

**CLIF BAR 2010 CLIF BAR BLOG CONTEST
OFFICIAL RULES**

1. **NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.**
2. CONTEST ENTRANTS AND PRIZE RECIPIENTS MUST BE LEGAL RESIDENTS OF ONE OF THE FIFTY (50) UNITED STATES OR THE DISTRICT OF COLUMBIA (EXCLUDING RESIDENTS OF FLORIDA AND NEW YORK) AND AT LEAST 18 YEARS OLD AT TIME OF ENTRY TO BE ELIGIBLE. VOID IN NEW YORK, FLORIDA AND WHERE OTHERWISE PROHIBITED BY LAW. Employees of Sponsor, as hereinafter defined, and its respective affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies, and the immediate family members or household members (whether related or not) of each are not eligible. Contest subject to all federal, state and local laws and regulations. Any violation of these rules may result in disqualification. Sponsor is not responsible for errors in the administration or fulfillment of this Contest, including without limitation mechanical, human, printing, distribution or production errors. Sponsor may amend these Official Rules or modify or cancel this Contest in Sponsor's sole discretion without liability.
3. SPONSOR: Clif Bar & Company, 1610 Fifth Street, Berkeley, CA 94710
4. HERE'S HOW TO ENTER: This Contest begins on July 20, 2010 at 12:01 AM Pacific Time ("PT") and ends on July 29, 2010 at 11:59 PM PT when all entries must be received. To enter, you must register (if you have not done so previously) and submit a comment on the Clif Bar Blog (<http://www.clifbar.com/blog/>) to participate in the Contest. Participant must provide their first and last name and valid e-mail address in order to be eligible for a chance to win. Limit one (1) entry per person/per household/per email address. Multiple or duplicate entries may be disqualified. All entries must be submitted online at <http://www.clifbar.com/blog/>. Entries are the property of Sponsor and will not be acknowledged or returned. ALL ENTRIES MUST BE RECEIVED BY THE CONTEST CLOSING DATE: 11:59 PM PT on July 29, 2010. In case of dispute as to identify of the Winner who enters, entry will be declared made by the registered user (meeting eligibility criteria) of the email account, and, if a prize is won, it will be awarded to that registered user
5. JUDGING CRITERIA: Entries will be judged by employees of Clif Bar ("Judges"), whose decisions are final in all matters relating to this contest. Entries will be judged on originality (34%), creativity (33%), and content (33%). In the event of a tie, tied entries will be re-judged on the bases of originality and uniqueness in equal parts. Potential winners will be notified by e-mail. The Judges reserve the right to disqualify any entry that, in the sole opinion of the Judges, refers, depicts or in any way reflects negatively upon the Sponsor, the promotion or any other person or entity. The Judges in their sole discretion may disqualify entries including unsuitable content or that infringe on third party rights (including, but not limited to, copyrights). Winner must comply with all terms and conditions set forth in these Official Rules. Federal, state, or other taxes will be the sole responsibility of the Winners. No substitutions for prize except by Sponsor in which case a prize of equal or greater value will be substituted.
6. PRIZES:
One year supply of Clif Bars, but in no event more than 24 caddies. The approximate value is \$360.00. All expenses, fees, charges and taxes not specifically mentioned as included in Prize are Winner's sole responsibility.
7. CLAIMING PRIZE/RELEASES: Eligibility and claim by Winners are subject to verification. Sponsor is not responsible for fraudulent calls or e-mails made to entrants not by Sponsor. Winners must sign before a notary public and return an Affidavit of Eligibility (including social security number)/Prize Acceptance/Liability/Permission and (where legally permissible) a Publicity Release Form within ten (10) business days of receipt. Non-compliance with any of these Official Rules may result in disqualification

and the prize may be awarded to an alternate Winner from among the remaining eligible entries. If Winners are ineligible, or decline the prize, the prize may be forfeited and an alternate Winner may be selected from among the remaining eligible entries.

8. INTERNET: If for any reason this Contest is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserve the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Use of bots or other automated process to enter is prohibited and may result in disqualification at the sole discretion of Sponsor. The Sponsor reserves the right to select a Winner from among eligible entries received as of the date of termination. The Sponsor assumes no responsibility for entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, or for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. CAUTION: ANY DELIBERATE ATTEMPT TO DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.
9. GENERAL: By entering this Contest and/or accepting prize, entrants: (1) agree to be bound by these rules; (2) agree to release Sponsor and its affiliates, subsidiaries, advertising and promotion fulfillment, judging agencies, and all related entities and each of their respective directors, officers, employees and agents from and against all liability, claims, actions, or proceedings relating to the Contest and from and against any claims of injuries or damages relating to participation in the Contest or acceptance or use of the prizes; (3) consent to the use of his/her name, voice, picture and likeness for advertising and promotional purposes in any medium throughout the world in perpetuity without additional compensation unless prohibited by law. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.
10. NAMES OF WINNERS: To receive the names of the Winners send a self-addressed stamped #10 envelope to: Clif Bar 2010 Clif Bar Blog Contest Winners List, 1610 Fifth Street, Berkeley, CA 94710 after July 29, 2010 but before December 31, 2010.