

DE BUENA LECHE y DE BUENA CASA, LOS PREMIOS DE LALA y FAMSA
SWEEPSTAKES
OFFICIAL RULES - **NO PURCHASE NECESSARY. A PURCHASE DOES NOT
INCREASE CHANCES OF WINNING.** VOID WHERE PROHIBITED. SWEEPSTAKES
INTENDED FOR PARTICIPATION IN
THE CONTINENTAL UNITED STATES (EXCLUDING FL, NY & RI) ONLY.

**1. NO PURCHASE NECESSARY. A PURCHASE DOES NOT INCREASE CHANCES
OF WINNING.**

2. ELIGIBILITY: The Sweepstakes is only open to legal residents of the continental U.S. (excluding FL, NY & RI), who are 18 years of age or older as of April 24, 2009. Employees (including, without limitation, part-time or temporary employees) of Lala Foods, Inc., Famsa, Inc. (the "Sponsors"), Directo Hispanic, their respective parent companies, subsidiaries, affiliates, and the directors, officers, or agencies, any of their respective partners (collectively, the "Sponsor Affiliates") or any of the members of their immediate family (defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren, roommates, housemates, significant others, partners) or same household of each are not eligible to participate. This Sweepstakes is void outside of the continental U.S. (including FL, NY & RI) and where prohibited or restricted by law and is subject to all applicable federal, state and local laws.

3. HERE'S HOW TO ENTER: There are three ways to enter the De Buena Leche y De Buena Casa, Los Premios De LALA y FAMSA Sweepstakes (the "Sweepstakes"), beginning 12:00:01 AM ET April 24, 2009 and ending 11:59:59 PM ET July 13, 2009 ("Sweepstakes Period").

(1.) **ONLINE ENTRIES:** During the Sweepstakes Period, enter by visiting the entry section at www.lalafoods.com OR www.famsa.com ("Entry Site") and completing all information requested on the entry form and clicking on the "submit" button to complete the entry process. Limit one online entry per person, per email, per day. Online entries generated by script, macro or other automated means are void. Normal Internet access and usage charges imposed by entrants' online service will apply and shall be the sole responsibility of the entrant. Neither the Sponsors nor the Sponsor Affiliates assume any responsibility for incorrect or inaccurate capture of entry information, including, but not limited to, technical malfunctions, human or technical error, printing errors, lost/delayed/garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof.

(2.) **BALLOT BOX ENTRIES:** During the Sweepstakes Period, on an Official Entry Form (found at participating Famsa stores or other participating retail stores while supplies last) or on a plain 3 ½ x 5 piece of paper, hand print

your complete name, complete street address, city, state, zip code, day time phone number, e-mail address (optional) and date of birth and deposit the Official Entry Form or 3 ½ x 5 piece of paper entry into the ballot box located inside participating Famsa stores or other participating retail stores by close of business on July 13, 2009. Limit one deposited entry per person per store visit. The Sponsors and Sponsor Affiliates are not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, or mutilated deposited entries. Photocopies, mechanically reproduced, forged or altered deposited entries and facsimiles are void. Incomplete entries are not eligible.

- (3.) **MAIL-IN ENTRIES**: During the Sweepstakes Period, on an Official Entry Form (found at participating Famsa stores or other participating retail stores while supplies last) or on a 3 ½ " x 5" piece of paper, hand print your complete name, complete street address, city, state, zip code, daytime phone number, e-mail address (optional) and date of birth and mail the completed Entry Form or 3 ½ x 5 piece of paper entry in a hand addressed stamped envelope to: "De Buena Leche y De Buena Casa, Los Premios De LALA y FAMSA" Sweepstakes - Entry, P.O. BOX 32185, Long Beach, CA 90832. Mail-in entries are limited to 1 entry per stamped envelope. Entries must be postmarked by July 13, 2009 and received by July 27, 2009. The Sponsors and Sponsor Affiliates are not responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, mutilated or postage due mail. Photocopies, mechanically reproduced, forged or altered mailed entries and facsimiles are void. Incomplete entries are not eligible.
4. **GRAND PRIZE AND APPROXIMATE RETAIL VALUE ("ARV")**: One (1) Grand Prize: An "Entertainment Room" package consisting of one (1) plasma 50" TV, one (1) home theater system with TV stand, one (1) sofa & loveseat and one (1) X-Box console (all items are Sponsor specified). ARV is \$3,100. Sponsors reserve the right to substitute prize (or portion of the prize) with a prize of equal or greater value if the prize cannot be awarded as described for any reason. See odds and other details in paragraph 9.
5. **FIRST PRIZE AND ARV**: One (1) First Prize: A "White Line" package consisting of one (1) Range 30", one (1) Refrigerator and a washer and Dryer set (all items are Sponsor specified). ARV is \$2,000. Sponsors reserve the right to substitute prize (or portion of the prize) with a prize of equal or greater value if the prize cannot be awarded as described for any reason.
6. **SECOND PRIZE AND ARV**: One (1) Second Prize: A Sponsor specified cookware set. ARV is \$90. Sponsors reserve the right to substitute prize with a prize of equal or greater value if the prize cannot be awarded as described for any reason.

7. **THIRD PRIZE AND ARV:** One (1) Third Prize: A Sponsor specified microwave. ARV is \$85. Sponsors reserve the right to substitute prize with a prize of equal or greater value if the prize cannot be awarded as described for any reason.
8. **FOURTH PRIZES AND ARV:** Four (4) Fourth Prizes: A Sponsor specified blender. ARV is \$50 each. Sponsors reserve the right to substitute prize with a prize of equal or greater value if the prize cannot be awarded as described for any reason. Approximate value of all Fourth Prizes is \$200.
9. **RANDOM DRAWING:** The winners will be selected in a random drawing on or about August 15, 2009, from among all eligible entries received. The drawing will be conducted by Directo Hispanic, whose decisions are final and binding on all matters related to this Sweepstakes. Odds of winning are dependent upon the number of eligible entries received for the drawing.
10. **WINNER NOTIFICATION:** The potential Grand and First Prize winners will be notified by phone and/or mail and will be required to complete, sign and return, a notarized Affidavit of Eligibility/Release of Liability and, where legal, Publicity Release. The potential Grand and First Prize winners are required to return the document within 14 days from the postmark date on the prize notification letter or prize may be forfeited and an alternate winner selected. The potential Second, Third and Fourth Prize winners will be notified by phone and/or mail. If any prize or prize notification is returned as undeliverable, such prize will be forfeited, and an alternate winner will be selected. Winners are responsible for any and all federal, state and local taxes, if applicable. Limit one prize per person/family/ household.
11. **GENERAL RULES:** Online entries will be declared to be made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access provider, Online Service provider, or other organization (e.g., business, educational institution etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The Sponsors reserve the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or violates the Official Rules. If for any reason the online portion of the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsors that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsors reserve the right in its sole discretion, to cancel, terminate, modify or suspend the online portion of the Sweepstakes and award the prizes from among all eligible online entries received

prior to cancellation or termination and all eligible deposited entries and mailed entries received. Entrants agree to be bound by these Official Rules and the decisions of the judges. Entries become the property of the Sponsors and will not be acknowledged or returned. All aspects of the prizes are nontransferable and no substitutions are allowed except at the Sponsors' sole discretion. No cash equivalent or exchange of prize is permitted (except at the Sponsor's sole discretion). The winners agree to indemnify and hold harmless and waive any and all claims of liability of any kind whatsoever against the Sponsors and/or the Sponsor Affiliates, including any accident, loss, injury or death occurring or in any way related to the prizes or use/misuse thereof or while traveling to and/or from a location to obtain or use a prize. Neither the Sponsors nor the Sponsor Affiliates make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of the prizes including, without limitation, quality, merchantability and fitness for a particular purpose. The winners, in accepting their prizes, consent to the use of their names, addresses (city, state), photographs and likenesses for purposes of advertising, trade and promoting in any and all media on behalf of the Sponsor, without further compensation, except where prohibited by law.

12. **GOVERNING LAW & VENUE:** The California Courts (State & Federal) shall have sole jurisdiction of any controversies regarding the Sweepstakes and the laws of the state of California shall govern the same. Each Sweepstakes entrant waives any and all objections to jurisdiction and hereby irrevocably submits to the venue of those courts within the county of Los Angeles, California.
13. **WINNERS LIST:** To receive a winners list, mail a self-addressed, stamped envelope, by October 13, 2009, to: De Buena Leche y De Buena Casa, Los Premios De LALA y FAMSA Sweepstakes Winners List, P.O. BOX 32185, Long Beach, CA 90832.
13. **RULES REQUEST:** To receive a copy of the Official Rules, mail a self-addressed, stamped envelope, by October 13, 2009, to: De Buena Leche y De Buena Casa, Los Premios De LALA y FAMSA Sweepstakes Rules Request, P.O. BOX 32185, Long Beach, CA 90832.
14. **SPONSORS:** The Sponsors of this Sweepstakes are Lala Foods, Inc., 2711 N. Haskell Avenue, Suite 2400/ LB #20, Dallas, TX 75204 and Famsa, Inc., 12801 Leffingwell Ave., Santa Fe Springs, CA 90670.