

RoastWorks® To Hell with Prep Sweepstakes Official Rules

1. HOW TO PLAY

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. To enter the RoastWorks To Hell with Prep Sweepstakes, fill in the online entry form, or print your name, the name and address of your foodservice establishment and your daytime phone number on a 3" x 5" piece of paper (mechanical reproductions void) and send to: RoastWorks To Hell with Prep Sweepstakes, P.O. Box 2030, Brownsdale, MN 55918-2030. Limit one entry per outer envelope received by October 15, 2010. Online entries must be received by 11:59 p.m. CST on October 15, 2010. Entry frequency: One time per person. Sweepstakes expires October 15, 2010.

2. PRIZES

One (1) Grand Prize Package. The Grand Prize Winner will receive: One (1) 3 day/2 night trip for two (2) people to Hell's Kitchen, NYC. The trip will consist of the following: (a) round-trip coach air transportation for two (2) people from the major airport nearest Grand Prize Winner's residence to New York City, NY; (b) two (2) nights standard hotel accommodations for Grand Prize Winner and his/her guest at a hotel selected by contest sponsor (one room; double occupancy and room tax only); (c) \$500 spending money. Retail value of grand prize is approximately \$2,500. Actual Grand Prize value depends on Grand Prize Winner's place of residence and cost and availability of airfare and hotel at time of booking and travel and may be substantially higher or lower than estimated value. Grand Prize Winner and his/her guest are responsible for obtaining any necessary travel documents. Contest sponsor will not obtain travel insurance on behalf of any Grand Prize Winner or guest. The Grand Prize Winner shall be solely responsible for all expenses not specifically set forth herein, including but not limited to meals, gratuities, tips, taxes and incidentals. Trip dates will be specified by the contest sponsor. Trip must be taken during the dates specified by the contest sponsor and failure to travel during the specified times may result in forfeiture of the Grand Prize. If a Grand Prize Winner lives within 100 miles of New York City, the contest sponsor reserves the right to substitute ground transportation for airfare, at their sole discretion. Contest sponsor reserves the right to change travel dates and to substitute any or all of these portions of the prize for a prize of comparable or greater value should they become unavailable or impractical for any reason. Contest sponsor will not replace any lost or stolen tickets, travel vouchers or certificates. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the trip. Contest sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. All air transportation tickets are subject to the vagaries of flight variation, work stoppages and schedule or route changes. ARV for travel prizes may vary depending upon points of departure and destination and fare fluctuations. Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the prize ARV in these Official Rules. Sponsor reserves the right to structure the travel route and select hotels in its sole discretion. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Grand Prize Winner and his/her guest must be at least 18 years of age and not a minor in his/her state of

residence and may be asked to sign and return an affidavit/liability/publicity release prior to travel. **Twenty-five (25) First Prizes.** First prize is one (1) To Hell with Prep baseball cap. Retail value of first prize is approximately \$10. Total retail value of all prizes is approximately \$2,750. Limit one prize per foodservice operator location. Odds of winning depend upon number of qualifying entries received. Any taxes are responsibility of winner. No transfers or substitution of prizes by winner permitted except at the discretion of Simplot Food Group.

3. DRAWING Winners will be selected by a random drawing to be held on or about **November 1, 2010**. Winners will be notified by phone or mail.

4. CONDITIONS OF PARTICIPATION By participating, you agree to these rules and the decisions of the judges, which shall be final and legally binding in all matters relating to this sweepstakes. Simplot Food Group reserves the right to substitute a prize of equal or greater value if the stated prize is unavailable for any reason; however, if prizes are awarded but unclaimed/forfeited by recipient, prize may not be re-awarded, at contest sponsor's sole discretion. Other restrictions may apply. Simplot Food Group is not responsible for lost, destroyed, delayed, incomplete, postage due, illegible or misdirected materials. Winner permits use of their name and likeness for publicity purposes without further compensation, where legal. By accepting prize, winner releases Simplot Food Group and its respective agents, officers and employees of all liability. Void where prohibited. Sweepstakes sponsored by Simplot Food Group.

5. ELIGIBILITY Only foodservice establishments located within the continental United States are eligible to participate in the drawing. You must be a legal U.S. resident. Sweepstakes void in Puerto Rico. Employees of Simplot Food Group or its affiliates, subsidiaries, agencies or persons involved with the sweepstakes and their immediate families and household members are not eligible.

6. WINNERS LIST For winners list, go to www.tohellwithprep.com, or mail a self-addressed stamped envelope to: RoastWorks To Hell with Prep Sweepstakes Winners List Request, P.O. Box 2030, Brownsdale, MN 55918-2030 before January 31, 2011.