, including a message confirming entry and legal disclaimers. Text **HELP** for help. Text **STOP** to cease text messages. Text Message Entries must be received by July 31, 2017 11:59 p.m. PT. Enter using only a cell phone number subscribed and registered in your name. In the event of a dispute over a Text Message Entry submitted by multiple individuals using the same cell phone number, entry will be deemed to have been submitted by the authorized subscriber of the wireless provider's account used to enter the Sweepstakes at the actual time of entry. The authorized wireless company provider's account subscriber is deemed to be the natural person who is assigned the phone number by the wireless company provider. Text Message Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. An eligible individual receives one entry into the Promotion when he or she submits the requested information. Sponsor is not responsible for unforeseen technical difficulties that may arise throughout the course of entry to the Promotion.

By submitting a Text Message Entry, entrants are giving their express authorization to receive future mobile service commercial messages for purposes of finalizing the winner verification process and Prize fulfillment. Message and data rates may apply.

2. Obtain a Free Entry

Send a handwritten request on a three-inch (3") by five-inch (5") card with your complete name, birthdate, mailing address, phone number, and email address to the address below to receive a Free Entry into the Sweepstakes:

XYIENCE
Bashas' Free Entry
6500 River Place Blvd.
Bldg 1, Ste 450
Austin, TX 78730

Requests for Free Entries must be postmarked during the Promotion Period. No mass-produced entries will be accepted.

An eligible individual receives one (1) entry into the Sweepstakes when he or she submits the requested information. Sponsor is not responsible for unforeseen difficulties that may arise throughout the course of entry to the Sweepstakes.

Limit one (1) entry per person during the Promotion Period regardless of entry method.

Selection of Prize Winners: Ten (10) Winners will be randomly selected on or around August 4, 2017 from all valid entries received during the Promotion Period. Each Winner will win one (1) Prize. The odds of winning depend on the total number of eligible entries received.

Winner Notification: The potential winner will be notified by SMS sent to the phone number used for Text Message Entry or email provided if entered using Free Entry method, within two (2) business days of the random selection. It is entrant's responsibility to timely respond to messages.

Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify potential winner. If a selected potential winner cannot be contacted, is ineligible, or fails to claim the Prize within forty-eight (48) hours from the time award notification was sent, Prize may be forfeited and an alternate winner may be selected. If a potential winner is disqualified for any reason, the Prize may be awarded to an alternate winner selected at random in Sponsor's sole discretion.

Prizes: Each Winner will receive one (1) of ten (10) randomly selected Prizes. The Prizes available are:

- One (1) two hundred and fifty dollar (\$250) gift card redeemable at Bashas' Grocery Store (ARV: \$250)
- One (1) Yeti® Hopper™ 30 Soft Sided Portable Cooler (ARV: \$200)
- Four (4) Yeti Rambler™ 30 oz. Tumblers (Individual ARV: \$30)
- Four (4) Yeti Rambler 30 oz. Colsters (Individual ARV: \$30)

The combined approximate retail of the Prizes is six hundred and ninety dollars (\$690). The Sponsor shall solely determine the specifics of the Prize. No cash or other prize substitutions permitted except at Sponsor's discretion. Prizes are not for resale.

Miscellaneous: Winners are responsible for any and all Prize related expenses, including, without limitation, any and all federal, state and local taxes, as well as any other costs and expenses associated with acceptance and use of Prize not specified as covered as part of Prize. No transfer, assignment, cash redemption or substitution of Prize (or portion of Prize) is permitted, except by Sponsor, which reserves the right to substitute Prize (or applicable portion of Prize) with one of comparable or greater value, as determined by Sponsor. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding and agree that Released Parties and their designees and assigns shall have no liability and will be held harmless for any liability, loss, injury or damage, including, without limitation, personal injury, death or damage to personal or real property, to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of any prize or participation in this Promotion. Sponsor reserves the right, in its sole discretion, to modify, suspend or terminate this Promotion (or any portion thereof) should virus, bugs, non-authorized human intervention or other causes, including but not limited to war or armed conflict (whether or not officially declared), labor controversy or threat thereof, and/or acts of God, corrupt or impair the administration, security, fairness or proper play of this Promotion and, in the event of termination, at its discretion, select a winner for the drawing at issue from among all eligible, non-suspect entries received as of the date of the event requiring such termination.

ANY ATTEMPT BY ANY PERSON TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES (INCLUDING ATTORNEYS' FEES) AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

Privacy: Personal information that is submitted by entrants as part of this Promotion will be used to administer the Promotion, select Winner, and fulfill the Prize, and will be treated in accordance with Sponsor's privacy policy accessible on its website at www.xyience.com/privacy.

Sponsor:
XYIENCE Beverage Company, LLC
6500 River Place Blvd.
Building 1, Suite 450
Austin, TX 78730

Copy of Official Terms and Conditions:
For a copy of the Official Terms and Conditions, please mail your request to:
XYIENCE Beverage Company, LLC

XYIENCE's Bashas Sweepstakes
"Official Terms and Conditions"
6500 River Place Blvd.
Building 1, Suite 450
Austin, TX 78730

Winner List:
To obtain a copy of any legally required winner list, mail your request to:
XYIENCE Beverage Company, LLC
XYIENCE's Bashas Sweepstakes
"Winner List"
6500 River Place Blvd.
Building 1, Suite 450
Austin, TX 78730

Requests must be received no later than August 30, 2017.

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