

## **Official Rules for the “Can You Guess Mrs. Butterworth’s First Name?” Contest**

**NO PURCHASE NECESSARY.** Void in Puerto Rico and where prohibited by law. Purchasing a product will not improve your chances of winning.

- 1. Eligibility:** This Contest is only open to legal U.S. residents of the fifty states. Legal U.S. residents younger than 13 years of age at the time of entry may enter only under the supervision of parents or legal guardian. Employees, officers, directors, agents, representatives and their immediate families or members of Pinnacle Foods Group, LLC, Bender Hammerling Group; their parent companies, subsidiaries; advertising; design; publicity agencies; law firms and anyone connected with the production and distribution of this Contest are ineligible to participate. Previous winners from any other Pinnacle Foods Group Inc contests are ineligible. No purchase is required to win. This contest is limited to one entry per person, email and/or household. If more than one entry is made by one person, email or household, only the first entry received by Sponsor will be included in the Contest. All others will be disqualified.
- 2. Contest Period:** The Contest Period (“Contest Period”) is from 12:00 a.m. EST on May 1, 2009 to 11:59 p.m. EST on July 17, 2009.
- 3. How to Enter:** Log onto to [www.mrsbutterworthsyrup.com](http://www.mrsbutterworthsyrup.com) and click on the “Contests” section. Submit your first name guess with an explanation in 100 words or less as to why you think your guess is correct or mail your entry to: “**Mrs. Butterworth’s First Name**” Contest, c/o BHG PR, 546 Valley Rd., Upper Montclair, New Jersey 07043. Mailed entries must be received no later than July 17, 2009. No entry may contain any defamatory, obscene, lewd, or inappropriate language (as determined by Sponsor in Sponsor’s sole discretion), any material owned by a third party, or any trademarks, service marks, logos, brands, or products other than Mrs. Butterworth’s. Entries that do not adhere to these Official Rules may not be considered and/or may be disqualified, in Sponsor’s sole discretion. For online entries by entrants under age 13, the entrant’s parent or legal guardian will be notified via e-mail and requested to confirm and complete the child’s registration.
- 4. Winner Selection:** One (1) winner will be selected based on creativity and adherence to theme. The potential winner will be selected from all eligible entries received during the Contest Period. Selection will be made by a panel of judges whose decision is final on all matters relating to the Contest.
- 5. Prizes:** \$500.00 cash prize, a year’s supply of Mrs. Butterworth’s syrup, consisting of 1 case with an estimated retail value of \$550.00, and the winning entry will be featured on the web site.
- 6. Prize Notification:** The potential winner or parent or legal guardian of a potential winner will be notified via e-mail or mail, depending on the method of entry, on or about July 2009. An affidavit of eligibility and a liability and publicity release may be required. If the prize is returned as undeliverable, Sponsor cannot contact the winner for any reason within 14 days of the first attempt, or an affidavit/release

is not returned within 14 days or is returned as undeliverable, then the prize will be forfeited and an alternate winner selected.

**7. General:** No copies or mechanical reproductions will be accepted. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, misdirected or postage due mail or e-mail communications. All entries become the property of Sponsor and none will be returned. As such, Sponsor may use, modify, reproduce, promote, publish, and/or display your entry in any form or medium, as Sponsor may elect in its sole discretion. Neither Sponsor nor its agents are responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, incomplete, garbled or delayed computer transmissions, whether caused by Sponsor, entrants or by any of the equipment or programming associated with or utilized in this promotion or by any human or technical error which may occur in the processing of entries which may damage an entrant's system or limit an entrant's ability to participate in this promotion. Entry constitutes permission, where lawful, to use name and/or likeness and/or voice of winner in any manner by the Sponsor, or its agents, without further compensation. You agree to be bound by these Official Rules. Participants are responsible for all costs or charges involved in accessing the World Wide Web and warrant that the cost of accessing the Internet, if any, is part of a larger agreement with an Internet Service Provider or some other means, and that the cost of this access and/or the time spent, if any, to configure their website is not an incremental cost in order to participate in the contest. Sponsor is not responsible for those who cannot access the Internet or cannot click-through for any period of time regardless of technical, hardware, software, telephone, Internet, virus contamination, or network problems, for delay, failure or malfunction for any reason. Sponsor reserves the right to cancel or modify the Contest if in sponsor's sole determination it believes that the integrity of the Contest has been, or could be compromised or that the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes. Sponsor reserves the right to disqualify any entrant from the Contest if in Sponsor's sole judgment entrant has not complied with these Official Rules. An entrant's entry will also be disqualified, at the sole discretion of Sponsor, if the entrant attempts (i) to enter the Contest through any means other than as described in these Official Rules; or (ii) provides information that is inaccurate or fraudulent; or (iii) attempts to disrupt the Contest or circumvent the terms and conditions of these Official Rules. Sponsor and its respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, illegible, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the control of Sponsor, or (d) any printing or typographical errors in any materials associated with the Contest. By accepting prize, winner agrees that the Sponsor, its parent company, subsidiaries, affiliates or agencies shall have no liability whatsoever, for any injuries or damage incurred in whole or part from participation

in this promotion. All federal, state and local taxes on prizes are the responsibility of the winner. Void where prohibited, restricted or limited. Subject to all Federal, State and Local laws and regulations. For a list of prize winners, send a self-addressed stamped envelope to "**Can You Guess Mrs. Butterworth's First Name?**", c/o BHGPR, 546 Valley Road Upper Montclair, NJ, 07043. Residents of WA and VT may omit return postage. Requests must be received by June 30, 2009.

8. **Sponsor:** Pinnacle Foods Group, LLC., 1 Old Bloomfield Road, Mountain Lakes, NJ 07046.