

## 50 YEARS OF FUNDRAISING SWEEPSTAKES OFFICIAL RULES

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.** Void where prohibited or restricted by federal, state or local laws and regulations.

**ELIGIBILITY:** Sweepstakes open to non-profit organizations and groups in the United States registered under 501(c)(3) of the Internal Revenue Code. This sweepstakes is not open to the general public. Non-profit organizations and groups must be entered into Sweepstakes by an authorized representative of the organization or group who is 18 years of age or older as of 08/01/2005. Employees of Sponsor, its franchisees, parent companies, subsidiaries, affiliated companies, advertising or promotion agencies or any other person involved in the design or execution of this Sweepstakes, including family members thereof (defined as spouses, parents, children, siblings, in-laws and those living in the same household), are not eligible to participate.

**HOW TO ENTER:** Sweepstakes begins on 08/01/2005 and ends on 10/31/2005 (the "Promotion Period"). Authorized representatives of eligible non-profit organizations or groups may enter on-line or by mail. An authorized representative may submit only one entry on behalf of its non-profit organization or group. To enter online: Go to [www.krispykreme.com/sweepstakes](http://www.krispykreme.com/sweepstakes), (site active during Promotion Period beginning at 12:00 a.m. Eastern Standard Time ("EST") on 08/01/2005 and ending at 11:59 p.m. EST on 10/31/2005), complete fully the online registration form and submit entry as directed. Online entries must be received by 11:59 p.m. EST on 10/31/2005. Sweepstakes offered only in the United States and shall be construed and evaluated only according to U.S. law. To enter by mail: Download registration form from [www.krispykreme.com/sweepstakes](http://www.krispykreme.com/sweepstakes), or on a 3" x 5" card, hand print your first/last name, organization name, street address, city, state, zip code, daytime phone number, e-mail address (if available) and date of birth, and mail with proper postage pre-paid in a sealed envelope to: "ASC/Krispy Kreme", PO Box 880, Pittsford, NY 14534. Mail-in entries must be postmarked by 10/31/2005 and received by 11/07/2005. Photocopies or mechanical reproductions of mail-in entries not permitted. Sponsor not responsible for lost, incomplete, illegible, late, misdirected, stolen, postage-due or mutilated entries or mail. All entries become the exclusive property of Sponsor and will not be returned. Noncompliance with any entry rule or procedure will result in disqualification. Sponsor not responsible for any printing errors in these Rules or in any Sweepstakes advertisements or other materials. Sponsor not responsible for failure of any e-mail entry to be timely received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof. Sponsor not responsible for any error, omission, interruption, deletion, defect, or delay in transmission of, or communication of, entries. Sponsor not responsible for theft, destruction of, or unauthorized access to, or alteration of, entries. Sponsor not responsible for any technical problems or technical malfunction of any telephone network or telephone lines, cable network or lines, computer on-line systems, servers, or providers, computer equipment, software or hardware arising out of, affecting, or relating to, participation in this Sweepstakes, including any injury or damage to participant's or another's computer resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. If any computer virus, tampering, unauthorized intervention, fraud, technical failure, or any other cause corrupts or affects the due administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, and award the prizes using only non-affected eligible entries received, if any. Sponsor reserves the right, in its sole discretion, to void any and all entries of any entrant whom it believes has attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes.

**PRIZES:** Fifty (50) Fundraisers each worth \$1000. Fundraiser consists of your choice of: (a) 200 dozen Original Glazed Doughnuts (Approximate Retail Value ("ARV") \$5 per dozen) or (b) 200 Fundraising Certificates (ARV \$5 each) or (c) 100 Krispy Kreme Partnership Cards (ARV \$10 each). Certain restrictions apply to use and redemption of Fundraising Certificates and Partnership Cards. Go to [www.krispykreme.com](http://www.krispykreme.com) or visit your local Krispy Kreme store for details. Winner must accept prize at a participating Krispy Kreme Store within one year of issuance of notification. Prizes will not be shipped to winners. Odds of winning depend upon total number of eligible entries received. No transfer, assignment or substitution of prizes and no cash in lieu of prizes. Federal, state, and local taxes, and all other expenses not specified herein, are the sole responsibility of each winner.

**HOW TO CLAIM THE PRIZE:** Fifty (50) entries will be selected from among all eligible entries received in a random drawing conducted on or about 11/10/2005 by an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. Sponsor will notify the representative of the organization or group who entered it by mail and/or telephone using the contact information provided within 10 days of the drawing. If Sponsor is unable to locate representative or the representative fails to respond within 10 days after the first attempt to contact such representative, the selected organization or group may be disqualified, and an alternate organization or group selected at random from among the remaining eligible entries received. This process shall continue until either the prize has been claimed or no valid entries remain. Unclaimed prizes will not be awarded. In order to claim the prize, the representative of the selected organization or group will be required to execute and return an Affidavit of Eligibility, Liability Release and (where lawful) a Publicity Release within 10 days of issuance of notification. Noncompliance with any of the foregoing may result in disqualification, and an alternate organization or group being selected.

**MISCELLANEOUS:** Entry in this Sweepstakes constitutes consent for Sponsor to obtain, use and transfer your name, address and other information for the purpose of administering this Sweepstakes and your consent for Sponsor to contact you for marketing purposes. If you do not wish to be contacted or wish to be taken off of Krispy Kreme's mailing list, you may submit your request to Krispy Kreme Doughnuts, Attn: Customer Experience, P.O. Box 83, Winston-Salem, NC 27102 or e-mail your request to [friends@krispykreme.com](mailto:friends@krispykreme.com). To view Sponsor's Privacy Policy, see [www.krispykreme.com/privacypolicy.html](http://www.krispykreme.com/privacypolicy.html). By entering this Sweepstakes, non-profit organizations and groups, the persons representing them, and their members participating in any Fundraisers (collectively "Sweepstakes Participants") agree to be bound by these Official Rules and the decisions of the Sweepstakes Administrator and Sponsor, which shall be final and binding in all matters relating to the Sweepstakes. Sweepstakes Participants agree that Sponsor shall have the right and permission (unless prohibited by law) to use the name, voice, city/state of residence, photograph, and/or likeness or identity of Sweepstakes Participants for marketing, advertising and/or promotion in any media or format now or hereafter known without further compensation, permission, or notification. Sweepstakes Participants agree on behalf of themselves, as well as their heirs, executors, administrators, successors and assigns and hereby release, waive, acquit and forever discharge Sponsor and its franchisees and their officers, directors, employees, agents, parent companies, affiliates, subsidiaries, and consultants from liability of any kind or nature for any loss, claims, damages, or injuries arising out of or relating to participation in this sweepstakes, the awarding, receipt, possession, use and/or misuse of any prize.

**WINNERS LIST:** Prize winner(s) will be posted at [www.krispykreme.com/sweepstakes](http://www.krispykreme.com/sweepstakes), or you may obtain a list of prize winners by sending a self-addressed, stamped envelope, after 11/10/2005 and before 12/10/2005 to: "ASC/Krispy Kreme" Winners List Request, 300 State Street, Suite 402, Rochester, NY 14614. Vermont residents may omit return postage.

**SPONSOR:** Krispy Kreme Doughnut Corporation, P.O. Box 83, Winston-Salem, NC 27102. Sweepstakes Administrator: The American Sweepstakes & Promotion Co., 300 State Street, Suite 402, Rochester, NY 14614, an independent judging organization.

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