***LOLEA® Cooler Sweepstakes***

**Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. BY ENTERING THE PROMOTION, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. ALCOHOL IS NOT PART OF ANY PRIZE.**

1. SWEEPSTAKES TIMING: The *LOLEA Cooler Sweepstakes* (the **“Sweepstakes”**) entry period begins Sunday, January 1, 2023 at 12:00:01 a.m. Eastern Time ("**ET**") and ends Friday, March 31, 2023 at 11:59:59 p.m. ET (the **“Entry Period”**). All Eligible Entries (as later defined below), will be reviewed for compliance with these Official Rules (“**Official Rules**”) and, if compliant, will be made available for the Sweepstakes drawing. A random drawing will be conducted on or about Wednesday, April 5, 2023 to select thirty (30) prize winners (each a “**Winner**”). The Sponsor’s database clock will be the timekeeper for the Sweepstakes.

Entry in the Sweepstakes does not constitute entry into any other promotion, contest, or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Zamora Company USA, LLC (“**Lolea**”), 3710 Rawlins Street, Suite 1575, Dallas, TX 75219 (the **“Sponsor”)**, and/or Cohen-Friedberg Associates, LLC, Framingham, MA 01702 www.cfapromo.com (the **“Administrator”)** whose decisions shall be final and legally binding in all respects and not subject to further review in any forum.

1. ELIGIBILITY: You must be **twenty-one (21)** years of age or older to enter the Sweepstakes and a legal resident of the 50 United States and the District of Columbia (excluding residents of IN and MN) at the time of entry (“**Entrant**”). Sponsor, Administrator, participating retail stores, Alcohol beverage distributors and each of its respective companies, subsidiaries, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes (collectively, the **“Promotion Entities”**), and each of their immediate family members and/or people living in the same household are not eligible to participate. All eligibility is subject to all federal, state and local laws and regulations. **The Sweepstakes shall be void where prohibited or restricted by law**.
2. HOW TO ENTER:

During the Sweepstakes Period,visit [www.LoleaPrizes.com](http://www.LoleaPrizes.com)and complete the registration form with all required information, agree to the Official Rules and submit (“**Eligible** **Entry**”). After you have submitted your registration, you will automatically be entered into the Sweepstakes. **LIMIT**: One (1) entry per day ET per person per email address.

**Entry Notes:** Any attempted form of entry other than as described herein is void. Sponsor will determine, at its sole discretion, what constitutes a valid entry and reserves the right to reject any entry that it deems, in its sole discretion, to violate any of Sponsor’s policies, standards, or practices.

Proof of delivery or receipt of entry will not be deemed by the Sponsor as proof of entry into the Sweepstakes. All entries become the sole property of Sponsor. Entries will not be acknowledged or returned. Entries that do not meet the requirements for the Eligible Entry specified above and below or otherwise do not comply with the Official Rules herein will be disqualified. Any attempted form of entry other than as described herein is void. Sponsor will determine in its sole discretion, what constitutes a valid entry.

Sponsor reserves the right to cancel or modify the Sweepstakes if fraud or technical failures impair the integrity of the Sweepstakes as determined by the Sponsor, in its sole discretion, and to award the prizes based on Eligible Entries received prior to the cancellation.

While it is free to enter, *If you opt to access the Sweepstakes via your wireless mobile device* (only available via participating wireless carriers), data rates may apply. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions. Sponsor is not responsible for any charges.

**BY SUBMITTING AN ENTRY, ENTRANT ACKNOWLEDGES THAT HIS/HER ENTRY MAY BE POSTED ACROSS ANY OR ALL OF THE SPONSOR’S AND OTHER RELEASED PARTIES’ DIGITAL AND SOCIAL ASSETS, AT THE SPONSOR’S DISCRETION. Submission of an entry grants the Sponsor and its agents the right to publish, use, adapt, edit, publicly perform and/or modify such entry in any way, in any and all media, including for use in advertising and marketing, without limitation, and without consideration to Entrant.**

**Entry Notes:** Entrant will be able to review his or her entry prior to submission, but once any entry is submitted, Entrant cannot access/revise such entry in any way. Entries made on another’s behalf by any individuals or other entities, including but not limited to, commercial sweepstakes/contest subscription notification and/or entering services, will be declared invalid and disqualified for the Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes is prohibited and any entries deemed by Sponsor, in his sole discretion, to have been submitted in this manner will be void. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible. By entering, all Entrants release the Sponsor, Administrator, Prize Suppliers, and their parent, subsidiary and affiliated entities including, all of their respective shareholders, officers, directors, employees, agents, contractors, attorneys, successors and assigns (the “**Released Parties**”) from and against all claims and damages arising out of or in connection with each Entrant's participation and/or entry in the Sweepstakes and/or his/her receipt or use of the prize awarded in the Sweepstakes.

Sponsor is not responsible for problems downloading or uploading any Sweepstakes-related information to or from the web site or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant’s ability to participate in the Sweepstakes.

1. PRIZES/APPROXIMATE RETAIL VALUE (“ARV”):

**Thirty (30) Prizes** (each a “Prize”) Each Winner will receive the following:

**One (1) LOLEA Branded Cooler. ARV $150 each.** Please allow up to eight weeks to receive your prize.

Total approximate retail value of all Prizes in this Sweepstakes is $4,500.

Sponsor will not replace any lost, mutilated, or stolen prize. Prizes are non-transferable, non-refundable, and no substitutions will be made except as provided herein, in the Sponsor’s sole discretion. Prize is not redeemable for cash. Sponsor reserves the right to substitute a particular prize for one of comparable or greater value including cash. Winner is responsible for any and all applicable local, state, and/or federal taxes and fees (if any).

ALL PRIZES ARE AWARDED “AS IS” AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

1. WINNER SELECTION:

A random drawing will be conducted by the Administrator on or about Wednesday, April 5, 2023 from all Eligible Entries received during the Entry Period.

1. WINNER NOTIFICATION: The Sweepstakes winner may be notified via email by the Administrator requesting confirmation of the winner’s name and mailing address in order to ship their prize. The winner is subject to verification. If a potential winner fails to respond to any notification attempt within 72 hours, or if any attempted notification or prize delivery is returned as undeliverable, within the specified time period, the potential winner may be disqualified and an alternate winner may be selected from the remaining Eligible Entries received.

Once eligibility has been verified and the Administrator receives the prize winner’s requested information, the Sponsor will arrange to award the Prize. Prize winner must reply with all required information in order to receive their Prize.

1. PUBLICITY RELEASE/ASSIGNMENT OF RIGHTS: Entry constitutes permission for the Promotion Entities to use Entrant’s Eligible Entry materials, name, photograph, likeness, voice, biographical information, statements and complete address (collectively, the "**Attributes**"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Promotion Entities from all claims arising out of the use of such Attributes. All information regarding Entrants collected by Sponsor and/or their agents and contractors will be treated in accordance with the Sponsor’s privacy policies. Please review Sponsor's privacy policy at <https://zamoracompany.com/en/privacy-policy/>. By entering the Sweepstakes, each Entrant agrees that information submitted in connection with the Sweepstakes may be used as permitted pursuant to the privacy policies, and otherwise in connection with the administration of the Sweepstakes.
2. DISQUALIFICATION: **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS GIVEAWAY OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS’ FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right in its sole discretion to disqualify any individual who is found to have tampered with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to disparage, annoy, abuse, threaten or harass any other person. No incomplete, forged, software-generated or other automated multiple entries will be accepted. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.
3. **LIMITATION OF LIABILITY: None of the Released Parties** shall be held responsible for, and Entrant hereby releases the Released Parties from any claims arising from or in any way relating to: (i) late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of entries or entry information or technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; (v) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes (vi) use of any prize and (vii) the judging process including the outcome of the Sweepstakes.

By entering, each Entrant fully releases and agrees to hold each of the Released Parties harmless from and against any and all claims, liability, damages, and demands arising out of or relating to participation in the Sweepstakes, the Sweepstakes process and/or any use of the winner’s name, likeness, voice and/or biographical information as permitted hereunder, including without limitation all claims, liabilities, damages, and demands based on any personal injury, property damages or loss or death. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Sweepstakes or the use of the microsite.

1. DISQUALIFICATION/FORCE MAJEURE: In the event (a) an insufficient number of Eligible Entries are received, (b) a virus, bugs, or entrant fraud or misconduct affect or corrupt the administration, integrity, security or proper operation of the Sweepstakes, (c) Sponsor deems necessary in order to comply with the terms of use or terms of service of any applicable social media platform or in connection with changes to such terms, or (d) Sponsor is prevented from awarding the prize or continuing with the Sweepstakes as contemplated herein by any event beyond his control, including but not limited to, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor’s control, then Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select all eligible, non-suspect entries received as of the date of the event, giving rise to the termination. Inclusion in such selection process shall be each Entrant’s sole and exclusive remedy under such circumstances. Only the type and quantity of prize described in these Official Rules will be awarded.
2. **DISPUTES:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the state of Texas (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) unless otherwise prohibited, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the state of Texas, without giving effect to any choice of law or conflict of law rules (whether of the state of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of Texas.
3. WINNERS LIST:To obtain the name of the winners, send a self-addressed stamped envelope to: LOLEA Cooler Sweepstakes Winners,PO Box 2312, Framingham, MA 01703-2312. All such requests must be received by April 18, 2023.

The use of any prize manufacturer, name, or trademark in connection with any of the prizes is solely for the purpose of describing such prize and is not intended to suggest any affiliation or sponsorship.