

**Lunar New Year of GODIVA Sweepstakes
Official Rules**

No purchase necessary to enter or win. A purchase will not improve your chances of winning. NEED NOT BE PRESENT TO WIN. All applicable federal, state and local laws apply. Void where prohibited. Offer valid in U.S. only.

ELIGIBILITY: The 2015 Lunar New Year Sweepstakes, (the "Sweepstakes") is open only to legal residents of the 50 United States plus D.C. who are 18 years of age or older. The following are not eligible: Officers, directors and employees of Godiva Chocolatier, Inc. ("Sponsor"), its parent and subsidiary companies, and any administrative, advertising or promotional agency involved in the development, administration, promotion or implementation of the Contest, along with members of their immediate families (spouses and/or parents children and siblings, and their spouses, regardless of where they reside) and/or persons living in the same households (whether or not related thereto).

Sweepstakes Period: The Sweepstakes begins 2/4/15 at 12:00:01 a.m. Pacific Time ("PT") and ends 2/19/15 at 11:59:59 p.m. PT ("Sweepstakes Period").

HOW TO ENTER: Look for the Sweepstakes widget, available on the following websites: theraeviewer.com and Neonblush.com. Then enter your email address in the widget and click submit. Upon Sponsor's receipt of your submission, you automatically will be entered into the Sweepstakes and also be added to Godiva's mailing list to receive promotional e-mails. ***You may opt out from the emailing list at any time.***

There is a limit of one (1) entry per person and per email address. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In the case of a dispute over the identity of an entrant, the authorized account holder of the e-mail account submitted in the entry will be deemed the entrant. "Authorized account holder" is defined as the person who is assigned to the email address associated with the applicable e-mail account by the Internet access provider, service provider, or other online organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry constitutes permission (except where prohibited by law) to use entrant's name, city, state, likeness, image and/or voice for purposes of advertising, promotion and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission or approval.

DATA: All information you submit to Sponsor is subject to Sponsor's privacy policy posted at www.godiva.com.

WINNER SELECTION AND NOTIFICATION: One winner will be selected, at random, from among all eligible entries. The winner will be selected on or about February 20, 2015. Potential winner will be notified via email using the address supplied at the time of entry. Sponsor will request the potential winner to respond with shipping information via email to godivateam@godiva.com. Any potential winner must respond to the notification within five (5) business days. Failure to do so may result in disqualification and award of prize to an alternate winner. Each potential winner also may be required to execute and return an affidavit of eligibility, release of liability, and except where prohibited, publicity release (collectively "Sweepstakes Documents"). Failure to comply when requested may result in disqualification and award of prize to an alternate winner. If potential winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if any prize or prize notification is returned as undeliverable, potential winner will be disqualified and prize may be awarded to an alternate winner. If any eligible winner is deemed a minor under the laws of his or her state of residence, a parent or legal guardian must sign any necessary Sweepstakes Documents.

PRIZES/ODDS: One (1) Grand Prize, including the following items, is available:

Monthly GODIVA Gifts—Total ARV \$400.00 12 •

- Month 1: 19 pc. Gold Ballotin \$30.00
- Month 2: 12 pc. Ultimate Dessert Truffles Gift Box \$30.00
- Month 3: 36 pc. Biscuit Gift Box \$25.00
- Month 4: 12 pc. Dark Chocolate Truffles Gift Box \$30.00
- Month 5: Individually Wrapped Milk Truffles (Set of 2) \$24.00
- Month 6: 19 pc. Gold Ballotin \$30.00
- Month 7: 19 pc. Nut & Caramel Gift Box \$36.00
- Month 8: 24 pc. Signature Truffles Gift Box \$50.00
- Month 9: 19 pc. Gold Ballotin \$30.00
- Month 10: 12 pc. Ultimate Dessert Truffles Gift Box \$30.00
- Month 11: 36 pc. Biscuit Gift Box \$25.00
- Month 12: 19 pc. Gold Ballotin \$30.00

General Prize Terms.

Prize is non-transferable and no substitution by winners or cash equivalent is allowed. Sponsor reserves the right to

substitute prize for one of equal or greater value if the advertised prize becomes unavailable. All taxes and other expenses, costs or fees associated with the acceptance and/or use of any prize are the responsibility of the winner. Prize cannot be transferred by winner or redeemed for cash. Each prize will be awarded "as is" with standard GODIVA warranties and guarantees.

Odds. The odds of winning depend on the total number of eligible entries received.

GENERAL CONDITIONS: By entering, you agree, for yourself and your heirs, executors, and administrators (a) to release and hold harmless Sponsor and its officers, directors, sales representatives, distributors, prize providers, vendors, contractors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, relating to your participation in the Sweepstakes and/or your acceptance, possession, use or misuse of any prize or any portion thereof; (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes; (c) if selected as a Winner, to the posting of your name online and the use by Released Parties of your name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use, except where prohibited by law; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sweepstakes judges, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsor's sole discretion. Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

ADDITIONAL TERMS: Sponsor reserves the right to disqualify from any promotion any person it believes has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsors, who may seek damages fully permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of the Sponsor (excepting compliance with applicable codes and regulation) or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical or computer failures of any kind, for inaccurate transcription of entry information, for errors in any promotional or marketing materials in these Official Rules, for any human or electronic error, or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged or returned. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes, in whole or in part, if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other unintended circumstances have impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. If the Sweepstakes is terminated before the designated end date, Sponsor may select winner(s) for any affected daily drawings in a fair and equitable manner, to the extent possible. Sponsor may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or Sponsor agent or representatives; or behaves in any other disruptive manner (as determined by the Sponsor in sole discretion).

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL THE PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

WINNER NAME: The name of the winner will be available if requested for approximately 30 days after conclusion of the Sweepstakes and following winner notification and eligibility validation.

SPONSOR: Godiva Chocolatier, Inc., located at 333 West 34th Street, New York, NY 10001.