

**NO PURCHASE, PAYMENT OR ONLINE SERVICE SUBSCRIPTION
NECESSARY TO ENTER OR WIN**

PURCHASE WILL NOT IMPROVE AN ENTRY'S CHANCE OF WINNING

The Lucky Leaf Taste of New York Giveaway (#541) is sponsored by the Reader's Digest Association, Inc. the publisher of *Every Day with Rachael Ray* Magazine and Lucky Leaf ("Sponsors"). Sweepstakes begins November 1, 2009 and ends January 30, 2010.

1. **ELIGIBILITY:** Sweepstakes open to legal residents age 18 and older of the United States, its territories and possessions. Employees and members of the immediate families of employees of *Every Day with Rachael Ray*, Reader's Digest affiliated or subsidiary companies, judging agents and promotion partners are not eligible. Sweepstakes is governed by the laws of the U.S.A. Sweepstakes is void where prohibited by law. All federal, state and local laws and regulations apply.

2. **HOW TO ENTER:** You can enter this Sweepstakes via the Internet. Please go to **luckyleaf.com** and follow the online entry instructions. One weekly winner will be selected each week during the 13 weeks of the sweepstakes (13 weekly winners) and one grand prize winner will be selected after the sweepstakes closes. All times mentioned herein are Eastern Time. Reader's Digest is the official time keeper for this sweepstakes. To be eligible for week 1, you must enter between 12:00 a.m. on November 1 and 11:59 p.m. on November 7, 2009. To be eligible for week 2, you must enter between 12:00 a.m. on November 8 and 11:59 p.m. on November 14, 2009. To be eligible for week 3, you must enter between 12:00 a.m. on November 15 and 11:59 p.m. on November 21, 2009. To be eligible for week 4, you must enter between 12:00 a.m. on November 22 and 11:59 p.m. on November 28, 2009. To be eligible for week 5, you must enter between 12:00 a.m. on November 29 and 11:59 p.m. on December 5, 2009. To be eligible for week 6, you must enter between 12:00 a.m. on December 6 and 11:59 p.m. on December 12, 2009. To be eligible for week 7, you must enter between 12:00 a.m. on December 13 and 11:59 p.m. on December 19, 2009. To be eligible for week 8, you must enter between 12:00 a.m. on December 20 and 11:59 p.m. on December 26, 2009. To be eligible for week 9, you must enter between 12:00 a.m. December 27 and 11:59 p.m. on January 2, 2010. To be eligible for week 10, you must enter between 12:00 a.m. on January 3, 2010 and 11:59 p.m. on January 9, 2010. To be eligible for week 11, you must enter between 12:00 a.m. on January 10, 2010 and 11:59 p.m. on January 16, 2010. To be eligible for week 12, you must enter between 12:00 a.m. on January 17, 2010 and 11:59 p.m. on January 23, 2010. To be eligible for week 13, you must enter between 12:00 a.m. on January 24, 2010 and 11:59 p.m. on January 30, 2010. Entrants are only eligible to win a weekly prize during the week in which they enter. You may enter one time per week. To be eligible for the grand prize, entries must be received by 11:59 p.m. (Eastern Time) January 30,

2010, the Sweepstakes Deadline Date. All entries are eligible for the grand prize. All entries become the property of the Sponsors and will not be returned. Each entry has an equal chance to win. 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. Sponsors, in their sole discretion, reserve the right to disqualify any person tampering with the operation of the website or the entry process.

3. PRIZES: One (1) Grand Prize Winner will receive two (2) tickets to the *Rachael Ray* show in New York City, a \$1,000 spending allowance for airfare/train fare/cab fare/hotel/overnight accommodations, lunch for two at one of Rachael Ray's favorite New York City restaurants, a guided tour of the *Every Day with Rachael Ray* and *Taste of Home* offices in New York City, a Lucky Leaf gift basket valued at \$50 and a gift basket containing *Every Day with Rachael Ray* and *Taste of Home* cookbooks, tools and cookware valued at \$500. The Approximate Retail Value (ARV) of this grand prize package is \$1,750. The thirteen (13) weekly winners will receive a Lucky Leaf cookbook valued at \$10.00 each. The total Approximate Retail Value (ARV) of the weekly winner prize packages is \$130.00. These prizes are not transferable cannot be assigned, substituted or redeemed for cash. Sponsors reserve the right to substitute a similar prize of equal or greater value in the event that the stated prize cannot be awarded due to circumstances beyond the control of the Sponsors. All taxes, if any are the sole responsibility of the winner. Neither the Sponsors, prize providers, nor their respective affiliates or subsidiaries will be responsible for any loss, liability or damage arising out of the winner's acceptance or use of the prize.

4. SELECTION OF WINNERS: Weekly Winners will be selected by random drawing from the eligible entries approximately one week after the weekly close dates (see HOW TO ENTER) for thirteen (13) weeks over the course of the sweepstakes. The Grand Prize Winner will be selected by random drawing from all eligible entries (including the weekly winners) on or about February 15, 2010 by an independent judging agency whose decisions are final in all respects. Odds of winning depend on the number of eligible entries received. Approximate odds of winning a weekly prize is 1: 3,846. Approximate odds winning the grand prize is 1: 50,000. Winners will be notified by mail (and those with known email addresses may be notified by email as well) within 30 days of the drawing and may be required to execute a Statement of Eligibility and Release and Payment Authorization within 30 days of prize notification attempt or Winners may be disqualified and prize may be awarded to an alternate Winners. 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 Sponsors, prize providers and their respective agencies 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.

5. **CONDITIONS:** By entering, participants agree to be bound by these complete Official Rules. Sponsors are not liable for late, lost, delayed, damaged, misdirected, incomplete, garbled or jumbled, stolen, postage due mail or illegible entries or for printing, distribution or production errors. 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 any materials in this sweepstakes, or other technical difficulties or failures or other errors of any kind. Sponsors 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 Sweepstakes. Any person attempting to defraud or in any way tamper with this Sweepstakes will be ineligible for prizes and may be prosecuted to the full extent of the law. Sponsors reserve the right to terminate or modify the sweepstakes at any time for any reason. In such circumstances prizes will be awarded based on entries received to date of termination. All prizes will be awarded.

6. **CONSUMER INFORMATION:** Reader's Digest may share customer information about you with reputable companies in order for them to offer you products and services of interest to you. If you would rather we not share information, wish to receive a list of winners, a copy of the Official Rules, have any questions about the Sweepstakes, or you do not want to receive future sweepstakes or skill contest mailings from Reader's Digest, specify your request and send a self-addressed, stamped envelope to *Every Day with Rachael Ray*, Lucky Leaf Taste of New York Giveaway Sweepstakes (#541), c/o Aliza Melley, 16 East 34th Street, 14th Floor, New York NY 10016.

Sweepstakes Facts				
Prize	ARV	Number of Prizes	Odds	Final Closing Date
Grand Prize: Two (2) tickets to the <i>Rachael Ray</i> show in New York City, a \$1,000 allowance for	Grand Prize: \$1,750.00 Weekly Prizes:	14 (13 weekly + 1 grand)	Approximate odds of winning a weekly prize is 1: 3,846.	1/30/10

<p>travel, lunch for two at one of Rachael Ray's favorite New York City restaurants, a guided tour of the <i>Every Day with Rachael Ray</i> and <i>Taste of Home</i> offices in New York City, a Lucky Leaf gift basket valued at \$50 and a gift basket containing <i>Every Day with Rachael Ray</i> and <i>Taste of Home</i> cookbooks, tools and cookware. Thirteen (13) weekly winners will receive a Lucky Leaf cookbook valued at \$10.00 each.</p>	<p>\$130.00</p>		<p>Approximate odds winning the grand prize is 1: 50,000.</p>	
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YOU HAVE NOT YET WON.
ALL ENTRIES HAVE THE SAME CHANCE OF WINNING.
No one will know who the winner is until after the sweepstakes ends. Final Closing Date is the last date entries are accepted. See Official Rules for details.

ENTRY IS FREE.
You don't have to buy anything to enter. Just fill out the Entry Form as directed. You will be entered for each prize offered in this sweepstakes.

BUYING WON'T HELP YOU WIN.
Your chances of winning without a purchase are just as good as the chances of someone who buys something.