

Lucky Leaf Recipe Contest

1. Eligibility: The Make it Quick and Easy with Lucky Leaf Recipe Contest (#058) is open to legal U.S. residents 18 years of age or older at time of entry. Employees and immediate family members of the Sponsors, Reader's Digest Association, Knouse Foods Co – op Inc., (the producer of Lucky Leaf products) or their affiliated or subsidiary companies are not eligible to participate. Contest is governed by laws of the USA. All federal, state and local laws and regulations apply. Void where prohibited by law.

2. How To Enter: Contest begins 12:00 A.M. EST February 2, 2009 and ends on April 30, 2009. All entries must be received by 11:59 P.M. EST on April 30, 2009. To enter visit luckyleaf.com and follow the instructions. Online entries submitted in geographic areas in which the entry is not permissible will be disqualified. If entries do not contain all necessary information, entrant will be disqualified. Please be certain to follow all directions.

The Submission must be the original work of entrant and not previously published. Submission must not infringe the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity. All entries become the property of the Sponsors and will not be returned. We reserve the right to use all entries in all media including but not limited to print and online, and to edit entries for brevity and clarity. All contest entries grant to Sponsors all rights, titles and interest in each submitted entry.

3 Entry Specifications: Each recipe must take no longer than 60 minutes to prepare including any baking or cooking time. Recipe entries must be original, and cannot have been previously published, won another competition or contest, or been used for advertising or promotional purposes. [This is fine. Just be sure YOU are comfortable with the language as some restrictions like this can become too much.]

Entry must: (1) include recipe name and the number of servings that the recipe yields. (2) Use ingredients that are available in most grocery stores including at least one full can of Lucky Leaf pie filling, (recipe may also contain, other Lucky Leaf products although not required). (3) list ingredients with measurements in order of use, (4) include step-by-step preparation and cooking directions, and (5) include: entrant name, and complete address with zip code, telephone number with area code, and email (optional).

4. Judging: A panel of judges comprised of cooking experts from *Taste of Home* and Knouse Foods will recipe test and judge the entries. The winner of the Contest will be determined by judging all the entrants' submissions based on the follow criteria: Originality 30%, Creativity 30% and Taste 40%. All entries will be judged using the criteria stated above. Decision of the judges is final and binding on all matters relating to this contest. One grand prizewinner will be selected.

4. Prizes: The Grand Prize Winning Recipe will appear on the Lucky Leaf Web site and will also receive a prize package consisting of the ultimate kitchen utensils for baking and cooking with Lucky Leaf. The Total Approximate Retail Value (ARV) of the Grand Prize

is \$500. Ten (10) runners-up will receive a picnic basket including the Lucky Leaf *Made with Love* Recipe Book, *The Taste of Home Cookbook*, *Rachael Ray's Big Orange Book* and Lucky Leaf pie filling product. The Total Approximate Retail Value of the runners-up prize is \$1,000. The prizes are not transferable and cannot be assigned, substituted or redeemed for cash. Acceptance of delivery of the prize must be within three months after the Winner is notified, and the specific date will be subject to availability and Sponsor discretion. Sponsors reserve the right to substitute a similar prize of equal or greater value in the event that the stated prize is no longer available/cannot be awarded due to circumstances beyond the control of the Sponsors. All expenses not specified herein are the sole responsibility of Winner. Neither the sponsors nor their affiliates or subsidiaries will be responsible for any loss, liability or damage arising out of the winner's acceptance or use of the prize. All prizes will be awarded.

5. Selection of Winner: Winner will be selected on or about June 30, 2009 and notified by regular mail and those with known email addresses may be notified by email as well within 30 days of selection and may be required to execute a Statement of Eligibility and Release, Payment Authorization and Media Use Release within 30 days of prize notification attempt or Winner will be disqualified and prize may be awarded to an alternate winner. Return of prize or prize notification as undeliverable will result in disqualification and an alternate Winner may be selected. Entry and/or acceptance of prize(s) constitutes permission for the Sponsor(s) and their agencies (if any) to use the winner's name, address (city and state) and/or likeness for advertising and trade purposes without further compensation or authorization, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, unless prohibited by law.

6. Conditions: Sponsors are not liable for any technical malfunctions of any telephone network or lines, computer internet system, servers or providers, computer equipment, software, failure of any email on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading/uploading any materials in this Contest, or other technical difficulties or failures or other errors of any kind. Sponsor(s) are not responsible or liable for any injury or damage to an entrant's or third person's computer and/or its contents, related to or resulting from Contest. Sponsor reserves the right to terminate or modify the Contest at any time for any reason. In such a circumstance, finalists and Grand Prize Winner will be selected based on entries received to date of termination. In the event that two similar entries are received, only the entry judged to best meet criteria as set by Reader's Digest will be included in the final judging. Entrants agree to indemnify Reader's Digest, their affiliated and subsidiary companies from and against any and all claims and liabilities arising out of or in connection with this Contest. Any dispute regarding submission of online entry will be deemed submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider, online service provider, or other organizations (e.g. business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted

email address. Sponsor(s), in their sole discretion, reserve the right to disqualify any person tampering with the operation of the website or the entry process.

7. The total number of expected entries is 5,000.

8. Winner List/Consumer Information: If you wish to receive a list of prize winners, have any questions about the Contest, or you do not want to receive future sweepstakes or skill contest mailings from Reader's Digest, specify your request and write to: [Lucky Leaf Contest (#058), Attn: Amanda Casgar, 16 East 34th Street, NY, NY 10016].

