

Campbell's® "Texture Modified Foods Endless Possibilities Recipe Contest" Rules & Regulations

Official Contest Rules:

All qualified entries will automatically receive one set of three *Vollrath*® scoops (one per establishment), and will be entered for a chance to win the Grand Prize of one *Breville*® Smart Convection Oven, one per region (BC, Prairies, Ontario, Quebec, Atlantic).

How to Enter:

1. *Campbell's*® "Texture Modified Foods Endless Possibilities Recipe Contest" begins at 12:00:01 AM EST on January 16, 2012 and ends at 11:59:59 PM EST on May 18, 2012 (the "Contest Period").
2. To enter, you must qualify. Qualifications include:
 - Must be Canadian Healthcare establishment/operator ONLY.
 - All entries must meet the recipe criteria: Any qualified recipes submitted must include/utilize one or more of the following Texture Modified Food products: ***Primepuree*®, *Primeminced*® and/or *Gardenpuree*®.**
 - Recipes must utilize maximum of 6 ingredients; all recipes received must include the serving size and yield.
 - No restrictions on the number of recipes you can submit/enter. All recipes submitted must be received within the "contest period".
3. NO PURCHASE NECESSARY.
4. All electronic (email), faxed and mailed entries completed and received in accordance with these Official Contest Rules (the "Rules") will automatically receive one set of three *Vollrath*® scoops (one per establishment) and will be entered to win the Grand Prize, one per region. To be eligible for the Grand Prize, recipes must be received by 11:59:59 PM EST May 18, 2012.
5. The odds of winning depend on the total number of eligible ballots and entries received by the contest closing date.

Grand Prizes:

There is one GRAND PRIZE to be won per region. There are 5 regions – British Columbia, Prairies, Ontario, Quebec and Atlantic region. Prize consists of one *Breville*® Smart Convection Oven, valued at approximately \$300.00 CDN.

The Grand Prize judging will take place by June 30, 2012. Grand Prizes will be administered and awarded by July 31, 2012

How You Could Win:

1. Grand Prize Draw: All qualified recipes received will be reviewed by a judging organization/panel by June 30, 2012.
2. In order to win the GRAND PRIZE, the selected entrant will be contacted by telephone and must correctly answer a mathematical skill-testing question without assistance of any kind whether mechanical or otherwise and must be eligible according to the Official Rules. In the event the selected Grand Prize entrant cannot be contacted within 5 business days of the draw, another random draw will be conducted by the judges, without any liability or obligation to the selected entrant whatsoever. The winner will be required to sign a standard Declaration, Liability and Publicity (where legal) Release, releasing the Contest Sponsor and its retailers, advertising and promotional agencies and the contest judging organization from all liability. A completed Declaration,

Liability and Publicity (where legal) Release must be returned within 5 business days following receipt, or the prize will be forfeited and another potential winner selected.

3. The selected prize entrants, one per region, will then be declared the winner and will be contacted to make further arrangements with respect to the prize.

General Rules:

1. This Contest is open all Canadian Healthcare establishment/operator only. Must be legal residents of Canada who are foodservice operators 18 years of age or over, excluding employees (and their immediate families and persons with whom they are domiciled) of Campbell Company of Canada, Foodservice (the "Sponsor"), Sabre Marketing Group Inc. and affiliates, independent judging organization, promotional agencies and any and all Contest administrators.

2. Except as provided for in paragraph 6 below, by entering this Contest, each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as telephone number, age and address) by the Sponsor and its authorized agent for the purposes of implementing, administering, fulfilling and promoting this Contest. The Sponsor and its authorized agent will not sell or transmit this information to third parties, except for the purposes of administering the Contest.

3. Entries submitted through fraudulent means or in any way tampered with, incorrect, unclear, forged, mutilated, illegible, indecipherable or mechanically reproduced may, at the sole discretion of the Sponsor, will be disqualified.

4. All entries become the property of the Sponsor and shall not be returned. The Sponsor is not responsible for entries lost, late, misdirected, illegible or delayed for any reason, nor for postage due. No liability or responsibility is assumed by the Sponsor for any technical problems in connection with the transmission or receipt of any e-mail entry including malfunction of any telephone or network lines, faulty electronic data transmissions, traffic congestion in the Internet or website, hardware or software error, equipment failure or malfunction, or other on-line communications problems. No liability or responsibility is assumed by the Sponsor resulting from user's attempt to participate in the promotion or download any information in connection with participating in the promotion. The Sponsor reserves the right, in its discretion, to cancel or suspend this Contest (subject in Québec to Régie des alcools, des courses et des jeux ("RACJ") approval) should a virus, bug or other cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the Contest.

5. The Sponsor reserves the right to prohibit an entrant from participating in the Contest or winning the prize, if, in the sole discretion of the Sponsor, it determines that the entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse or threaten or harass any other entrants or the Sponsor's representatives. The Sponsor reserves the right to disqualify any entrant failing to comply with these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

6. Any litigation respecting the conduct or organization of this Contest by a Québec resident may be submitted to the RACJ. Any litigation respecting the awarding of a prize to any Québec resident may be submitted to the RACJ only for the purpose of helping the parties reach a settlement.

7. The Sponsor and its agents are not responsible for printing, distribution, technical or production errors, including computer hardware, software, systems or transmissions failures, and may terminate the Contest (subject in Québec to RACJ approval), if such errors are discovered, without liability and without notice, at their sole discretion. The Sponsor reserves the right to modify or cancel the promotion in whole or in part.

8. An entrant will not be declared a winner unless (i) a duly authorized representative of the Sponsor has verified that the entrant has qualified, reviewed and approved the recipe entry; and (ii) the entrant has correctly answered, without assistance, a time-limited mathematical skill-testing question and the entrant returns a Declaration, Liability and Publicity (where legal) Release as required by these rules.

9. By entering this Contest, each entrant agrees to comply fully with the Rules, and, for the winning entrants, to the use of his/her name, city of residence, image, photograph, voice, sobriquet, place of residence and/or statement regarding the Prize from time to time by the Sponsor for advertising, promotion or publicity purposes, or for general news, entertainment and information purposes in any media, without compensation, where legal.

10. Prize may not be transferred, assigned or redeemed for cash, except as provided in these rules. The Sponsor reserves the right to substitute prizes of equivalent value in the event of circumstances beyond the Sponsor's control.

11. In the event of any dispute regarding the identity of the party submitting an electronic entry, the entry will be deemed to have been submitted by the authorized holder of the e-mail account.

12. All other costs and expenses not expressly listed as part of a prize, including federal, provincial or local taxes and any fees, or penalties are solely the responsibility of the winners.

13. This Contest is subject to all Federal, Provincial and Municipal laws. Void where prohibited. All decisions made by the independent judging organization are final.

Sponsor: Campbell Company of Canada – Campbell's Foodservice