

Facebook Arrangement a Day Giveaway

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCE OF WINNING.

DATES OF PROMOTION: The “Arrangement a Day Giveaway” Sweepstakes (the “Sweepstakes”) begins at 12:00 a.m. Eastern Time (“ET”) on July 12, 2010 and ends at 11:59 p.m. ET on August 8, 2010 (the “Sweepstakes Period”). Sweepstakes Period is subject to the entry periods and drawing dates outlined in the “ENTRY PERIODS” section below.

ELIGIBILITY: The Sweepstakes is open to legal residents of the fifty (50) United States, the District of Columbia and residents of Canada, except the Province of Quebec, , who are eighteen (18) years of age or older at the time of entry (the “Entrant”). Officers, directors, managers and employees of Edible Arrangements International (the “Sponsor”), and any affiliates and related companies, dealers, advertising and promotion agencies, consultants and agents, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person and any others engaged in the development, production, execution or distribution of this Sweepstakes are not eligible to participate. Entrants must have access to the Internet prior to the start of the Sweepstakes. Sweepstakes is subject to all applicable laws and regulations. Sweepstakes is void outside the fifty (50) United States, the District of Columbia, and where restricted or prohibited by law. Participation in the Sweepstakes constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor decisions, which are final and binding in all matters related to this Sweepstakes. Residents of the Province of Quebec, and Puerto Rico are ineligible to participate or win a prize along with any other residents outside the (50) United States, District of Columbia and Canada or persons who have previously won a contest, sweepstakes or promotion of any kind sponsored or otherwise associated with Sponsor within the thirty (30) calendar days immediately preceding the start of this Sweepstakes are ineligible to participate or win a prize.

ENTRY PERIODS: There will be twenty-eight (28) entry periods (each an “Entry Period”) held during the Sweepstakes Period, each associated with a drawing date. For each drawing, one (1) prize winner (each, a “Prize Winner”) will be selected at random from eligible entries and will win a prize (the “Prize”) as further defined in the “WINNING/NOTIFICATION” section of these Official Rules. The twenty-eight (28) Entry Periods and drawing dates start July 12, 2010 and continue each day after for a total of 24 hours per Entry Period for twenty eight (28) separate days:

Limit of one (1) entry per person per day during the entire Sweepstakes Period. Non-Winning eligible entries from previous drawings will not carry over to the next Entry Period.

TO ENTER: To enter, visit www.facebook.com/dofruit (the “Website”) during any of the Entry Periods held in the Sweepstakes to find our “Sweepstakes” promotion page tab where you can enter by completing and submitting all of the below (collectively, the “Online Entry”).

(a) If you do not already “Like” the Edible Arrangement page (www.facebook.com/dofruit), click the “Like” button in order to “like” the “Edible Arrangements” page (the “Fan Page”);

(b) Submit Your Information: After “Liking” the Edible Arrangements Fan Page, go to the promotion tab, click “Enter”, and complete the official online entry form (the “Entry Form”) in its entirety including your first name, your last name, your telephone number, your email address, and check off whether or not you have ordered from Edible Arrangements as well whether or not you would like to receive future promotional information from Edible Arrangements. Opting-in to receive promotional information and ordering from Edible Arrangements prior to entry is not a condition to entering this Sweepstakes.

Upon completing all of the steps above and clicking the "Submit" button you will receive one (1) entry into the drawing associated with the Entry Period in which you have submitted the Online Entry. Such entry will not be eligible for any drawing held thereafter. One entry per person per day is allowed. Non-Winning eligible entries should return to www.facebook.com/dofruit for each Entry Period for a chance to win throughout each Entry Period. For example: An Entrant who submits an Online Entry on July 12, 2010 will not be eligible for the July 13, 2010 drawing unless the Entrant submitted another online entry on July 13th.

Any attempt by an Entrant to obtain more than the stated number of Online Entries by using multiple/different identities, and/or any other methods will void that Entrant's entries and that Entrant may be disqualified from the Sweepstakes. In the event of a dispute regarding the identity of the person submitting an Online Entry, the entry will be deemed submitted by the person in whose name the e-mail account (provided via the Entry Form) is registered. The authorized account holder is the natural person who is assigned to the e-mail address by an Internet access provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses, or the domain associated with the submitted e-mail address. Potential Prize Winners may be required to show proof of being the authorized account holder. No mechanically or programmatically reproduced Online Entries are permitted. Late Online Entries, Additional Entries or entries sent via any other method will not be accepted. Sponsor is not responsible for lost, late, illegible, incomplete, delayed, or misdirected Online Entries. Sponsor has no obligation to acknowledge receipt of any Online Entry. Although you must enter the Sweepstakes through the Facebook Platform, this Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook.

WINNING/NOTIFICATION: There will be twenty eight (28) random drawings held within 4 to 5 business days of the end of Entry Period. For example: The winner for Entry Period July 13, 2010 may be selected at random by 11:59:00 p.m. E.T. July 18, 2010. For each drawing, one (1) Prize Winner will be selected from among all eligible entries received during the respective Entry Period. A total of twenty eight (28) Prize Winners will be selected in the Sweepstakes. Odds of being selected as a Prize Winner in each Entry Period will depend upon the total number of eligible entries received in the Entry Period. Each of the random drawings will be conducted under the supervision of a Sponsor Representative whose decisions are based upon their sole discretion and interpretation of these Official Rules and are final and binding in all respects. Winners will be announced weekly on the www.facebook.com/dofruit page.

(a) All/Any winners that reside in Canada, with the exception of Quebec, will be required, in accordance with Canadian law, to successfully complete a mathematical skill question, without the aid of a mechanical device or another individual.

POTENTIAL PRIZE WINNERS WILL BE NOTIFIED BY A SPONSOR REPRESENTATIVE VIA THE EMAIL ADDRESS YOU SUPPLIED DURING THE ENTRY PERIOD WITHIN THREE (3) BUSINESS DAYS FROM THE DATE IN WHICH THE RESPECTIVE DRAWING WAS HELD ("Email Notification").

In the event the Sponsor Representative cannot reach a potential Prize Winner via the Email Notification, the potential Prize Winner does not respond by the date indicated in the Email Notification, or if it is determined by Sponsor, in their sole discretion, that the potential Prize Winner is not eligible in accordance with these Official Rules, an alternate Prize Winner will be selected at random from amongst all remaining non-winning eligible entries received during the respective Entry Period(s) and will be notified as outlined above, until all twenty eight (28) Prize Winners are verified. *PRIZES/PRIZE CONDITIONS: One (1) prize ("Prize") of "Watermelon Daisy™ with dipped bananas" will be awarded to each Prize Winner. Each Prize includes a \$12 delivery cost valid at any United States location within the fifty (50) United States or District of Columbia as well as Canadian Edible Arrangements locations except Quebec. The approximate retail value (the "ARV") of each Prize is \$59.00 US and \$62.00 CAD which

includes a \$12 delivery charge if applicable. The total ARV of all Prizes to be awarded in the Sweepstakes is \$1,652 US or \$1736 CAD. No prize substitution or cash redemption of Prizes. If delivery is not available, customer will not be able to redeem the \$12 delivery fee or substitute it for any value. Sponsor will not replace any lost, mutilated or stolen Vouchers. Sponsor reserves the right to substitute any Prize with a prize of comparable or greater value if Prize should become unavailable for any reason. Prizes are not transferable prior to award. Prize winners are responsible for all federal, state and local taxes arising from receipt, possession, acceptance or use of any Prize if applicable. **Throughout the Sweepstakes Period, Prizes shall be limited to one (1) per person/household.** No more than the number of Prizes set forth in these Official Rules will be awarded. All Prizes will be awarded within eight (8) weeks from the date in which all Prize Winners are confirmed. All Prize Winners consent to the use of his/her name, likeness, biographical information, and voice in advertising worldwide without additional compensation.

GENERAL CONDITIONS: Should any portion of the Sweepstakes be, in Sponsor's sole discretion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole discretion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes in a manner which in its sole discretion is fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted on the Website. In such event, Sponsor reserves the right to award the Prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in their sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Sponsor reserves the right to disqualify or reject any incomplete, inaccurate or false entry. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THESE PROVISIONS.**

RELEASE: By participating in this Sweepstakes, entrants agree to release and hold harmless Sponsor, and Facebook and each of its respective officers, directors, managers, employees, subsidiaries, affiliates, agents, members, shareholders, insurers, servants, divisions, predecessors, successors, representatives, dealers, distributors, advertising, promotion, and fulfillment agencies, consultants and legal advisors (collectively the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt, redemption or use of any Prize. In addition, except where prohibited by law, participation in the Sweepstakes constitutes winner's grant to Sponsor, the Released Parties, and those acting pursuant to its authority, the right and permission to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, each winner's name and hometown and state for advertising, trade, and promotional purposes without additional consideration, compensation, permission, or notification.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (i) unauthorized human intervention in any part of the entry process or the Sweepstakes; (ii) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; (iii) any injury, damage or loss (including death) to persons or property of any kind, which may be caused, directly or indirectly, in whole or in part, directly or indirectly from Entrant's participation in the Sweepstakes or from the receipt, use or misuse of any Prize; (iv) any printing or typographical errors in any Sweepstakes-related materials; (v) stolen, lost, late, misdirected, corrupted, incomplete, or indecipherable entries; or (vi) technical failures

of any kind, including but not limited to the malfunctioning of any computer, mobile device, cable, network, hardware or software.

ENTRANTS PERSONAL INFORMATION: Information collected from Entrants is subject to Sponsor's privacy policies, located at <http://www.ediblearrangements.com>.

WINNER'S LIST/RULES REQUEST: For the name of the Prize Winners, or a copy of these Official Rules, please submit a self-addressed, stamped envelope by August 31, 2010 to "Arrangement a Day Giveaway" (please specify Winners List or Rules Request), 95 Barnes Rd, Wallingford, CT 06492.

SPONSOR: Edible Arrangements International 95 Barnes Rd, Wallingford, CT 06492. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. This offer shall not be published without the written permission of the Sponsor.