

Mrs. Butterworth's® Back-to-School Sweepstakes
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

SWEEPSTAKES ENTRY PERIOD: The Mrs. Butterworth's® Back-to-School Sweepstakes begins at 12:00:01 AM Eastern Time ("ET") on Thursday, August 8, 2013 and ends at 11:59:59 PM ET on Thursday, September 5, 2013 (the "Promotion Period"). The server(s) hosting this Sweepstakes is the official time clock.

ELIGIBILITY: The Mrs. Butterworth's Back-to-School Sweepstakes (the "Sweepstakes") is open to legal residents of the 50 United States and the District of Columbia who have Internet access and a Facebook account and are 18 years of age or older at time of entry. Entrants that are minors in their jurisdiction of residence must have the consent of their parent and/or legal guardian to enter or win a prize. Employees, officers, directors, agents, and representatives of US Sweepstakes & Fulfillment Co. ("Administrator"), Pinnacle Foods Group LLC (the "Sponsor"), and its subsidiaries, affiliates, law firms, and advertising and promotional agencies and immediate family members (spouse, parents, children and siblings and their respective spouses regardless of where they live) and those living in the same household with such individuals, whether related or not, are not eligible to participate. Sweepstakes is subject to all applicable federal, state and local laws and regulations. **Void in Puerto Rico, outside the U.S. and wherever restricted or prohibited by law.**

SPONSOR AND ADMINISTRATOR: "Sponsor": Pinnacle Foods Group LLC, 399 Jefferson Rd. Parsippany, NJ 07054. "Administrator": US Sweepstakes & Fulfillment Co., 625 Panorama Trail, Suite 2100, Rochester, NY 14625.

HOW TO ENTER: Visit <https://www.facebook.com/MrsButterworths>, click "Like" to become a fan of the Mrs. Butterworth's page, click the Back To School Sweepstakes tab hosted by the ShortStack App, and complete the entry form in its entirety, including a full street address (sorry no PO Boxes accepted), and submit (the "Entry"). All required fields in the entry form must be completed to be eligible. Incomplete or illegible entries will be disqualified. As a part of the Sweepstakes entry process, entrants will be required to indicate they have read, accepted and agreed to be bound by these Official Rules. Entries must be received between **12:00:01 AM ET on Thursday, August 8, 2013 and 11:59:59 PM ET on Thursday, September 5, 2013**. Note that entries for any Daily Drawing (described below) must be received by 11:59:59 PM ET on the day before the Daily Drawing.

Collection and use of personally identifiable information will be in accordance with the Sponsor's Privacy Policy located at <http://pinnaclefoods.com/index.php/company/privacy>. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. Becoming a fan of the Mrs. Butterworth's page on Facebook does not constitute an entry into the Sweepstakes. Entrants understand that they are providing their information to Sponsor and not to Facebook. The information provided will only be used for the purposes of this Sweepstakes and as otherwise permitted by Sponsor's

privacy policy.

Limit: One (1) Entry per person during the Promotion Period.

PRIZES/APPROXIMATE RETAIL VALUE (“ARV”)/ODDS:

The Sweepstakes is comprised of one (1) Grand Prize drawing at the end of the Promotion Period with three (3) winners selected at random and one (1) Daily Prize drawing each day for thirty (30) days from August 9, 2013 to September 6, 2013, with one (1) winner selected at random per day. Winners of any Daily Prize drawing will not be considered for subsequent Daily Prize drawings, but all eligible entries received during the Promotion Period (even those submitted by winners of a Daily Prize drawing) will be entered into the Grand Prize drawing.

Grand Prize: There are three (3) Grand Prizes, each consisting of a breakfast gift basket containing three bottles of Mrs. Butterworth’s syrup, three boxes Mrs. Butterworth’s pancake & waffle mix, a pancake maker, a waffle iron and a \$100 Walmart® gift card. ARV of each Grand Prize is \$154. Total ARV of all Grand Prizes being offered is \$462. Limit of one Grand Prize per person.

Daily Prizes: There are thirty (30) Daily Prizes, each consisting of a \$50 Walmart® gift card. ARV of each Daily Prize is \$50. Total ARV of all Daily Prizes being offered is \$1,500. Limit of one Daily Prize per person.

Gift cards are subject to all terms, conditions and limitations imposed by the issuer. Walmart® is a registered trademark of Wal-Mart Stores Inc. All rights reserved. Walmart is not a participant in or sponsor of this promotion.

Total ARV of all 33 prizes being awarded is \$1,962.

Odds of winning a prize depend on the number of eligible entries received by the deadline for each drawing.

PRIZE DRAWINGS & NOTIFICATION:

Grand Prize Drawing: The Grand Prize winners will be selected in a random drawing, under the supervision of the Administrator, on or about Monday, September 9, 2013 from among all eligible entries received during the Promotion Period. Prize awards are subject to verification of eligibility and compliance with these Official Rules. The Grand Prize winners will be confirmed via email and/or phone, and will be required to sign and return, within seven (7) days of notification, an Affidavit of Eligibility, a Liability Waiver, and where allowable, a Publicity Release (collectively, "the Releases"). If a prize notification or prize is returned as undeliverable, if a potential winner of any prize cannot be contacted, if potential winner is found to be ineligible or not in compliance with these rules, or if the selected winner cannot accept or receive the prize for any reason, that potential winner will be disqualified, and the prize may be awarded to an alternate winner. Non-winning entrants will not be notified. The Grand Prize winners will receive their prize by U.S. mail at the address provided at time of entry.

Daily Prize Drawings: There are thirty (30) daily drawings on each day, beginning Friday, August 9, 2013 and ending, Friday, September 6, 2013. Each day, one (1) winner will be selected in a random drawing, under the supervision of the Administrator, from among all eligible, non-winning entries received through 11:59:59 PM ET the previous day (each, a “Daily Drawing”). Non-winning entries will be rolled over to subsequent Daily Drawings. Daily Prize winners will receive their daily prize by email at the email address provided at time of entry.

PRIZE CONDITIONS AND LIMITATIONS: Prizes are not redeemable for cash. Prizes are non-assignable or transferable. No substitution is permitted except by Sponsor if prize is unavailable, in which case a prize of equal or greater value will be awarded by Sponsor in its discretion. No cash in lieu of prizes and no exchange or substitution of prizes, except at the sole discretion of the Sponsor. Any other costs or expenses not specified herein are the winner’s sole responsibility. In no event shall more prizes be awarded than the number stated in the “Prizes” section above. The prize winner shall be solely responsible for all federal, state and/or local taxes. Winners may be required to furnish his/her social security number for the sole purpose of preparation of any tax forms as required by law. Acceptance of a prize constitutes permission from the winner (and their parent and/or legal guardian if they are a minor) to the Sponsor and its agents to use such winner’s name and/or likeness or a modified name and/or likeness for advertising and publicity purposes related to the sweepstakes, other sweepstakes and their status as winners, in Sponsor’s and/or its agents’ sole discretion, worldwide, in perpetuity, in all forms of media whether now known or hereafter devised, without prior authorization from and without further compensation to or approval from Winner, except where prohibited by law.

Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor or prize providers. Winner acknowledges that the Sponsor, Administrator, prize providers, and all other businesses affiliated with this Sweepstakes and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, including (without limitation) relative to the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that each prize shall be subject to its standard warranty (if any). If a winner chooses not to accept his/her prize, an alternate winner may be chosen.

GENERAL: This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and Administrator and waive any right to claim ambiguity in regard to the mechanics of the Sweepstakes or the interpretation of these Official Rules. Winners and entrants also agree to release, discharge, indemnify and hold harmless the Sponsor, Administrator, Facebook, the providers of any prizes, Sponsor’s subsidiaries, affiliates, law firms, service providers, and marketing and advertising agencies, and any of their directors, officers, employees, representatives and agents (all of the foregoing are collectively referred to as “Sponsor Parties”), from and against any claims, actions, judgments, demands, losses, damages, injuries, or liability of any kind, resulting in whole or in part, directly or indirectly, from or arising in connection with the acceptance, possession, use, misuse or nonuse of any prize offered, or participation in this Sweepstakes (including, without limitation, personal injuries, death, and property

damage, and claims based on publicity rights, defamation, or invasion of privacy, whether suffered by you or a third party).

Although subsequent attempts to enter on a given day may be received, only the first complete Entry received from a particular entrant will be eligible; subsequent attempts by the same person to enter, including Entries submitted with an alternate email address, will be disqualified.

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor may ask any entrant or potential winner to provide Sponsor with proof that such party is the authorized account holder of the email address associated with the entry.

Entries that have been tampered with or altered, mass Entries or Entries generated by a script, macro or use of automated devices, and Entries made on an entrant's behalf by any other individuals or any other entity, including but not limited to commercial sweepstakes/ subscription notification and/or entering services, will be disqualified and void. The Sponsor Parties are not responsible for: (i) lost, late, misdirected, damaged, incomplete, inaccurate, undelivered, or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Entries, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive Entries by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and Administrator, which are final and binding in all matters relating to the Sweepstakes. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, or if Sweepstakes is unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winner(s) for the drawing(s) in question from all eligible, non-suspect Entries received for the drawing(s) in question prior to action taken.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES

AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULL EXTENT PERMITTED BY LAW.

DISPUTES: Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the state of New Jersey. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the state of New Jersey without giving effect to any choice of law or conflict of law rules (whether of the State of New Jersey or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state of New Jersey. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential, or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief.

THE PARTIES HEREBY WAIVE THEIR RIGHT TO JURY TRIAL WITH RESPECT TO ALL CLAIMS AND ISSUES ARISING OUT OF OR RELATING TO THIS AGREEMENT WHETHER SOUNDING IN CONTRACT OR TORT, AND INCLUDING ANY CLAIM FOR FRAUDULENT INDUCEMENT THEREOF.

OFFICIAL RULES REQUEST: To request a copy of the Official Rules, visit www.facebook.com/MrsButterworths or send a self-addressed, stamped envelope by September 5, 2013 to: The Mrs. Butterworth's Back-to-School Sweepstakes, Rules Request, P.O. Box 25466, Rochester, NY 14625-0466.

WINNER CONFIRMATION: For written confirmation of prize winners (available after September 9, 2013), send a self-addressed, stamped, #10 envelope (no later than October 31, 2013) to: The Mrs. Butterworth's Back-to-School Sweepstakes, Winners Request, P.O. Box 25466, Rochester, NY 14625-0466.

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