

**Rockin' Refuel Most Rockin Shot Contest
Presented by Shamrock Farms**

Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

CONTEST STRUCTURE: The Rockin' Refuel Most Rockin' Shot Contest presented by Shamrock Farms (the "Contest") will consist of a National Contest ("National Contest") and eleven (11) Local Contests (each, a "Local Contest"). The National Contest begins on March 1, 2010 at 12:01 a.m. Eastern Time ("ET") and ends on July 31, 2010 at 11:59 p.m. ET ("Contest Period"). The Local Contests will take place on Saturdays at local Hoop It Up 3-on-3 basketball tournaments between 12:00 p.m. and 1:00 p.m. local time at designated locations listed below. For the purposes of these Official Rules, entries for Local Contest and entries for National Contest may hereinafter be collectively referred to as "Entries" or "Entry" and Grand, Finalist, and Local Contest prize winners shall hereinafter be referred to as "winners".

	City, State	Dates (2010)	Venue
1	Phoenix, AZ	March 20/21	University of Phoenix Stadium
2	San Antonio, TX	April 10/11	AT&T Center
3	Miami, FL	April 24/25	Miami Dade College
4	Nashville, TN	May 1/2	LP Field
5	Roanoke, VA	May 8/9	Convention Center
6	Cincinnati, OH	June 5/6	Paul Brown Stadium
7	Atlanta, GA	June 19/20	Georgia World Congress Center
8	Indianapolis, IN	July 10/11	Butler University
9	Philadelphia, PA	July 17/18	Camden Riversharks Park
10	Raleigh, NC	July 24/25	NC State Basketball Arena
11	Louisville, KY	July 31/Aug 1	Downtown Streets

ELIGIBILITY: Contest is open to legal residents of the 50 United States and the District of Columbia who are 16 years of age or older at the time of entry. Entrants younger than 18 years of age at the time of entry should obtain their parents' or legal guardians' permission prior to participating and will need to submit written parental consent in-person, or via online terms & agreements online, based on their method of entry. Employees of Shamrock Foods Company (d/b/a Shamrock Farms) ("Sponsor"), Current Lifestyle Marketing, the participatory sports division of Blue Entertainment Sports Television, YouTube, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. Each Local Contest is open only to residents of the metropolitan area of the location in which the Local Contest is being held. Contest is subject to all applicable federal, state and local laws. This Contest is in no way sponsored, endorsed or administered by, or associated with YouTube. By entering, you understand that you are providing your information to the Sponsor and not YouTube.

LOCAL CONTEST

HOW TO ENTER: During the Contest Period, Sponsor will travel to the following eleven (11) cities listed above, where local residents have the opportunity to display their most rockin' basketball shot. To enter the Local Contest, complete an entry form provided on-site prior to participating which will include a section for written parental consent for those entrants younger than 18 years of age at the time of entry. Entrants who are under 18 years of age should be accompanied by a parent or legal guardian. Registration in the local Hoop It Up 3-on-3 basketball tournament is not required for entry. Individuals in each Local Contest will be able to participate on a first-come/first serve basis throughout the designated entry hour time period, and Sponsor may not be able to accommodate all individuals requesting to participate. Local Contest participants will be divided into three (3) age brackets; ages 16-18, ages 19-21, and age 22 and older. Each entrant must (i) participate in the Local Contest on his/her own behalf and may not assign another individual to attempt his/her basketball shots and (ii) use the basketball provided by Sponsor. Entrants will not be allowed any practice or warm-up shots in any manner prior to participation. Each entrant must comply with the specific basketball Local Contest guidelines specified by Sponsor at the event. Sponsor reserves the right to disqualify any entrant that it determines, in its sole discretion, to be behaving in an unsportsmanlike, offensive or inappropriate manner, or is otherwise not in compliance with these Official Rules. Each participant has only one opportunity to make the shot; no repeat shots will be permitted.

Entrants (and, if eligible minors, their parents or legal guardians) grant the right to Sponsor and its designees to record, videotape, and photograph their participation in the Local Contest ("which will be owned by Sponsor. Sponsor and its designees shall have the right to use, edit, adapt, post, stream, copy and exploit any footage taken at the Local Contest and all elements embodied therein, including any names, likenesses and the performances embodied therein, in any and all media now known or hereafter devised throughout the world, in perpetuity, for advertising, promotional, trade & other purposes without compensation to or permission from such Entrant. Limit one (1) Local Contest Entry per person on-site. If Sponsor or its designees record Entrants shot at the Local Contest, the video shall automatically be entered into the National Contest. Local Contest entrants will also have the opportunity to submit additional National Contest Entries online if desired (see below).

LOCAL JUDGING PHASE: Entries for each Local Contest will be judged by Shamrock Farms, or such other judge designated by Sponsor, based on the following criteria: skill (50%) and creativity (50%) (the "Local Judging Criteria") to determine each Local Contest winner. In the event of a tie for any Local Contest, an additional, "tie-breaking" judge will determine the prize winner for that Local Contest based on the criteria listed herein. Prize awards are subject to verification of eligibility and compliance with these Official Rules. Participants need not be present to win.

LOCAL CONTEST WINNER NOTIFICATION: Judges' and Sponsor's decisions are final and binding on all matters relating to the Local Contest. Potential Local Contest prize winners will be notified at the event and must be present to win and may be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required by Sponsor, which must be returned within three

(3) days of date of issuance. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsor to contact a potential Local Contest prize winner at the applicable Local Contest or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to a runner-up. If any potential Local Contest prize winner is an eligible minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on Local Contest prize winners set forth herein.

LOCAL CONTEST PRIZES (33) (Three (3) for each Local Contest based on age bracket: one (1) winner between the ages of 16-18, one (1) winner between the ages of 19-21, and one (1) winner 22 years of age and older): a \$100 gift card. Gift cards are subject to certain terms and conditions specified by issuers. Winners may not substitute, assign or transfer prize, but Sponsor reserves the right, at its sole discretion, to substitute a prize with one of comparable or greater value. Local Contest prize winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion.

NATIONAL CONTEST

HOW TO ENTER: During the Contest Period, produce a video of no longer than one (1) minute that displays your most rockin' basketball shot. To enter the Contest, visit www.RockinRefuel.com and follow the directions to upload your video, including completing the entry form by providing your complete name, email address, and link to your video. All Entries from Local Contests will be entered into the National Contest. Videos must comply with YouTube size and format requirements and may not include any individual other than the entrant. All entries must be received by July 31, 2010 to be considered. Limit ten (10) National Contest Entries per person (or nine (9) National Contest Entries if you participated in a Local Contest and had a video submitted), per email address and per household, regardless of method of entry. Entries for National Contest received from any person or email address or household in excess of the limitation will be void. You must be a registered member of YouTube. Registration is free. To enter the National Contest, you (and, if an eligible minor, your parent or legal guardian) must agree to the YouTube Terms of Use, located at <http://www.YouTube.com/t/terms>, and the YouTube Privacy Policy, located at <http://www.youtube.com/t/privacy>.

REQUIREMENTS OF ENTRIES FOR NATIONAL CONTEST: National Contest Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing);
- promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group;

- defames, misrepresents or contains disparaging remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others;
- contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- contains look-alikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- violates any law.

National Entry must be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. By submitting an entry for the National Contest, entrant (and, if an eligible minor, his/her parent or legal guardian) warrants and represents that he/she consents to the submission and use of the Entry in the National Contest and to its use as otherwise set forth herein.

If other people appear in any video submitted by an entrant, even if they participate in the basketball move or shot (e.g., passing the ball to entrant), such individuals will not be eligible to win any prizes.

NATIONAL RANKING PHASE: Beginning August 1, 2010 at 12:01 a.m. ET through August 15, 2010 at 11:59 p.m. ET (the "Ranking Period"), all eligible Entries received by Sponsor will be linked on www.RockinRefuel.com where individuals who are at least 16 years of age will be invited to rank the videos by selecting the "vote" button by each video. Upon completion of the Ranking Phase, the five (5) Entries for National Contest with the highest rank will be deemed potential finalists. Sponsor reserves the right to select fewer than five (5) finalists using this process if, in its sole discretion it does not receive a sufficient number of eligible Entries for National Contest. Use of script, macro or any automated system to rank or with the intent to impair the integrity of the ranking process is prohibited and all such rankings will be void. Limit fifteen (15) ranks per person and per email address during the Ranking Period. Ranks received from any person or email address in excess of the states limitation will be void. Finalists are prohibited from obtaining ranks by fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by Sponsor in its sole discretion. In the event of a tie, a "tie breaking" judge will determine the finalist based on the National Judging criteria (as defined below).

NATIONAL JUDGING PHASE: Potential finalists will be judged by Shamrock Farms and Spokesperson Jay Bilas, or other judges designated by Sponsor, on the following criteria: skill (50%) and creativity (50%) (the "National Judging Criteria") to determine the potential Grand Prize winner. In the event of a tie, an additional, "tie-breaking" judge will determine the potential Grand Prize winner based on the criteria listed herein. The

remaining finalists will be potential Finalists Prize winners. Sponsor reserves the right to award fewer than five (5) prizes if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries for National Contest. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

NATIONAL CONTEST WINNER NOTIFICATION: Judges' and Sponsor's decisions are final and binding on all matters relating to this Contest. Potential winners will be notified by telephone, mail and/or email. Potential Grand Prize winner will and potential Finalist Prize winners may, be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required by Sponsor, which must be returned within five (5) days of date appearing on prize notification. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Sponsor to contact potential winners within a reasonable time period or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to a runner-up. If any potential winner is an eligible minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein (and, if a Grand Prize winner, such Grand Prize winner's parent or legal guardian must accompany him/her on trip as his/her guest).

NATIONAL PRIZES: Grand Prize (1) - A trip for winner and guest to leading men's college basketball tournament in New York, NY (on dates specified by Sponsor). Trip consists of roundtrip, coach class air transportation from a major U.S. gateway airport nearest winner's residence to New York, NY, two (2) tickets to the game (date TBD) , two (2) nights standard hotel accommodations (one (1) room, double occupancy), ground transportation to and from the airport/hotel, and \$300 spending money for winner awarded in the form of a check. If Grand Prize winner resides within a 100-mile radius of destination, ground transportation will be provided in lieu of air transportation and no compensation or substitution will be provided in lieu thereof. Grand Prize winner will also receive various Shamrock Farms Rockin' Refuel branded apparel (i.e. t-shirts, hats, tote-bags) based on clothing size. Total Approximate Retail Value ("ARV"): \$5,000. Actual value may vary based on point of departure. Any difference between stated value and actual value will not be awarded. Winner may not substitute, assign or transfer prize, but Sponsor withholds the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Trip must be taken on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such Grand Prize winner. Sponsor reserves right to change dates. Grand Prize winner and guest must travel together on the same itinerary. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 16), unless the child or legal ward of Grand Prize winner and must sign a liability/publicity release prior to issuance of travel documents. If guest is child or legal ward of winner, winner must sign and return release on behalf of such child or legal ward. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. All federal, state and local taxes and all other costs associated with prize acceptance and use not specified herein as being provided, including luggage fees, additional transportation, meals, souvenirs, and gratuities are the sole responsibility of the winner. Tickets are subject to certain terms and conditions as specified thereon. Seat locations will be determined by Sponsor. Grand Prize winner and

guest must comply with all venue rules and regulations. Failure to do so may result in forfeiture of such portion of prize. In the event Sponsor is unable to provide tickets to the Championship Game, no compensation or substitution will be provided in lieu thereof; however, remainder of prize package will be awarded and Sponsor will have no further obligation to Grand Prize winner. **Finalist Prize (4):** a \$100 gift card for a local grocery store. Winners may not substitute, assign or transfer prize, but Sponsor withholds the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all Federal, State, and Local taxes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsors sole discretion. Prizes are awarded “as is” with no warranty or guarantee either express or implied by Sponsor.

GENERAL CONDITIONS: By participating, each entrant (and, if an eligible minor his/her parent or legal guardian) agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Current Lifestyle Marketing, YouTube, the participatory sports division of Blue Entertainment Sports Television, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, “Released Parties”) from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant’s participation in the Contest (including any travel activity thereto) or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize including any travel/activity related thereto; and (c) to the use of his/her name, voice, performance, photograph/video, footage, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, entrant (and, if an eligible minor his/her parent or legal guardian) also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of the Sponsor, which it may withhold in its sole discretion.

ONLINE POSTING: By submitting a Local Contest or National Contest Entry, entrant (and, if an eligible minor his/her parent or legal guardian) hereby grants permission for the Entry to be posted on www.RockinRefuel.com, YouTube.com or other Sponsor websites. Entrant (and, if an eligible minor his/her parent or legal guardian) agrees that Released Parties (as defined below) are not responsible for any unauthorized use of Entries by third parties. Released Parties do not guarantee the posting of any Entry. Entrants (and if eligible minors, their parents or legal guardians) agree that they will not use the Entry for any other purpose, including, without limitation, posting the Entry to any online social networks (except YouTube), without the express consent of Sponsor in each instance.

By submitting a Local Contest or National Contest Entry, entrant (and, if an eligible minor his/her parent or legal guardian) acknowledges and agrees that Sponsor may (i) obtain many Entries under this Contest and/or other contests staged and/or sponsored by the

Sponsor; and (ii) may have developed materials similar to such Entries, and that such Entries and materials may be similar or identical in theme, idea, format or other respects to others submitted under this Contest and/or other contests sponsored by the Sponsor or submitted for other reasons, and entrant waives any and all claims entrant may have had, may have, and/or may have in the future, that any Entry and/or other works accepted, reviewed and/or used by the Sponsor (or its respective designees) may be similar to his/her Entry.

OWNERSHIP/USE OF ENTRIES: By submitting a Local Contest or National Contest Entry, each entrant (and, if an eligible minor his/her parent or legal guardian) agrees Sponsor shall own the Entry submitted (including all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, illegible, stolen, delayed, misdirected, undelivered, or garbled Entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the cancellation or postponement of any Local Contest or any game, the processing or ranking of Entries, the judging of Entries, the announcement of the prizes and the winners, the incorrect uploading of the video or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, or should the Contest (or portion thereof) be unable to run as planned for any reason, including due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities or other force majeure event, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winners for the portion of the Contest at issue from all eligible, non-suspect Entries received for the applicable portion of the Contest prior to action taken using the applicable judging procedure outlined above. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN

ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

REQUEST FOR WINNERS' LIST: For a list of winners (available after September 1, 2010), send a self-addressed, stamped, envelope by September 31, 2010 to: Shamrock Farms Rockin' Refuel Most Rockin' Shot Contest Winners, 111 E. Wacker Drive, Chicago, IL, 60601.

Sponsor: Shamrock Farms, 2228 N. Black Canyon Hwy., Phoenix, AZ 85009.