

OFFICIAL RULES FOR #TASTESANTAIZABEL

Nobletree Coffee's Promotion runs on @nobletree.coffee Instagram page | <https://www.instagram.com/nobletree.coffee> and Facebook @nobletreecoffeenyc | <https://www.facebook.com/nobletreecoffeenyc> from 9:00 AM Pacific Time (PT) on 3/8/21 to 10:00 PM PT on 3/31/21 ("Promotion Period").

OFFICIAL RULES FOR #TASTESANTAIZABEL PROMOTION

I. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROMOTION ("PROMOTION"). MAKING A PURCHASE DOES NOT IMPROVE YOUR CHANCES TO WIN.

II. Eligibility: #TASTESANTAIZABEL Contest and Sweepstakes (the "Promotion") is open to legal residents of the 50 United States, 18 years of age and older as of date of entry. Employees of Nobletree Coffee ("Sponsor") and its respective parents, divisions, affiliates, subsidiaries, and promotional or marketing agencies, and their immediate family members (parent, child, sibling, and spouse) and persons living in the same households of each (whether related or not) are not eligible. Void in Puerto Rico and where prohibited by law. The Promotion is subject to all applicable federal, state and local laws and regulations.

III. Agreement to Official Rules: Participation in this Promotion constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions, which are final and binding in all matters related to this Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

IV. Timing: The Promotion begins on March 8, 2021 at 9:00 AM PT and the last submission of will be March 31, 2021 at 10:00 PM PT (the "Promotion Period"). The Promotion includes both a Contest and a Sweepstakes. The Promotion consists of 3 phases as outlined in the chart below and the Sweepstakes occurs during the voting period for the Contest:

Contest Submission Phase	Total Winners Available	Winner Selection	Santa Izabel Product Shipment
3/8/21 - 3/31/21	6	4/1/21	4/5/21

V. How to Enter the Contest: During the contest Submission Phase,

1. Instagram users must follow the @nobletree.coffee handle and Facebook users must follow the @nobletreecoffeenyc handle on Facebook.
2. Users on each respective social media platform must tag 3 friends/family in the comment section that they believe will be interested in Nobletree's content.
3. Users must also "Like" Nobletree's post

If all of the above are completed correctly, that user will be automatically entered into the Promotion to win (1) free bag of Nobletree Coffee's Cup of Excellence Roast - Santa Izabel Roast. (3) winners will be announced for Instagram. Another (3) winners will be announced for Facebook.

VI. Contestants may enter one time per day by Instagram ID and Facebook ID. Any attempt to obtain more than one entry per day per Facebook or Instagram ID by using different or multiple identities, log-ins, any automated entry system, or any other method is prohibited and will result in disqualification.

VII. Guidelines:

- The tagging user and tagged user must follow Nobletree's Instagram and Facebook
- The tagging user and tagged user must like Nobletree's post on Instagram and Facebook

VIII. Content Restrictions:

- The Submission must not include any private information of a third party such as address, phone number, or email address;
- Entrant must have permission from all recognizable individuals included in the Submission (if any) to use their names and likenesses or information about their life. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not contain text not created by entrant, except that the entrant may quote or paraphrase something that the person highlighted in the submission said or wrote with their permission;
- The Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to create and upload a Submission in this Contest;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- The Submission must not contain any material not created by entrant;
- The Submission must not contain material that Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and -
- The Submission must not contain material that is unlawful, in violation of or contrary to state law.

IX. Contest Drawings:

Contest Judging Phase – Monthly Winner(s) Determination: During the Contest Judging Phase, winners will be selected completely at random using MiniWebTool.

<https://www.miniwebtool.com/random-name-picker>

Nobletree Coffee reserves the right to select fewer than (6) winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Nobletree Coffee also reserves the right to select up to three (10) winners within the Promotion Period if a winner fails to respond to direct message from Nobletree Coffee within 72 hours upon Nobletree Coffee contacting that entrant.

X. Monthly Drawings:

Entries do not cumulate for the monthly drawings; drawings are from each month entries only. The odds of winning depend upon the total number of eligible entries received each week. Eligible entrants may only win one prize. Once selected as a winner, participant has 72 hours to respond to our inquiry via Instagram and Facebook Direct Message. You will be required to fully complete the required information: first/last name, email address, street address, city, state, zip code. The information you provide goes to Nobletree Coffee. If the winner of any week fails to respond within 72 hours, Nobletree Coffee has the right to choose another winner for that month until the end of the promotion timeline.

XI. Prizes: A total of (6) Santa Izabel Roasts with the value of \$39.99 each will be awarded. No substitution or transfer of prize permitted. Any expenses relating to the acceptance and use of the prize not specified are the sole responsibility of the winners. Taxes or other assessments on prizes are the sole responsibility of the winners. The Santa Izabel Roast is not redeemable for cash and cannot be resold or exchanged.

XII. Privacy: Your participation in this Promotion constitutes your consent for Sponsor and Administrator to use your personal information only for the purpose of administering the Promotion and awarding the prizes, unless you have opted to receive e-mail communications from Sponsor.

XIII. General: All entries are subject to verification prior to awarding the Prize. By entering, participants release and hold harmless Sponsor, Instagram and Facebook Administrators and their parents, subsidiaries, affiliates, directors, officers, employees and agents from all and any injury, damage, loss, expense, accident, delay, inconvenience, or irregularity arising out of or relating to any Prize won in this Sweepstakes, even if caused by the negligence of Sponsor. Sponsor is not responsible for printing or typographical errors in any Sweepstakes-related materials; for lost, stolen, late, misdirected, damaged, incomplete, illegible, or postage-due mail; or for transactions that are lost or fail to enter the processing system, are processed, reported, or transmitted late, or are lost for any reason including computer, telephone, paper, or any other malfunction including human error. Sponsor, at its sole discretion, reserves the right to cancel or modify this Sweepstakes, in whole or in part, at anytime without notice if fraud or technical failures (including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, or any other causes beyond the control of Sponsor and Administrator) or any other reasons whatsoever interfere with its conduct as contemplated by these Official Rules. If the Sweepstakes is cancelled for any reason before completion of the Promotion Period, all entries received up to the point of termination will be included in a random drawing to award the Prizes. Submitted materials become the sole property of Sponsor and will not be returned. By entering, you accept and agree to these rules and the decisions of Sponsor and the Administrators, which shall be final and binding in all respects relating to this Sweepstakes.

ANY ATTEMPT TO DELIBERATELY DAMAGE THE ENTRY SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, NOBLETREE COFFEE RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) TO THE FULLEST EXTENT OF THE LAW.

XIV. Force Majeure: The failure of Sponsor and Administrator 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 and Administrators (excepting compliance with applicable codes and regulations) — or other force majeure event will not be considered a breach of these Official Rules.

XV. Winners' Names: Each winner's first name, last name, city, state, zip code, and phone number will be provided upon request. For the names of the winners, we will send a self-addressed, stamped package to be received by 4/25/21 to: Nobletree Coffee's #TASTESANTAIZABEL Winners, 499 Van Brunt Street, Unit 3A Brooklyn, New York 11231

Winning a Prize is subject to the full terms and conditions of these Official Rules and a name on the winner's list does not guarantee winning. Entrants acknowledge that this Promotion is in no way sponsored, endorsed, administered by or associated with Facebook and Instagram and hereby release Facebook and Instagram of all liability and claims in connection with this Promotion.

Sponsor: Nobletree Coffee Co., 499 Van Brunt Street, Unit 3A Brooklyn, New York 11231