



2010 WISE SNACKS “BIG CITY BOOGIE” PROMOTION OFFICIAL RULES

NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. PARTICIPATION IN THE “BIG CITY BOOGIE” DANCE CONTEST (THE “PROMOTION”) CONSTITUTES YOUR ACKNOWLEDGMENT AND AGREEMENT THAT YOU HAVE READ, UNDERSTAND, AND AGREE TO THE TERMS OF THESE RULES.

1. ELIGIBILITY: the WISE “Big City Boogie” Dance Contest Promotion (hereafter “Promotion”) is open to legal U.S. residents, who are aged 13 and older **as of May 17, 2010**, and who are physically located within the New York Metropolitan Area (defined as northern New Jersey, New York City, Long Island, Southern NY State, or Fairfield County, CT) (“Territory”) and who are **not** employees of Wise Foods, Inc. (“Sponsor”), Sterling Mets, L.P. owner and operator of the New York Mets (“Mets”), Madison Square Garden, WHTZ-FM “Z-100,” WKTU-FM “The Beat of New York,” WWPR-FM “Power 105.1 fm,” (hereinafter “Company”), Clear Channel Communications, FUSE.tv, their parent companies, subsidiaries, affiliates, advertising, research and promotion agencies, and other business entities involved in administration of this promotion (hereinafter “Entities”). Immediate families of Entities’ employees as defined above (spouses, children, siblings, in-laws and same household members whether related or not) **are not eligible**. Professional dancers are not eligible to participate in the Big City Boogie dance contest event. Any participant who is a minor (under 18 yrs. old) must also have a parent or legal guardian sign all required documents. Eligible participants must provide legal, valid proof of age when they register for the promotion. Void in Florida, Puerto Rico, Guam, U.S. Virgin Islands and other United States possessions and territories and where taxed, prohibited or restricted by law. Promotion is subject to all federal, state and local laws and regulations.

2. HOW TO PARTICIPATE: The Big City Boogie (“BCB”) promotion will run from May 17, 2010 until August 14, 2010 (“Promotion Period”). The promotion will be comprised of three (3) dance competition “groups” that will occur as follows: **Group One:** 5/20 - 6/16/2010; **Group Two:** 6/17 - 7/15/2010; **Group Three:** 7/16 – 8/6/2010:

a. Local Events: At eight (8) different pre-announced locations in New York City, New Jersey and Long Island, NY from May 20, until July 31, 2010, (“Contest Period”) participants are invited by “Big City Boogie” Brand Ambassador Teams to perform their own dances on-site to win prizes. Event schedule will be listed at www.bigcityboogie.com; however additional events may be scheduled as availability permits. The entrant’s dance performance will be video recorded for later evaluation and judging online at the “Big City Boogie” Dance Contest website. Participants are required to perform an original dance number of their choosing accompanied by a **prerecorded** digital music selection to be provided on-site by Sponsor, Brand Ambassador Staff, Company or Entities. (**Music selections may be previewed and heard at online promotion website.**) Entrant will be allowed to select from **6** different types of music, (Rock, Soul-funk, Pop, Latin, Disco, or Hip-hop.) Accompanying dance music selection will be selected and provided at the sole discretion of Sponsor, Entities, Company and/or Brand Ambassador Teams. None of the selected songs shall contain sexually explicit, profane or overly violent lyrics. Dance performance must be a **minimum** of 0:30 seconds in length and a maximum of two (02:00) minutes and dance will require continuous body movement. Dance performance will be video recorded by host Brand Ambassador Staff or Entities personnel and will be later edited by Staff to a 0:30 second excerpt taken from total dance presentation. To simplify performance judging and ease of video recording dance performance must be a solo, single person demonstration. **BRAND AMBASSADOR PERSONNEL ARE DANCE CONTEST LOCAL EVENT SUPERVISORS AND THEIR DECISIONS ON-SITE ARE FINAL.**

b. Online: Each edited 0:30 second dance performance excerpt recording will be prescreened by “Big City Boogie” Brand Ambassador Staff to confirm video quality level and sufficient performance length for posting online at the “Big City Boogie” Dance Contest website. All recordings must be FCC acceptable, including no use of indecent or obscene material or language. Recording will be posted at www.bigcityboogie.com within forty-eight (48) hours of performance. During the promotion the recordings will then be viewed, evaluated and judged by online visitors to the Clear Channel - Wise “Big City Boogie” website who have been invited to vote for their favorite dance performances. Website will record and tabulate viewers’ votes input for each of their selected dancer’s performance. Voters will be required to input a valid e-mail address. Votes submitted online for performers in different groups will be allowed only up to when each group is completed. Votes will be limited to **one (1) vote per valid e-mail address per day**. Tabulated score will be shown on screen adjacent to each performer’s name. (Tabulated score is an approximate count of votes each dance performance may have recently received; it is **not** the final determination of leading voted performances, except in special circumstances. Sponsor, Company and Entities are not liable for any omissions or errors in tabulated vote totals appearing online.)

Finals: One dance performance "Finalist" winner will be chosen by online voters from all performance entries appearing online **during a particular "group."** Participants will perform during three (3) groups and votes will be counted among only dancers competing in each "group" in which they performed. This means that a "Finalist" winner will be selected from performances during **Group One:** from 5/20 to 6/16/2010; **Group Two:** from performances during 6/17 to 7/15/2010; and **Group Three:** from performances during 7/16 to 8/6/2010.

Website and other media will invite online visitors to view, judge and vote for their favorite dance performances. (Tabulated score shown on the website for each "group" is an approximate count of votes each dance performance may have received recently; but it is *not* the final determination of leading voted performances, *except in special circumstances*. Sponsor, Company and Entities are not liable for any omissions or errors in tabulated vote totals appearing online.) **At the end of the promotion all online votes will be compiled and the three (3) top voted performers within each group will be invited to appear as a "Finalist"** at a special "Big City Boogie" voting event at a New York Mets home game on August 14, 2010 at Citi Field in Flushing, NY.

During that Mets home game at Citi Field, the three (3) Finalists selected will have their "Big City Boogie" dance performance shown once (1 time) on the stadium video scoreboard. The performance shown at Citi Field will be an excerpt edited to approximately 0:05-0:10 seconds from the total online dance presentation. During the game, spectators at the stadium will be invited to vote for their favorite dance performance of the three (3) shown on the scoreboard by sending a text message of their selection to a secure text message system in the stadium. Text message number will be available only to in-stadium spectators and will not be announced until performances are shown. During the later innings of the Mets game the in-stadium votes plus prior online votes for each finalist will be compiled and tabulated – the dance performer receiving the highest total votes (including online votes) will be announced and awarded their prize.

Sponsor and/or Mets will determine in their sole discretion the order in which each video excerpt will appear on stadium video scoreboard. To be selected as the Grand Prize winner, each of the three (3) pre-identified finalists is required to attend the "Finals" Big City Boogie event at Citi Field. Each finalist must agree to attend event, or if they are unable to attend, will forfeit, and the next highest tabulated "Alternate" entrant (from the "group" in which the original entrant was the winner) will be invited to attend and participate as a "Finalist" and their video recorded dance performance will be shown on stadium scoreboard. Upon forfeiture, no compensation will be given.

- 3. PRIZE WHEEL:** During the tour of BCB Promotion Local Events a "Big City Boogie" Prize Wheel will be appearing at the eight (8) select locations during the promotion, and additional events may be scheduled as availability permits. Participants are invited by the Brand Ambassadors to win prizes by spinning the prize wheel. Each participant will grip and spin the wheel in a clockwise motion; participants may only spin the wheel one (1) time. The Prize Wheel will contain eighteen (18) prize positions holding various prizes (listed below). Each participant will receive the prize indicated by the wheel when the spinning stops. The Brand Ambassador will present that prize to the participant at the end of their participation. If participant is a minor child (under 18 yrs. old) and wants parent/guardian to play for them, or if participant is disabled and cannot physically spin prize wheel, UPON BRAND AMBASSADOR APPROVAL parent or guardian or proxy representative may spin wheel on the child's, or disabled individual's behalf. However, prize won during participation is to be awarded to the minor child or disabled individual and parent or guardian or proxy representative has no claim or rights to that prize. BRAND AMBASSADOR PERSONNEL ARE PRIZE WHEEL SUPERVISORS AND THEIR DECISIONS ON-SITE ARE FINAL. **Alternate Entry: Alternatively to participate without spinning the prize wheel,** print your full name, street address (no P.O. Boxes), home telephone number (required), cell telephone number (if available) e-mail address (required) and age on a 3½"x5" postcard, place in a business size (#10) envelope and send with the following handwritten address to: WISE "Big City Boogie" Prize Wheel Promotion, P.O. Box 745, Georgetown CT, 06829-0745, **for receipt no later than July 31, 2010, (early receipt date is to allow any winner to be sent tickets to "Big City Boogie," Mets game by return mail.)** The Judges will play for you and you will be notified by phone (and/or e-mail) only if you are a prize (tickets) winner, subject to additional verification and until prizes are exhausted. One promotion play per valid mail-in request. Each request must be mailed separately. Any attempted form of participation other than as set forth herein is prohibited; participation by a representative for someone other than actual person physically present at Prize Wheel location is prohibited. Sponsor, Entities and each of their respective advertising/marketing, promotion and research agencies are not responsible for lost, late, damaged, incomplete, illegible, misdirected or postage due mail; or for technical errors of any kind including computer/information network failures, hardware, software, telephone or other communications malfunctions of any nature, errors or failures of any kind, lost or unavailable telephone or network connections, Website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit a participant's ability to take part in the Promotion. Eligible entrants may participate in both Big City Boogie dance contest and Prize Wheel events and are eligible to enter and/or win both.

4. PRIZES: One (1) Grand Prize: a \$10,000 check awarded in the name of the "Big City Boogie" Dance Contest finals winner. **Three (3) Finalists' Prizes:** Each "Big City Boogie" Dance Contest Finalist will receive two (2) tickets to the New York Mets home game at Citi Field in Flushing, NY on Saturday, August 14, 2010 versus the Philadelphia Phillies, EPV: \$168 ea. prize. **Eighty Six Hundred Fifty (8,650) Prize Wheel Prizes: One Hundred Fifty (150) Pairs of Mets Tickets Prizes:** two tickets (per prize) to attend the New York Mets "Big City Boogie" game on August 14, 2010, at Citi Field in Flushing, NY, (Citi Field seat locations selected at Sponsor's and Mets' sole discretion,) Estimated Prize Value ("EPV"): \$23 each game ticket; **Five Hundred (500) Cinch Backpacks,** EPV: \$15; **Five Hundred (500) Music Song Cards,** EPV: \$3; **Fifteen hundred (1,500) Wise BCB T-shirts,** EPV: \$10; **Six Thousand (6,000) Key chains,** EPV: \$1.50. – **Total estimated promotion value, all prizes: \$50,404. Odds of winning Prize Wheel prize depend upon total number of eligible participants' prize wheel spins and whether all of a certain prize level has been previously awarded.**

Prize quantities reflect totals for entire promotion. Prize quantities at each local "Big City Boogie" prize wheel event will vary. Each prize is subject to availability. All expenses not specified in these Rules, including, without limitation, all state, Federal or local taxes, insurance, meals, gratuities, spending money and phone calls, are winners' sole responsibility. Any unforeseen expenses or costs incurred in connection with a prize that are beyond control of Sponsor, Company or Entities including, but not limited to, losses incurred in additional travel, transportation charges resulting from travel delays, modification and cancellations, are the sole responsibility of winner. No prize substitutions allowed, except at Sponsor's sole discretion in the event of prize unavailability for any reason, and then only for a prize of equal or greater value. Only the number of prizes stated in these Official Rules is available to be won in the Promotion. All Mets game tickets are also subject to terms and conditions of use, as indicated thereon. Winners of tickets to Mets game are solely responsible for transportation to and from Citi Field, Flushing, NY. Winners of tickets to Mets game agree and understand that, subject only to the restrictions on the ticket itself, such tickets are good only for the indicated game. The terms and conditions of the tickets awarded as prizes will govern in the event a legal game, as defined by Major League Baseball, is not played due to weather, an act of God, or an act of terrorism, civil disturbance or any other reason. The Sponsor and Entities will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of Mets games. Any unclaimed prize wheel prizes will *not* be awarded. Prizes to be won at BCB Local Events will be awarded by authorized Brand Ambassadors and will be displayed on Prize Wheel. Any attempt to defraud Sponsor or Brand Ambassador Teams in any way will result in disqualification of participant; and, such participant is subject to prosecution to the full extent of the law. Where legal, participation constitutes Local BCB Dance Contest participants' permission (permission shall be confirmed in writing upon the request of Sponsor or Entities) to use his/her name, address (city and state), likeness, photograph, voice, prize information and/or biographical information, and any statements made by entrant regarding the Contest or Sponsor for purposes of advertising, trade, promotion or publicity at any time or times, worldwide and on the World Wide Web, without further compensation, notice, review or approval.

5. NOTIFICATION: Big City Boogie Dance Contest Grand Prize will be presented at the Finals event to be held at Citi Field on August 14, 2010. The three (3) Big City Boogie Dance Contest Finalists will be contacted and notified by phone, e-mail, and Mets tickets prize will be sent via overnight courier; (however if Finalist cannot be reached within 24 hours of first attempted contact on or before August 9, 2010, prize will be forfeit and awarded to next highest voted dance performer identified as an eligible participant. Upon forfeiture, no compensation will be given.) To be selected as a Finalist each winner must agree to appear at the Big City Boogie "Finals" event at Citi Field on August 14, 2010. Prize Wheel winners will be presented their prize at the "Big City Boogie" Prize Wheel location by Wise Snacks Brand Ambassadors, (unless winner is a mail-in participant who has won a Mets tickets prize – they will be contacted and notified by phone, e-mail, and prize will be sent via overnight courier; if winner cannot be reached by telephone and/or e-mail (if provided) within 24 hours of initial contact attempt, prize will be forfeit and awarded to next eligible mail-in participant. Upon forfeiture, no compensation will be given.) Additionally the next highest tabulated dance contest entrant (from each group) may also be contacted simultaneously to advise them that they should "remain available and 'stand-by'" if in the event they are required to attend and participate as an alternate/replacement "Finalist".

6. CONDITIONS: All taxes are the sole responsibility of the winner accepting the prize. Grand prize winner will receive a 1099MISC Federal tax form for the value of their prize. Any valuation of the prize(s) stated above is based on available information provided to the Company and Entities, and the value of any prize 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 prize which is not specifically provided for in the Official Rules. Grand Prize Winner must provide the Sponsor, Company and Entities with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes will receive an IRS 1099MISC Federal tax form at the end of the calendar year and a copy of such form will be filed with the IRS.

By participating in the Text Message voting portion of this Contest, each voting participant agrees to be bound by these Official Rules. Text messages are subject to standard charges per the voter's rate plan.

By submitting a dance performance entry: **(1)** participant agrees that your disclosure is gratuitous, unsolicited and without restriction and will not place the company or contest Sponsor, Company or Entities under any fiduciary or other obligation, that the Sponsor, Company or Entities are free to disclose the performance on a non-confidential basis to anyone or otherwise use the performance without any additional compensation to participant;

"CONDITIONS" continued: (2) participant acknowledges that, by acceptance of your submission, the Sponsor, Company and Entities do not waive any rights to use similar or related performances previously known to them, or developed by their employees, or obtained from sources other than participant; (3) participant is hereby granting the Sponsor, Company and Entities a perpetual, worldwide, non-exclusive, royalty-free, sub-licensable (through multiple tiers) right and license to use, publish, reproduce, display, perform, adapt, modify, distribute, have distributed and promote such content in any form, in all media now known or hereinafter created, anywhere in the world, for any purpose.

If a contest entrant receives inordinate multiple and/or irregular votes or unusual multiple votes from the same user or users, including but not limited to, votes generated by a robotic, programmed, script, macro, other automated means or other source, the Sponsor, Company and Entities reserve the right to disqualify the finalist in their sole discretion. In the event that the internet voting process fails to operate properly or appears to be tampered with or tainted with errors, fraud or unfair practices, the Sponsor, Company and Entities reserve the right to use another means to determine the winner(s), i.e. random selection or appointing a panel of judges. All decisions of the Sponsor, Company, Entities and their appointed Judges are final.

Limit only one dance performance per person per Big City Boogie ("BCB") dance event. Eligible entrants may participate in both Big City Boogie dance contest and Prize Wheel events and are eligible to enter and/or win both. To simplify performance judging and ease of video recording dance performance must be a solo, single person demonstration. All BCB dance contest participants will be required to complete an "Official Participant Affidavit" that includes their name, complete mailing address, daytime telephone number (including area code), cell phone number, e-mail address and type of dance submission. All contestants are required to complete the Participant Affidavit of Eligibility, Acceptance, Liability and Publicity Release (hereinafter "Affidavit") as part of their entry prior to dance performance; entire document will be available at the performance site and online at www.bigcityboogie.com. Dance contest performers may not wear any article of clothing with visible designer, sports team, or any other name, logo, and/or artwork subject to protection by copyright or trademark laws, or clothing showing the name and/or likeness of a celebrity, living or dead, or personal identification, unless specifically approved by a Big City Boogie" Brand Ambassador. **Professional dancers (defined as anyone who is currently in a dance performance or choreographer contractual relationship) are not eligible.** Note that retired dancers, choreographers, dance teachers or their students and student performers are eligible to participate. Dance performances that the Brand Ambassador Teams and/or the Sponsor determine, in the sole discretion of either party, contain profane or inappropriate content will not be eligible and the entrants submitting same will be disqualified. Dance contest entry is not transferrable and no surrogate representative or replacement is permitted. Any entrant who may be physically disabled or has a physical disability that may limit their movement is eligible to participate but UPON BRAND AMBASSADOR APPROVAL must be accompanied by another person, aged 18 or older who will assist entrant with any wheel chair accommodation, assistive device or other impediment or accessibility to enable participation in the promotion. Contest entry is limited however solely to entrant identified on Official Entry form and only their performance will be eligible for judging. Entrants that do not satisfy all requirements set forth in these Official Rules will be automatically disqualified. If a potential on-site BCB dance contest participant is a minor (under age 18) a parent/legal guardian will be required to sign their dance performance "Affidavit" BEFORE they can dance or be video recorded. Additionally if a tickets winner or a dance performance Finalist is a minor (under age 18) they will be required to travel with their parent/legal guardian to the Citi Field event. No individual under the age of 13 as of the date of entry in the BCB dance contest is eligible to participate.

In the event of a Finalist not appearing as required on August 14, 2010 at the Citi Field finals event, they will forfeit and only the remaining finalists' video recorded performance will be shown and will be eligible for judging to receive the Grand Prize. If in the event that none of the finalists appear at the Citi Field finals event, they each will forfeit and in this *special circumstance* the next highest tabulated online vote-getting "Alternate" entrant (from all three promotion groups) will be awarded the Grand Prize. Upon forfeiture, no compensation will be given.

Entrants who have completed and signed an Official Participation Affidavit and are selected as a finalist must agree to also appear at certain publicity and/or media events in the New York Metro Area which will be described during notification. Finalists' appearances are required for advertising, trade and promotional purposes and no additional compensation will be given, except where prohibited by law. By participating, performing and video recording a dance submission in this Contest, where legal, winner grants an exclusive license to Sponsor and Entities for the worldwide right to use, reproduce, edit, market, store, distribute, display, transmit, broadcast and promote the submission without further compensation. Spectator judging and/or prize presentation at Citi Field on August 14, 2010 may be video recorded for later editing to be used for advertising, promotional and publicity purposes either online or elsewhere with no further compensation given. If the dance performed by the winner uses a piece of music that is published under a copyright, the Sponsor and/or Entities will coordinate any necessary legal release of winner's performance(s). By participating in the Contest all three (3) Finalists further grant Sponsor and Entities the sole exclusive rights to their entire recorded dance performances in perpetuity.

Mets game tickets prize winners will be required to sign and hand back to Brand Ambassador ON-SITE (at the "Big City Boogie" Event location) a *brief* Acknowledgment of Eligibility and Liability/Publicity Release containing their name, address, city, state, zip code and telephone, before tickets prize can be awarded. If a Prize Wheel game tickets winner and/or winner's guest is a minor (under age 18) they must be accompanied by their parent/legal guardian to the game. Minor ticket winners and/or winner's guests' (parent/guardian) will also be required to sign a Letter of Acknowledgement/Release.

7. ADDITIONAL CONDITIONS: Additional participation conditions apply, including: (i) not all attendees at "Big City Boogie" events (either dance contest or prize wheel) will necessarily have an opportunity to perform a dance entry or spin the Prize Wheel for a prize and persons will only be allowed to dance or spin on a first come/first served basis, as determined by Brand Ambassador in his/her sole discretion; (ii) the estimated duration of each "Big City Boogie" Local Event will be determined by Brand Ambassador teams; (iii) Brand Ambassador in his/her sole discretion will determine where spinning stops and prize that individual potentially wins; (iv) Brand Ambassador teams will control all aspects of each local dance contest event including dance duration and time restriction, and may halt dance performance at their sole discretion.

Any "bad behavior"/inappropriate conduct (including but not limited to any attempts to defraud Brand Ambassador and/or to disrupt, distract or in any way interfere with any persons' participation in, or supervision of promotion) or violation of the Brand Ambassador instructions, as determined by Brand Ambassador in his/her sole discretion, will result in disqualification, possible police arrest and possible legal prosecution.

If in the event of a cancellation and/or shortened/truncated play of the "Finals" New York Mets game at Citi Field so as to prevent the appearance of the dance videos on the Citi Field scoreboard, the Grand Prize winner will be selected in this *special circumstance* based on the official tabulated amount of online votes each of the three (3) identified "Finalists" have previously received. The determination of those vote totals will be made jointly by the Sponsor and Entities whose decisions are final in all aspects of the promotion.

By participating, entrant agrees to abide by and be bound by these Official Rules and the decisions of the Sponsor, Entities and/or Brand Ambassador. Participation in "Big City Boogie" Dance Contest and/or Prize Wheel Promotion or acceptance of prize constitutes winner's permission (if winner is a minor, his/her parent or legal guardian's permission) for the Sponsor and the Entities to use winner's name, address (city and state only), likeness, voice or video recording and any statements made by winner for advertising, trade and promotional purposes without additional compensation, except where prohibited by law. **By participating in Promotion or acceptance and use of prize, winner (if winner is a minor, his/her parent or legal guardian) agrees to release, hold harmless and indemnify Sponsor, Sterling Mets, L.P., the City of New York, Company and Entities and their respective parent organizations, affiliates, governors, partners, agents, subsidiaries, advertising/promotional service agencies, independent contractors, and the officers, directors, employees, agents, successors and assigns of all of the foregoing entities (collectively, the "Releases") against any and all liability, damages or causes of action (however named or described), with respect to or arising out of participation in the Promotion, or the receipt, acceptance, possession or use/misuse of the prizes awarded herein.** The Releases have no liability or responsibility for any personal injuries, losses or damages or claims of any kind resulting from participation in the Promotion, acceptance, possession or use/misuse of any prize. Entrants who do not comply with the Official Rules or attempt to interfere with this Promotion in any way shall be disqualified.

Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Dance Contest or Prize Wheel Promotion, or to be purposely misleading as to their eligibility to participate in the Promotion. This Promotion is governed by the laws of the United States and the state of Pennsylvania, without respect to conflict of law doctrines. As a condition of participating in this Promotion, participants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Promotion, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Pennsylvania having jurisdiction. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (e.g. costs associated with entering), and participant further waives all rights to have damages multiplied or increased.

8. COMPLIANCE WITH LAW: The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Sponsor, Entities and Company shall follow the applicable laws for conducting contests, 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 Contest, etc. as required by local and/or state law.

9. ADDITIONAL TERMS: For details regarding collection of information from users of the Web site (including participants), please consult Sponsor's privacy policy on the Web site, accessible at: <http://www.wisesnacks.com/PrivacyPolicy.aspx>. Additionally, Sponsor and the Entities reserve the right to prosecute any fraudulent activities to the full extent of the law.

10. WINNERS LIST: For the names of prize winners (Mets "Big City Boogie" Dance Contest or Game Tickets Prize winners only), send a self-addressed stamped envelope, received no later than September 15, 2010 to: "2010 Wise Big City Boogie Promotion Winners List", P.O. Box 746, Georgetown, CT 06829-0746.

New York Mets logos, service marks, trademarks and copyrights are proprietary to the MLB Entities. All rights reserved. Sponsored by Wise Foods, Inc. Wise and Wise Potato Chips and Wise Cheez Doodles are registered trademarks of Wise Foods, Inc., © Wise Foods, Inc., 228 Raseley St., Berwick, PA 18603-4533.