

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO PARTICIPATE IN THE HINODE RECIPE CHALLENGE (“Winner”). Hinode Recipe Challenge is open to legal residents of the United States who are 18 years of age or older and live within one of the participating states that sells Hinode Rice (“Entrant”). Hinode Rice will conduct the Hinode Recipe Challenge substantially as described in these general rules, and by participating, each participant agrees as follows:

1. Description of Hinode Recipe Challenge/Participation.

- a) Dates of Hinode Recipe Challenge: Hinode Recipe Challenge will begin 9:00 A.M. PST on January 18, 2019 and end 5:00 P.M. PST on February 8, 2019. (“Entry Period”).
- b) How to Enter: During the Entry Period, submit an original recipe featuring Hinode Rice along with an image of the recipe and a statement on why Hinode Rice should choose your recipe via Facebook, Twitter or Instagram with #MyHinodeRiceRecipe or via www.HinodeRecipeChallenge.com (“Entry”). Deadline for submission of Entries is 5:00 P.M. PST on February 8, 2019. Entries received after this date will not be accepted. A limit of one entry per person applies. Valid entries must contain all information requested. Incomplete and/or multiple Entries will be disqualified.
- c) Entrants must own the copyright in the recipe and image uploaded or be entitled and have permission to use the recipe and image in the manner contemplated by these terms, including use of the recipe and image for promotional purposes. Entrants confirm and promise that their Entry is original and does not infringe the intellectual property rights of any third party. Further, Entrants agree that Hinode Rice has an unrestricted, irrevocable, transferrable, divisible right and licence to use and modify their Entry (including the recipe and image) for the purposes of Hinode Rice’s business including for promotional purposes without the payment of any further fee or compensation. If requested by Hinode Rice, the Entrant agrees to sign any further documentation required by Hinode Rice to give effect to this arrangement. To the extent permitted by law, Entrants unconditionally and irrevocably consent to any act or omission that would otherwise infringe any moral rights in their Entry.

Hinode Rice is not responsible for any failure to receive an Entry or for any inaccurate information or for any loss, damage or injury as a result of technical or telecommunications problems, including security breaches. If such problems arise, then Hinode Rice may modify, cancel, terminate or suspend the competition. Should multiple users of the same email account or social media account, as applicable, enter the Hinode Recipe Challenge and a dispute thereafter arise regarding the identity of the Entrant, the authorized account holder of said email account or social media account at the time of entry will be considered the Entrant. “Authorized account holder” is defined as the natural person who is assigned an email address or social media account by an Internet access provider, online service provider, or other organization which is responsible for assigning e-mail addresses, social media accounts, or the domain associated with the submitted email address.

- d) Winner Selection: On or after February 9, 2019, a panel of judges from Hinode Rice will review the Entries and select a Winner. Chance plays no part in determining the Winner. All Entries will be judged individually on their merits based on their recipe, photo and pitch as to why Hinode Rice should select them as the winner. The best Entry, as determined by the judges, will receive a prize. The judges’ decision is final and binding – no correspondence will be entered into. Winners will be notified through either (a) the social media channel they entered their recipe on, or (b) via email, if they enter via www.HinodeRecipeChallenge.com.

2. Prize(s).

- a) Selected Winner will receive twelve (12) coupons for five pound bags of Hinode Rice up to \$7.00 to be redeemed at a local grocer that sells Hinode Rice (“Prize”). Prize provided by Hinode Rice.

Conditions and restrictions may apply. The Prize that may be awarded to the eligible Entrant(s) is not transferable, redeemable for cash or exchangeable for any other prize, except in Hinode Rice’s sole discretion. Hinode Rice will notify Prize Winners by email for shipping information. All Prizes must be claimed from Hinode Rice within 30 days of the Hinode Recipe Challenge end date. If an Entrant cannot be contacted or is disqualified for any reason, Hinode Rice reserves the right to determine an alternate Entrant, in its sole discretion. The Prize will be sent to the Winner by mail within sixty (60) days from the receipt of the eligible Entrant’s shipping information. The Prize must be redeemed at a local grocer that sells Hinode Rice within the time period specified on the coupons.

CONDITIONS/RESTRICTIONS FOR WINNER

The Hinode Recipe Challenge Prize is subject to certain terms and conditions as specified herein. The Winner must comply with all rules and regulations. Failure to do so may result in forfeiture of Prize in its entirety. If the Winner is disqualified or is found to be ineligible for the Hinode Recipe Challenge, Hinode Rice reserves the right to determine an alternate Winner or not to award the Prize, at its sole discretion. All other costs and expenses related to Prize acceptance and use not specified herein as being provided are the sole responsibility of the Prize Winner. Hinode Rice and Sponsors do not make, and are not responsible in any manner for, any warranties, representations, or guarantees, express or implied, in fact or law, relating to any prizes, regarding the use, value or enjoyment of the Prize, including, without limitation, its quality, mechanical condition, or fitness for a particular purpose. Hinode Rice and the Sponsors will have no further obligation to the Winner.

3. Eligibility and Limitations. Participants and Winners must be legal residents of the United States and live within one of the participating states that sells Hinode Rice; Participants and Winners must be at least 18-years old, as of the date of entry and have entered the Hinode Recipe Challenge, as determined by Hinode Rice. No one under the age of eighteen (18) will be permitted to enter under any circumstances. Only one (1) Prize per household for the duration of the promotion. Employees of Hinode Rice, its Officers, Employees and Agents, the participating sponsors and their advertising agencies, employees, and members of the immediate family of any such persons are not eligible to participate or be randomly selected as a Winner. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4. Tampering and Delivery Disclaimer. (a) Hinode Rice, in its sole discretion, reserves the right to disqualify and prohibit from participating any person, who Hinode Rice determines (in its sole discretion) is or is attempting to: (i) tamper with Hinode Rice's Website and/or any part of the Hinode Recipe Challenge; (ii) attempting to undermine the legitimate operation of the Hinode Recipe Challenge by cheating, deception, or other unfair playing practices, (iii) intending to annoy, abuse, threaten or harass any other participants or Hinode Rice's Agents; and/or (iv) otherwise violating these Official Rules or the Terms of Use of Hinode Rice's Website. (For all Entries Hinode Rice disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Hinode Rice further reserves the right to cancel, terminate or modify the Hinode Recipe Challenge if, in the sole discretion of Hinode Rice, it is impossible or impractical to complete the Hinode Recipe Challenge as planned for any reason, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort. Hinode Rice reserves the right, in its sole discretion, to disqualify any Entry if that Entry's source and sender cannot be reasonably determined. In the event of termination of the Hinode Recipe Challenge by Hinode Rice, Hinode Rice reserves the right to award any prize(s) in a manner deemed fair and equitable. In no event will the type and quantity of prizes awarded exceed the number described in the Official Rules.

5. Publicity; Use of Personal Information. By participating, where allowed by law, all Winner(s) grant Hinode Rice, its Officers, Employees and Agents, Un/common Agency, the participating sponsors and their advertising agencies, employees, exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other oaths and waive any claims to royalty, right, or remuneration for such use. By participating in the Hinode Recipe Challenge, where allowed by law, participants agree that Hinode Rice and its Officers, Employees and Agents, Un/common Agency, the participating sponsors and their advertising agencies, employees, may use such information for marketing purposes, and may include the names of Winners in a publicly available Winners' list. For more information about how Hinode Rice will use information collected in connection with this Hinode Recipe Challenge, please see privacy policy located here.

6. Release. By participating in the Hinode Recipe Challenge, each participant and Winner waives any and all claims of liability against Hinode Rice and its Officers, Employees and Agents, Un/common Agency, the participating sponsors and their advertising agencies, employees, for any personal injury or loss which may occur from the conduct of, or participation in, the Hinode Recipe Challenge, or from the award, receipt and/or use or misuse of any Prize, including any travel related thereto.

7. Taxes. Any valuation of the Prize(s) stated above is based on available information provided to Hinode Rice, and the value of any item awarded to a Winner may be reported for tax purposes as required by law. Each Winner is solely responsible for reporting and paying any and all applicable taxes related to the Prize(s) and paying any expenses associated with any prizes(s) which are not specifically provided for in the official rules. Each Winner must provide Hinode Rice with valid identification and a valid taxpayer identification number or social security number

before any Prize will be awarded. Any person receiving over \$600 in prizes from Hinode Rice will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

8. Conduct and Decisions. By participating in the Hinode Recipe Challenge, participants agree to be bound by the decisions of Hinode Rice personnel. Persons who violate any rule, gain unfair advantage in participating in the Hinode Recipe Challenge, or Winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. All decisions will be made by Hinode Rice and are final. Hinode Rice may waive any of these rules in its sole discretion. Any attempt by an Entrant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Hinode Recipe Challenge may be a violation of criminal and civil laws and Hinode Rice may disqualify the relevant Entrant. Should such an attempt be made, Hinode Rice reserves the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

9. Miscellaneous. Void outside the United States and where prohibited. Odds of being selected as a Winner depend upon the number of eligible Entries received during the Hinode Recipe Challenge Period. Each Winner may be required to submit proof of eligibility and sign Hinode Rice's release form to claim the Prize. Hinode Rice may substitute prizes or discontinue the Hinode Recipe Challenge at any time as announced on its website. For a copy of the rules, or where required by law, a list of Winners, visit the business office of Hinode Rice during normal business hours or visit the Official Hinode Recipe Challenge website. As a condition of participating in the Hinode Recipe Challenge, participants agree (and agree to confirm in writing): (a) under no circumstances will Entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (b) all causes of action arising out of or connected with this Hinode Recipe Challenge, or any Prize awarded, shall be resolved individually, without resort to any form of class action; and (c) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

10. Compliance with Law. The conduct of the Hinode Recipe Challenge is governed by the applicable laws of the United States of America and the State of California, which take precedence over any rule to the contrary herein. Hinode Rice shall follow the applicable laws for conducting promotions, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of Winners, running specific on-air disclaimers, providing specific written information about the Hinode Recipe Challenge, etc. as required by applicable local and state law.

SPONSOR: SunFoods, LLC, P.O. Box 8729, Woodland, CA 95776