

**Mrs. Butterworth's® Family Fun Sweet-stakes 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® Family Fun Sweet-stakes Sweepstakes** (the "Sweepstakes") begins at 12:00:01 AM Eastern Time ("ET") on Wednesday, January 1, 2014 and ends at 11:59:59 PM ET on Wednesday, April 30, 2014 (the "Promotion Period"). The server(s) hosting this Sweepstakes is the official time clock.

ELIGIBILITY: The **Mrs. Butterworth's® Family Fun Sweet-stakes 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"), Seaworld Parks & Entertainment, Inc. and their respective 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, Suite2100, Rochester, NY 14625.

HOW TO ENTER: There will be a series of eight distinct and separate First Prize Entry Periods (each, an "Entry Period") and Random Drawing Dates (each, a "First Prize Drawing") as detailed in the chart below. Drawings may be referred to herein individually as a "First Prize Drawing" and collectively as "First Prize Drawings". Entries must be received during the entry period indicated in the chart below to be eligible for that Entry Period's drawing only. Non-winning entries will not be rolled over to subsequent First Prize Entry Period Drawings. Winning and non-winning entries will be rolled into the Grand Prize drawing.

Entry Period Drawing #	ENTRY & DRAWING PERIODS All eligible entries received		
	"Entry Period Start Date" all Entry Period Start Dates begin at 12:00:00 AM (ET) on	"Entry Period End Date" all Entry Period End Dates end at 11:59:59 PM (ET) on	"Entry Period Random First Prize Drawing Date" (on/about)
1	1/1/2014	1/15/2014	1/23/2014
2	1/16/2014	1/30/2014	2/7/2014
3	1/31/2014	2/14/2014	2/24/2014
4	2/15/2014	3/1/2014	3/10/2014
5	3/2/2014	3/16/2014	3/24/2014
6	3/17/2014	3/31/2014	4/8/2014
7	4/1/2014	4/15/2014	4/23/2014

There are two (2) ways to enter:

Method #1: Visit <https://www.facebook.com/MrsButterworths>, click “Like” to become a fan of the Mrs. Butterworth’s page, click the Sweet-stakes app 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 Wednesday, January 1, 2014 and 11:59:59 PM ET on Wednesday, April 30, 2014**. Collection and use of personally identifiable information will be in accordance with the Privacy Section of these Official Rules. 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.

Method #2: During the Promotion Period, send an original hand-printed 3" x 5" card that includes your first name, last name, age, complete mailing address, including zip code, daytime telephone number, and email address, if you have one, in a stamped envelope to: “Mrs. Butterworth’s® Family Fun Sweet-stakes” Sweepstakes, 625 Panorama Trail, Suite 2100, Rochester, NY 14625-2437 (“Mail Entry”). The Mail Entry must be hand-printed, postmarked between January 1, 2014 and April 30, 2014, and received by the Entry Period Random First Prize Drawing Date to be included in that drawing; or by May 8, 2014 to be included in the Grand Prize Drawing. Neither the Sponsor nor the Sponsor’s Affiliates are responsible for lost, late, damaged, delayed, destroyed, misdirected, incomplete, illegible, mutilated entries or postage due mail. Photocopies, mechanically reproduced, forged or altered mailed entries and facsimiles are void. Incomplete or illegible entries are not eligible. Entries received in envelopes larger than a number ten (#10) standard-sized 4-1/8" x 9-1/2" envelope will be automatically disqualified. All entries become the property of the Sponsor and will not be returned.

Limit: One (1) entry per person per day per method of entry.

PRIVACY: Personal information collected from online entrants is subject to the Pinnacle Foods Group LLC Privacy Policy, which can be found at <http://pinnaclefoods.com/index.php/company/privacy> .

PRIZES/APPROXIMATE RETAIL VALUE (“ARV”):

Grand Prize: There is one (1) Grand Prize consisting one (1) vacation package for four (4) persons for two (2) nights and three (3) days, to Grand Prize winner’s choice of either Busch Gardens® Williamsburg (the "Busch Gardens Williamsburg Grand Prize Vacation Package") OR Busch Gardens® Tampa Bay (the “Busch Gardens Tampa Bay Vacation Package” and, collectively the Grand Prize Vacation Package (the “Grand Prize Vacation Package”).

(a) The Busch Gardens Williamsburg Grand Prize Vacation Package shall consist of the following:

(i) Four (4) round-trip coach airfares between the major United States gateway airport closest to the winner's residence (selected by Sponsor in its sole discretion) and Newport News/Williamsburg International Airport, provided however, if winner resides within two hundred fifty (250) miles of Busch Gardens Williamsburg, no air or any ground transportation will be provided.

(ii) Four (4) round trip ground transfers between Newport News/Williamsburg International Airport and hotel; provided, however, if winner resides within two hundred fifty (250) miles of Busch Gardens Williamsburg, ground transfers will not be provided.

(iii) Hotel accommodations (one (1) standard room with a maximum of four (4) persons per room) for two (2) nights as selected by Sponsor in its sole discretion.

(iv) Four (4) Two-Day adult Admission tickets to Busch Gardens Williamsburg.

(v) Four (4) Animals Up Close Tour (“Special Encounter”) Admission tickets.

The ARV of the Busch Gardens Williamsburg Grand Prize Vacation Package is \$3,028.76.

(b) The Busch Gardens Tampa Bay Grand Prize Vacation Package shall consist of the following:

(i) Four (4) round-trip coach airfares between the major United States gateway airport closest to the winner's residence (selected by Sponsor in its sole discretion) and Tampa International Airport, provided however, if winner resides within two hundred fifty (250) miles of Busch Gardens Tampa Bay, no air or any ground transportation will be provided.

(ii) Four (4) round trip ground transfers between Tampa International Airport and hotel; provided, however, if winner resides within two hundred fifty (250) miles of Busch Gardens Tampa Bay, ground transfers will not be provided.

(iii) Hotel accommodations (one (1) standard room with a maximum of four (4) persons per room) for two (2) nights as selected by Sponsor in its sole discretion.

(iv) Eight (8) Single Day adult Admission tickets to Busch Gardens Tampa Bay.

(v) Four (4) Serengeti Safari at Busch Gardens Tampa Bay Admission tickets (“Special Encounter”).

The ARV of the Busch Gardens Tampa Bay Grand Prize Vacation Package is \$3,028.76.

(c) Items that are not included as part of the Grand Prize Vacation Package are:

(i) Meals (unless otherwise described above)

(ii) Hotel room service

(iii) Laundry service

(iv) Alcoholic beverages

(v) Merchandise, souvenirs, etc.

(vi) Local and long distance telephone calls

(vii) Tips, gratuities, service charges or taxes

(viii) Ground transportation between the winner’s residence and the departure airport

(ix) Airline baggage fees and related incidental expenses

(x) All other charges not otherwise described above

(d) Grand Prize Vacation Package conditions of use include, but are not limited to:

(i) Vacation must be taken between June 1, 2014 and December 31, 2014.

(ii) Departure dates and accommodations are subject to availability; certain restrictions and blackout dates may apply. Airlines and flight times to be selected by Sponsor at its sole discretion. One or more stopovers may be required on air transportation. Air transportation, if applicable, and hotel accommodations must be taken together and cannot be taken separately. All travel arrangements must be made through Sponsor’s agent on a carrier of Sponsor’s choice. Once trip dates have been booked, no change, extension or substitution of trip dates is permitted, except at Sponsor's sole discretion. Winner must confirm available travel dates and flight times selected by the Sponsor at least six (6) weeks prior to travel dates. No extension or change of trip dates permitted. Sponsor will not replace any lost or stolen

tickets, travel vouchers, certificates or similar items once they are in winner's possession, or in the possession of winner's guest.

(iii) Vacation is for the Grand Prize winner and three (3) guests of the winner's choosing.

(iv) Winner and guests must travel together on the same itinerary and are responsible for obtaining all required identification required for travel.

(v) Winner's guests must be legal U.S. residents, and of the Age of Majority in his/her State of Primary Residence, unless travel companion is a child of winner or minor that has parental permission to accompany winner.

(vi) Guests of winner must be age five (5) and older in order to participate in the Special Encounter portion of the Grand Prize Vacation Package. There is no age restriction on general park entry.

(vii) Vacation and its components may not be sold, traded, transferred, rescheduled to dates not within the fulfillment period set forth above, or refunded. Vacation is not redeemable for cash in whole or in part.

(viii) Tickets awarded as part of the prize are subject to additional terms and conditions stated on such tickets.

(ix) The actual value of the Grand Prize Vacation Package depends upon the city of departure, time of travel, any airfare fluctuations, and current market conditions at time of prize fulfillment. Any difference between the stated ARV and the actual value will not be awarded.

(x) Sponsor Parties (as defined below) shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by air carriers, hotels or other transportation companies or any other persons providing any services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Sponsor Parties shall not be liable for any loss or damage to baggage or any other loss, damage, or injury to persons or property.

First Prizes: There are eight (8) First Prizes, each consisting of a Family Fun Breakfast Kits. ARV of each First Prize is \$50. Total ARV of all First Prizes being offered is \$400.

Total ARV of all nine (9) prizes being awarded is \$3,428.76.

Limit of one First Prize per person or household.

PRIZE DRAWINGS, ODDS & NOTIFICATION: First Prize Winners will be selected in a series of random drawings, under the supervision of the Administrator, on or about each drawing date indicated in the chart in the "How to Enter" Section of these Official Rules from among all eligible entries received within the corresponding Entry Period. Odds of winning will depend on the total number of eligible entries received in that drawing period. One (1) potential Grand Prize winner will be selected in a random drawing, conducted by the Administrator, on or about Thursday, May 8, 2014, from among all eligible entries received during the Promotion Period. The drawing will take place at the offices of The US Sweepstakes & Fulfillment Company, an independent agent of the Sponsor whose decisions are final. Prize awards are subject to verification of eligibility and compliance with these Official Rules. All potential winners will be notified via email. Potential Grand Prize winners 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"). Potential First Prize winners may be required to verify eligibility and mailing address prior to issuance of a prize. Travel companion and/or legal guardian of travel companion, must complete and return a Liability/Publicity/Travel Release prior to travel prior to issuance of travel documents. 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. First Prize winners will receive their prize by U.S. mail or third party delivery service at the address provided at time of entry.

PRIZE CONDITIONS AND LIMITATIONS: Limit one First Prize per person or household. 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.** Grand Prize winner will 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 website 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 a non-sportsmanlike 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 April 30, 2014 to: The Mrs. Butterworth's Family Fun Sweet-stakes Sweepstakes, Rules Request, P.O. Box 25466, Rochester, NY 14625-0466.

WINNER CONFIRMATION: For written confirmation of prize winners (available after May 8, 2014), send a self-addressed, stamped, #10 envelope (no later than June 30, 2014) to: The Mrs. Butterworth's Family Fun Sweet-stakes Sweepstakes, Winners Request, P.O. Box 25466, Rochester, NY 14625-0466.

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