

**OFFICIAL RULES FOR THE
VIKING 30" D3 SERIES RANGE GIVEAWAY SWEEPSTAKES
(THE "SWEEPSTAKES")**

YOU HAVE NOT YET WON A PRIZE

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER THE SWEEPSTAKES
OR BE AWARDED A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR
CHANCES OF WINNING A PRIZE**

**OPEN ONLY TO LEGAL RESIDENTS OF, AND LIVING WITHIN, THE 50 UNITED STATES, 21
YEARS OLD AS OF TIME OF ENTRY**

VOID WHERE PROHIBITED BY LAW

SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS

By entering this Sweepstakes, entrants accept and agree to be bound by these Official Rules. Any violation of these Official Rules may result in disqualification of entrant. All decisions of the Sponsor regarding this Sweepstakes are final and binding in all respects.

SPONSOR

The Viking 30" D3 Series Range Giveaway Sweepstakes (the "Sweepstakes") is sponsored by Viking Range Corporation (referred to in these Official Rules as the "Sponsor").

ELIGIBILITY

The Sweepstakes is open only to persons who are legal residents of, and living within, the 50 United States, 21 years or older, as of the time of entry. Entries from non-residents of the United States of America are ineligible. Employees, officers, and directors of the Sponsor and the Sponsor's affiliates, Sponsor's advertising and promotion agencies, Administrator (if applicable), the immediate families of such employees, officers, and directors (including their parents, siblings, children and spouses) and members of the same household of such employees, officers, and directors are not eligible to enter the Sweepstakes. Residents of Puerto Rico are not eligible to enter or win the Sweepstakes. Only one entry per household during the Sweepstakes Period is allowed.

SWEEPSTAKES PERIOD/DEADLINE

The Sweepstakes begins on July 1, 2012 at 12:01 a.m. Central Time and ends on September 30, 2012 at 11:55 p.m. Central Time (the "Sweepstakes Period") unless extended by Sponsor, notice of which will be provided as set out in these Official Rules. All entries must be received by the Sponsor by September 30, 2012, 11:55 p.m. Central Time. Sponsor's computer is the official timekeeping device for the Sweepstakes.

HOW TO ENTER

Official Entry Form: Visit <http://www.facebook.com/Viking> during the Sweepstakes Period and follow the instructions to complete and submit the entry form. All entries and entry information become the property of the Sponsor and will not be acknowledged or returned. All entrant

information, including e-mail addresses, is subject to the respective Privacy Policy of the Sponsor. No correspondence or contact other than that specified in these Official Rules will be accepted as an entry in the Sweepstakes. Entries that are misdirected, lost, incorrect, incomplete, illegible, or garbled upon actual receipt by Sponsor, for any reason, including without limitation by reason of hardware, software, browser, or network failure, malfunction, or incompatibility with Sponsor's or other third party servers involved in the entry process, will not be eligible. Entries that have been generated by a script, macro, bot or any other automated means will be void and will not be eligible.

In the event of a dispute, entries will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. For purposes of this Sweepstakes, the authorized account holder is defined as the natural person or legal entity who is assigned to the e-mail address at the time of entry by an internet access provider, online service provider, or other organization (such as an individual's business or educational institute) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Proof of submission of the completed entry form by an entrant does not constitute proof of delivery to Sponsor of the entry form. Sponsor's decisions with respect to completion and delivery of valid entry forms will be final.

HOW THE SWEEPSTAKES WORKS/PRIZES AND PRIZE WINNERS SELECTION

All eligible persons who completely satisfy the entry conditions set forth in these Official Rules and become entrants will be eligible to win a prize consisting of the following:

RDSC30 30" Viking D3 Series Range with choice of Fuel & Color

Approximate total retail value of the prize, including shipping and installation (such shipping and installation not to exceed \$1000) and warranty, is \$9000. Winner is responsible for any costs of installation (including all modifications to plumbing, cabinetry, or other modifications needed for installation of the prize). Shipping is to the location provided in the entry form.

One entrant, on a random basis, will be selected on October 1, 2012. The Sponsor will e-mail the selected entrant at the e-mail address provided on the entry form on or before October 8, 2012. If a prize notification e-mail is returned or deemed undeliverable, if the selected entrant fails to respond to the prize notification e-mail within forty-eight (48) hours, or if the selected entrant is found to be ineligible or fails to comply with these Official Rules, the Sponsor may decide, in its sole discretion, that the selected entrant has forfeited the prize and the Sponsor shall select, on a random basis, an alternate from eligible entrants.

The prize-winner will be required to execute and return a Declaration of Eligibility and Liability Release and supply Sponsor with his/her social security number for tax purposes within seven days of the prize notification e-mail. Failure to comply with these requirements will cause the prize(s) to be forfeited and awarded to an alternate winner.

Upon contacting a potential winner and determining that he/she has met all eligibility requirements of the Sweepstakes, including without limitation the execution and timely return of the required Declaration of Eligibility and Liability Release, such individual will be declared the "winner" of the Sweepstakes.

All prize-winners who comply with these Official Rules shall receive prizes within 90 days after receipt by Sponsor of their executed Declaration of Eligibility and Liability Release.

Except where prohibited by law, acceptance of a prize shall constitute and signify the winner's consent that the Sponsor may use the winner's name, likeness, image, voice, photographs, biographical information, address (city and state) and written statements made by the winner about the Sweepstakes and Sponsor for promotional purposes, in all forms of media, in perpetuity and without monetary payment or additional consideration. The Sponsor reserves the right to announce the identity of the Sweepstakes prize-winner and the prize awarded to each such winner on any of its marketing platforms such as websites, social sites, or email; or on those of its affiliates.

ODDS OF WINNING

The odds of winning any prize depend upon the number of valid entries received by Sponsor.

TRANSFERABILITY/TAXES

All prizes are non-transferable and are not exchangeable for cash; provided, however, that the Sponsor may, in its discretion, offer to prize winners the option of receiving a cash prize substitute. All prize-winners will be solely responsible for all taxes (federal, state and/or local) and any expenses not specified in these Official Rules but related to acceptance and use of the prize by winner. Prizes may not be re-sold by winner.

CONDITIONS

The Sponsor is not responsible for errors, omissions, interruptions, deletions, defects, delays in operations or transmissions, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone, computer, hardware or software malfunctions of any kind, or inaccurate transmissions of, or failure of the Sponsor to receive entry information on account of human or technical problems in any combination thereof. The Sponsor reserves the right, in its sole discretion, to cancel the Sweepstakes in its entirety if it becomes technically corrupted or because of non- authorized human intervention. The Sweepstakes is subject to these Official Rules. By entering: (a) participants agree to these Official Rules, the decisions of the Sponsor, which shall be final and binding in all respects, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules; (b) participants release the Sponsor, its directors, officers, employees, affiliates, agents, representatives, vendors and such persons' directors, officers, employees and agents from any and all liability for any claims, injuries, losses, costs or damages of any kind caused by participation in the Sweepstakes or resulting from acceptance, possession, use or misuse of the prizes; and (c) PARTICIPANTS ACKNOWLEDGE THAT THE SPONSOR AND OTHER RELEASED ENTITIES AND INDIVIDUALS HAVE NEITHER MADE, NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESSED OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE PRIZES, INCLUDING BUT NOT LIMITED TO THEIR QUALITY, MECHANICAL CONDITION, OR FITNESS, EXCEPT FOR ANY STANDARD LIMITED WARRANTY OFFERED BY ANY MANUFACTURER OF THE NON-CASH PRIZES. The Sponsor may prohibit an entrant from participating in the Sweepstakes or winning any prize if, in its sole discretion, it determines that the entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair practices or intending to annoy, abuse, threaten or harass any other participants or the Sponsor's agents or representatives.

WARNING: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE THE SPONSOR OR SPONSOR'S WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the Mississippi. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Greenwood, Mississippi and all entrants agree to the personal jurisdiction of and venue in such courts. Should there be a conflict between the laws of the State of Mississippi and any other laws, the conflict will be resolved in favor of the laws of the State of Mississippi. All judgments or awards shall be limited to actual out-of-pocket damages (excluding attorneys' fees) associated with participation in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.

USE OF REGISTRATION INFORMATION

By completing the Sweepstakes entry form, entrants grant the Sponsor the right to use the information provided on the forms, and to contact the entrant by e-mail, telephone, mail, certified mail, or fax.

WINNERS LIST/RULES

For a copy of the Official Rules or for identification of the prize winners mail a stamped, self-addressed envelope to:

Viking Range Corporation
Attention: Viking Giveaway Rules
c/o LeAnne Gault
111 Front Street
Greenwood, MS 38930

Only one request per envelope. All requests for winners must be received within six (6) months of October 1, 2012.

Sponsor: The sole Sponsor of this Sweepstakes is Viking Range Corporation, 111 Front Street, Greenwood, MS 38930. The sole contact for the Sponsor with respect to questions (only) related to the Sweepstakes is LeAnne Gault, who can be reached by telephone at 662.451.1705 or by email at Lgault@vikingrange.com during business hours. Contacting Ms. Gault does not constitute entry into the Sweepstakes and will not affect any entrant's chances of winning a prize. No correspondence or contact other than that specified in these Official Rules will be accepted as an entry in the Sweepstakes.

DECLARATION OF ELIGIBILITY AND LIABILITY RELEASE
VIKING 30" D3 SERIES RANGE GIVEAWAY
SWEEPSTAKES PRIZE WINNER

I, _____, an individual with a social security number of _____, hereby swear, promise and agree as follows in connection with my selection as a prize winner of the Viking Custom Range Giveaway Sweepstakes:

1. I am a legal resident of and living within the 50 states of the United States of America and I am at least 21 years of age. Neither I, nor any members of my immediate family, including my parents, siblings, children or spouse, nor any individuals living in the same household as me, are officers, directors, or employees of Viking Range Corporation or any of its affiliates, its advertising and promotion agencies, or, if applicable, the Administrator of the Sweepstakes.

2. I understand and agree that: (a) I have been awarded the following Prize(s): _____ (b) I am solely responsible for the payment of all federal, state and local taxes due and payable and to become due and payable in connection with my receipt of the Prize; and (c) I am solely responsible for all costs related to shipping and installation of the prize above \$1000.00 (including all modifications to plumbing, cabinetry, or other modifications needed for installation).

3. I fully and forever release Viking Range Corporation, its affiliates, directors, officers, employees, agents, representatives, vendors, and such persons' directors, officers, employees and agents from any and all liability for any claims, injuries, losses, costs or damages of any kind arising out of, resulting from or in any way connected with: (a) my participation in the Viking 30" D3 Series Range Giveaway Sweepstakes; (b) my acceptance, possession, use or misuse of the prize awarded to me; (c) the terms and conditions of the award of my prize; and (d) Viking Range Corporation's exercise of any of its duties or discretionary responsibilities set forth in this Declaration of Eligibility and Liability Release or in the Official Rules of the Viking 30" D3 Series Range Giveaway Sweepstakes. This release shall not affect any written limited warranty or guaranty offered by Viking Range Corporation to members of the public who purchase appliances, cookware, or equipment of the same type as the prize.

4. I understand and agree that I may not exchange my selected prize for its cash value nor assign my rights to the prize to any other person nor resale the prize awarded.

5. I understand and agree that my signing and delivery of this Declaration of Eligibility and Liability Release is a condition precedent to my receipt of my prize. **I also understand and agree that I must sign this Declaration of Eligibility and Liability Release and return the signed copy to Viking Range Corporation at the following address within seven (7) days of the date upon which the e-mail notifying me of my selection as a prize winner was sent to me, or I will forfeit my prize and another winner will be selected:**

Viking Range Corporation
Viking 30" D3 Series Range Giveaway
c/o LeAnne Gault
111 Front Street
Greenwood, MS 38930

Signature: _____
Print Name: _____
Shipping Address: _____
