

The Lucky Leaf "Personal Creation" Recipe Contest

NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase will not improve your chances of winning.

Eligibility: The Lucky Leaf "Personal Creation" Recipe Contest ("Contest") is open to legal residents of the United States and the District of Columbia who are eighteen (18) years of age or older as of date of entry. Professional bakers and chefs are not eligible to enter. Employees, officers, directors, agents and representatives of Knouse Foods, Inc. and Knouse Foods Cooperative, Inc. (together, the "Sponsor"), David C. Tintle Associates, Inc., their respective parents, subsidiaries, affiliates, advertising/promotion/fulfillment agencies and anyone else connected with the production and distribution of this Contest (hereafter, together with Sponsor, the "Released Parties") and their immediate families (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and those living in their same household, whether or not related, are not eligible to enter or win. The judges of the Contest and their immediate family members and/or members of the same household are also not eligible. Contest is void where prohibited by law. By entering, you agree to these Official Rules and the decisions of the judges, which are final and binding in all respects. This Contest is subject to all applicable federal, state and local laws and regulations. By entering, you understand that you are providing your information to the Sponsor and the information you provide as detailed below will only be used for Contest purposes.

Contest Description and Promotion Period: The Contest starts on November 1, 2017 at 12:00:01 AM Eastern Time ("ET") and ends December 29, 2017 at 11:59:59 PM ET (the "Promotion Period"). Participants are to select an existing Lucky Leaf Recipe found online at <http://luckyleaf.com/Recipes> as inspiration to create a Personal Creation Recipe (each, a "Submission"). Submission must include unique and different ingredients compared to the existing recipe in order for the recipe to be considered. These ingredients can be additional or replacements to ingredients in the original recipe. Be creative - a simple change to the flavor of the Lucky Leaf Fruit product designated in the original recipe will NOT qualify as a Personal Creation Recipe.

Participants must also submit a photograph of their completed recipe. Photographs submitted online must be in JPEG (.jpg) format and no larger than 200KB. Photographs submitted by mail must be in color and a minimum 4" x 6" in size. You represent that all photographs are original, non-professional photographs taken by you and owned exclusively by you, and you agree that Sponsor may upload your photograph to our site during the Contest for purposes of promoting the Contest without payment or compensation to you. You agree not to upload or mail in any photograph or other material that is profane, defamatory, unlawful, vulgar, obscene, pornographic, libelous, invasive of another's privacy, or racially, ethnically or otherwise objectionable. Sponsor in its sole discretion reserves the right to cancel your participation in the Contest if we determine your photograph violates any of these conditions.

Contest Entry: During the Promotion Period, you may submit your Submission using one of the three methods listed below:

- **Website:** Visit www.luckyleaf.com/personalcreation. Click on the applicable promotional banners, buttons and/or links to access the online submission form. Follow the instructions to fully complete the online submission form, and follow the directions provided to submit your Personal Creation Recipe and photograph.
- **Facebook:** Visit the Lucky Leaf Fruit Filling brand page on Facebook located at www.facebook.com/luckyleafpiefilling and follow the instructions to complete the submission form and submit your Personal Creation Recipe and photograph.
- **Mail:** Mail your Submission and photograph, along with your name, address, city, state, zip code and phone number, to: Attn: The Lucky Leaf "Personal Creation" Recipe Contest, PO Box 418, Rutherford, NJ 07073-0418. Mail in Submissions must be postmarked by December 29, 2017, and be received by January 12, 2018.

All eligible Submissions regardless of method of entry will be included in a Contest for the chance to win a Grand or First Prize.

Recipe Submission: All Personal Creation Recipe Submissions must: 1) include the name of the original Lucky Leaf recipe they are enhancing; 2) highlight all enhancements to the original recipe including: additions and deletions to ingredients and changes in preparation and/or cooking methods (REMINDER: a simple change in the flavor of the Lucky Leaf Fruit product designated in the original recipe will NOT qualify as a Personal Creation); 3) be presented in English; 4) contain exact ingredient amounts in standard U.S. measurements; 5) include specific preparation and cooking instructions, including pan sizes, cooking temperatures and times; 6) include a photograph of completed recipe; 7) be the Personal Creation of the participant; 8) not have been previously published; 9) not infringe on any third-party rights; and 10) be suitable for publication.

There is a limit four (4) Submissions per person and per mailing/email address for the duration of the Promotion Period, regardless of the method of submission. In the event of non-compliance with any requirements specified herein or with any of the terms of these Official Rules, Submission will be void. Each Submission must be complete and meet all criteria set forth in these Official Rules to be eligible. Once submitted, a Submission cannot be deleted, canceled, or modified. Submissions will not be acknowledged or returned. No responsibility is assumed by Sponsor for lost, late, misdirected, or illegible Submissions or for any human, computer, online, telephone, or technical malfunctions that may occur.

By submitting a Submission, entrant acknowledges and agrees that Sponsor may obtain many Submissions in connection with this Contest, and that such Submissions may be similar or identical in idea, format or other respects to other Submissions and/or other promotions sponsored by the Sponsor or submitted for other reasons or other materials developed by the Sponsor. Entrant waives any and all claims entrant may have had, may have, and/or may have in the future, that any Submission and/or other works accepted, reviewed and/or used by the entrant may be similar to his/her Submission, or that any compensation is due to entrant in connection with such Submission or other works used by

Sponsor. Entries that appear to duplicate any other submitted entries, in Sponsor's sole discretion, will be void and only the first submission received (based on time/date) will be included in the Contest. All Submissions become the exclusive property of the Sponsor and will not be returned, regardless of method of entry.

In the event of a dispute as to the identity of the entrant, 1) For Facebook and Website: entrant will be deemed the primary account holder of the email address submitted at time of submission. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, an online service provider, or another organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Proof (to Released Parties satisfaction) of being the authorized account holder may be required by Released Parties, or 2) Mail: The Entrant will be deemed the person named on the applicable mail-in submission.

Finalist Judging Criteria: Based on the criteria outlined below, one hundred (100) Finalists will be determined by January 26, 2018 from among all eligible entries received throughout the Promotion Period. A panel of qualified independent judges selected by Sponsor, whose decisions will be final and binding in all matters relating to this Contest, will judge each recipe based on the following criteria:

- **CREATIVITY:** 50%
- **APPETITE APPEAL:** 50%

In the event of a tie, the recipes of such tied entries will be re-judged based on the following criteria: Creativity - 100%. The one hundred (100) entrants with the highest total scores based on above criteria will be declared Finalists (subject to verification of eligibility and compliance with the terms of these Official Rules). Sponsor reserves the right to select fewer than one hundred (100) Finalists if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

Grand Prize Winner Judging Criteria: Based on the criteria outlined below, one (1) Grand Prize winner will be determined by February 9, 2018 from among the one hundred (100) Finalist entries determined above.

A panel of qualified independent judges selected by Sponsor, whose decisions will be final and binding in all matters relating to this Contest, will judge each recipe based on the following criteria:

- **CREATIVITY:** 40%
- **APPETITE APPEAL:** 40%
- **EASE OF PREPARATION:** 20%

In the event of a tie, the recipes of such tied entries will be re-judged based on the following criteria: Creativity: 100%. The one (1) entrant with the highest total score based on above criteria will be declared the Grand Prize Winner (subject to verification of eligibility and compliance with the terms of these Official Rules) and will win the Grand Prize as described below.

Sponsor will attempt to notify the potential Grand Prize Winner via telephone, mail and/or email. Potential Grand Prize Winner is subject to eligibility verification and compliance with these Official Rules. **The Grand Prize winner will be required to execute an Affidavit of Eligibility, a Liability Release, and (where required by law) a Publicity Release within seven (7) days of notification.** If any required information is not returned within the number of days specified in the notification correspondence, or if any notification is returned as undeliverable, then the prize may be forfeited and, at Sponsor's discretion, the next runner-up may be notified. If any prize notification email and/or letter is returned as undeliverable, the potential winner cannot be contacted within a reasonable time period, does not reply to correspondence within five (5) days following date of attempted notification, or fails to comply with verification process in these Official Rules, and/or eligibility requirements, that potential winner may be disqualified and, at Sponsor's discretion, a runner-up winner may be notified.

Contest Prizes: One (1) Grand Prize: \$2,500 awarded in the form of a check payable to the Grand Prize Winner. Approximate Retail Value ("ARV") = \$2,500). Ninety-nine (99) First Prizes: One (1) \$75 Visa Gift Card. Total ARV of all First Prizes: \$7,425. Total ARV of all Prizes: \$9,925. Limit one prize winner per eligible household.

Prize Conditions: No cash equivalent, transfer or substitution of prize is permitted except that Sponsor, in its sole discretion, reserves the right to substitute a prize of equal or greater value if an advertised prize is unavailable. Grand Prize will be sent to the address provided on executed Affidavit of Eligibility. First Prizes will be sent to the address provided on the participant's Submission form. Please allow 3-4 weeks for delivery of first prize. Visa Gift Cards are subject to terms and conditions set by the issuer. Any other incidental expenses on prize not specified herein are the winner's sole responsibility.

All federal, state and local taxes on prize are the sole responsibility of each prize winner. Winners shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded.

Miscellaneous: All federal, state, and local taxes and all other costs and expenses associated with acceptance and use of a prize not specified herein as being awarded are the recipients' sole responsibility. By participating in the Contest, each entrant and winner agree to be bound by these Official Rules and the decisions of the Sponsor and judges, which are final and binding, and 1) Attest that Submission is his/her personal creation and that it meets all eligibility requirements set forth herein; and 2) Understand that their Submission may be selected for potential use in future advertising and/or promotional materials and further understand that the use of their Submission in potential advertising and/or promotion efforts

does not convey any status of any kind with respect to the Contest such as, but not limited to, selection as a winning Submission/entry in the Contest or being a potential Prize Winner; and 3) Agree that entrants will retain ownership of his/her Submission; however, by entering the Contest, and to the extent allowed by law, entrants grant Released Parties and their designees a non-exclusive, perpetual, sub-licensable, royalty-free license to use Submission/entry and that Released Parties and their designees shall have: a) The perpetual, worldwide right to edit, publish, exploit and use Submission/entry (or any portion thereof) in any way and in any media for advertising and/or trade purposes and/or for any other purpose in any media or format, online or offline, now or hereafter known without further compensation, permission or notification from/to entrant or any third party; b) The right and permission (unless prohibited by law) to use entrant's name, voice, city/state of residence, Submission/entry, photograph and/or other likeness for advertising, trade and/or for any other purpose in any media or format now or hereafter known without further compensation, permission or notification, entrant hereby representing that use of any of the foregoing materials shall not violate the rights of any third parties and shall not violate any applicable federal, state or local laws or ordinances; and c) No liability on account of, and entrant will defend, indemnify and hold harmless Released Parties from and against, any liability, loss, injury or damage of any kind (including attorney's fees) to any person or entity including, without limitation, personal injury, death or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize, participation in this Contest, or use of any submission/entry-related materials. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Contest should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Contest and, in the case of suspension or termination, at its discretion, select all Prize winners (as described above) from among all eligible non-suspect Entries received prior to event requiring such termination or suspension.

The exclusive venue to settle any dispute relating to or arising out of the Contest shall be in the federal or state courts located in Adams County, Pennsylvania. By participating in this Contest, each entrant agrees to such exclusive venue in Adams County, Pennsylvania.

Released Parties are not responsible for lost, incomplete, late, damaged, garbled, undelivered, entries or photos; failures or malfunctions of phones, phone lines or telephone systems or other communications malfunctions; interrupted or unavailable network, Internet Service Provider (ISP), cable, satellite, server or other connections; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to entrant's or any other person's computer related to or resulting from participation in this Contest; printing, typographical or other errors appearing within these Official Rules or in any Contest-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, technical, electronic or otherwise, including, without limitation, errors that may occur in connection with the administration of this Contest, the processing or judging of entries, the

announcement of the prizes, or in any other Contest-related materials. The use of automated submission or similar devices as specifically set forth above is prohibited and entries through such prohibited devices are void. By entering this Contest, entrants give their express permission to be contacted by Sponsor by direct message, telephone, email and/or postal mail for promotional purposes only.

Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by and construed in accordance with the substantive laws of the State of Pennsylvania, USA.

Data Collection: Except as noted in these Official Rules, information collected for this Contest is used only for the purpose of winner notification, and will not be re-used, sold or shared in any manner by Released Entities or any third parties unless entrant has elected to receive additional information and Contest material from the Sponsor or any third party. By participating in the Contest, participant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <http://www.knousefoods.com/Global/PrivacyPolicy.aspx>. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

Winners List: For a list of winners (available no later than 2/28/18), visit www.LuckyLeaf.com/promotions.

Sponsor: Knouse Foods, Inc. and Knouse Foods Cooperative, Inc. 800 Peach Glen-Idaville Road, Peach Glen, PA 17375.

This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Sponsor and not to Facebook. Any questions, comments or complaints regarding this Contest shall be directed to Sponsor and not to Facebook.