

**COMMUNITY COFFEE COMPANY, L.L.C.**  
**NEW ORLEANS GREAT TASTE GETAWAY SWEEPSTAKES**  
**OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE THE ODDS OF WINNING.**

**THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.**

**1. Eligibility:** The New Orleans Great Taste Getaway Sweepstakes (“Sweepstakes”) is open to legal residents of the 50 United States and District of Columbia, except New York, who are 18 years of age or older at the time of entry. Employees of Community Coffee Company, L.L.C. (“Sponsor”) and its sales and marketing advisors and suppliers and their immediate family members are ineligible to enter or win. Void in NY and where prohibited by law.

**2. Entry:** Enter by completing the online entry form at [CommunityCoffee.com/GTG](http://CommunityCoffee.com/GTG) between March 1, 2010 at 12:00:01 am Central Time (“CT”) and June 20, 2010 at 11:59:59 pm CT (“Sweepstakes Period”). Sponsor’s computer will be the official clock of the Sweepstakes. Limit one (1) entry per person/household/e-mail address. Any dispute among multiple users of a single email account will be resolved in favor of the person to whom the email address is assigned by the internet access provider. All entries by an individual under multiple email addresses or multiple identities will be disqualified. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process. Any entry not in conformance with these Official Rules will be disqualified. All entries become the property of Sponsor and will not be returned.

**3. Winner Selection:** Winners will be selected in a random drawing from among all eligible entries on or about July 11, 2010, by an independent judging organization whose decision will be final. The potential Grand Prize winner will be notified by mail on or about July 20, 2010, and must sign and return, as a condition to award of the Grand Prize, (a) an affidavit confirming eligibility to participate in the Sweepstakes, (b) except where prohibited, a release of Sponsor and its representatives from liability relating to the Sweepstakes (see Section 7 below), and (c) where lawful, a consent for use by Sponsor of the winner’s name, photograph, voice and/or likeness for advertising and/or publicity purposes. Failure to return the signed documents within fourteen (14) days will preclude award of the Grand Prize to the potential winner, and an alternate will be selected in a random drawing from among remaining, eligible entries. Any prize award to an eligible minor under the law of the state of the minor’s residence will be in the minor’s name to an authorized parent/legal guardian, who must sign and return all required documents.

**4. Prizes: One (1) Grand Prize** winner will receive a “Gourmet Weekend in New Orleans,” consisting of one 4-day, 3-night trip for four (4) to New Orleans, including round-trip, coach airfare for four (4) from the major airport nearest the winner’s home (a \$750.00 total transportation allowance will be provided in lieu of airfare if the winner resides within 150 miles of New Orleans), roundtrip ground transportation between the destination airport and hotel, double occupancy hotel accommodations for four (4) for three (3) nights at a hotel chosen by sponsor, and one (1) \$1,000.00 American Express Gift Card Especially for Dining. Travel must be completed by June 19, 2011. All dining and entertainment arrangements will be at the discretion, and the responsibility, of the winner. All taxes, meals and incidental expenses in excess of the gift card amount, and all other expenses are the sole responsibility of the winner.

Travel and lodging reservations are subject to availability and must be made not less than sixty (60) days prior to arrival. Any guests of the winner will be required to sign and return a liability and publicity release of Sponsor and its Representatives prior to Sponsor's arrangement of transportation for the guests. Winner and travel guest must travel on same itinerary. If winner is eligible, but a minor in his/her state of residence, a travel guest must be winner's parent or legal guardian. A minor may accompany winner as a travel guest only if the winner is the minor's parent or legal guardian. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay, and all prize-related events) by minor's parent or legal guardian. Winner and guests must have all necessary identification and/or travel documents (e.g., a valid U.S. driver's license) required for travel). The Approximate Retail Value of the Grand Prize (ARV) is \$5,000.00. The actual value of the Gourmet Weekend in New Orleans will vary based on point of origin and airfare fluctuations. **Twenty-Five (25) Second Prizes** will be available to be awarded, each consisting of one (1) \$100.00 American Express Gift Card Especially for Dining, one (1) autographed Brennan's Cookbook, and one (1) Community Coffee gift basket, with total ARV of \$200.00. Allow 4-6 weeks from drawing date for shipment of Second Prize awards. Total ARV of all Prizes is \$10,000.00. Odds of winning depend upon the number of eligible entries.

**5. Prize Restrictions:** No cash redemptions or transfers of prizes will be permitted, and no substitutions will be allowed except for substitution by Sponsor, in its sole discretion. The ARV is determined as of date of printing of these Official Rules. Any difference between the stated ARV and actual value will not be awarded.

**6. Data Collection:** Sponsor will collect personal data of each entrant in the Sweepstakes, including name, address, e-mail address, and home phone number. Sponsor's privacy policy is available at [CommunityCoffee.com/privacy](http://CommunityCoffee.com/privacy). By entry in the Sweepstakes, an entrant hereby agrees to the personal information uses and disclaimers set forth in Sponsor's privacy policy. A Sweepstakes entrant may elect to receive e-mail and/or direct mail from Sponsor, subject to the right, at any time, to be deleted from the email list of Sponsor by following instructions on any e-mail from Sponsor.

**7. Limitation of Liability:** Neither Sponsor nor any contractor, supplier or advisor who assists Sponsor in connection with this Sweepstakes (each, a "Representative") shall be responsible for (i) any printing or typographical errors in any Sweepstakes-related materials; (ii) any technical problems in conjunction with transmission or receipt of any entry, including without limitation faulty electronic data transmission, traffic congestion on the Internet or on the website, hardware or software failure or malfunction, or other on-line communications problems; (iii) incorrect or inaccurate information, whether provided by the entrant or caused by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error which may occur in the processing of the entries. Without limitation of the foregoing, under no circumstances shall Sponsor or any representative be responsible for any failure to make an award of a prize as a result of the return, as undeliverable, of any prize or prize notification for any reason. Sponsor reserves the right to cancel, suspend or modify the Sweepstakes if fraud or technical failure compromises the integrity of the Sweepstakes, as determined by Sponsor, in its sole discretion. In the event of cancellation, Sponsor will award the prizes by random selection from among all eligible, legitimate entries received prior to cancellation. By entry in this Sweepstakes an entrant agrees to release and hold Sponsor and any of its Representatives harmless from any claims, liabilities, actions, loss or damages of any kind in connection with the Sweepstakes or resulting from participation, acceptance, possession, use, or misuse, of any prize or travel or activities related thereto, including without limitation, personal injury, death, or property damage, or claims based on publicity rights, privacy or defamation.

**8. Arbitration/Choice of Law:** By entering the Sweepstakes, each entrant agrees (i) to these Official Rules, which are final and binding in all respects; (ii) that any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any prize awarded, or the determination of the winner, shall be resolved on an individual claimant basis and without class action, and exclusively by arbitration to be held in Baton Rouge, Louisiana, pursuant to the Rules of the American Arbitration Association; (iii) that any and all claims, judgments and awards shall be limited to actual costs incurred and specifically excluding attorney's fees; and (iv) under no circumstances will Sponsor be liable for incidental, indirect, consequential or punitive damages. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or rights or obligations hereunder or in connection with the Sweepstakes shall be governed by the laws of the State of Louisiana, without regard for conflicts of law doctrine.

**9. Rules Request and Winners List:** For a copy of the Official Rules or the name of winners, send a self-addressed, stamped envelope to: Community Coffee New Orleans Great Taste Getaway Sweepstakes Rules and Winner Requests – Encircle Marketing, 1999 Bryan Street, Suite 2550, Dallas, TX 75201-3129. Requests must be postmarked by August 13, 2010.

**10. Sponsor:** Community Coffee Company, L.L.C. 3332 Partridge Lane, Building A, Baton Rouge, LA, 70809. **Administrator:** Encircle Marketing, 1999 Bryan Street, Suite 2550, Dallas, TX 75201-3129.

Community Coffee Company, L.L.C. is the sole sponsor of the Sweepstakes.

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