



Official Rules for the “I Am THE Hungry-Man” Contest

NO PURCHASE NECESSARY. Void in Puerto Rico and where prohibited by law. Purchasing a product will not improve your chances of winning.

- 1. Eligibility:** This Contest is only open to legal U.S. residents 18 years of age or older at the time of entry. Employees, officers, directors, agents, representatives and their immediate families or members of Pinnacle Foods Group LLC, Bender Hammerling Group; their parent companies, subsidiaries; advertising; design; publicity agencies; law firms and anyone connected with the production and distribution of this Contest are ineligible to participate. Previous winners from any other Pinnacle Foods Group LLC contests held in 2008 are ineligible. No purchase is required to win. This contest is limited to one entry per person, email and/or household.
- 2. Contest Period:** The Contest Period (“Contest Period”) is from 12:00 a.m. EST on June 15, 2009 to 11:59 p.m. EST on December 15, 2009.
- 3. How to Enter:** Entrants log onto www.hungry-man.com and submit a photo of themselves feasting on Hungry-Man meals, along with a description of what makes the entrant *the* Hungry Man. Photos may include friends, family, etc. *Please note: all people included in photos must be 18 or older.* Entries may also be sent via mail to **“I Am The Hungry-Man” Contest** c/o BHGPR, 546 Valley Road Upper Montclair, NJ, 07043.
- 4. Winner Selection:** One (1) winner will be selected based on creativity and adherence to theme.
- 5. Prizes:** The **“I Am The Hungry-Man” Contest** grand prize winner will receive a \$1,000 cash prize, will become the brand’s official “Hungry-Man Dude Food Consultant” for one year and will star in a web video on the Hungry-Man website. 10 runners-up will each receive \$50. All entrants will receive coupons for free Hungry-Man Frozen Dinners.
- 6. General:** No copies or mechanical reproductions will be accepted. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, misdirected or postage due mail. All entries become the property of Sponsor and none will be returned. Neither Sponsor nor its agents are responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, incomplete, garbled or delayed computer transmissions, whether caused by Sponsor, entrants or by any of the equipment or programming associated with or utilized in this promotion or by any human or technical error which may occur in the processing of entries which may damage an entrant’s system or limit an entrant’s ability to participate in this promotion. Entry constitutes permission, where lawful, to use name and/or likeness

and/or voice of winner in any manner by the Sponsor, or its agents, without further compensation. You agree to be bound by these Official Rules. Participants are responsible for all costs or charges involved in accessing the World Wide Web and warrant that the cost of accessing the Internet, if any, is part of a larger agreement with an Internet Service Provider or some other means, and that the cost of this access and/or the time spent, if any, to configure their website is not an incremental cost in order to participate in the contest. Sponsor is not responsible for those who cannot access the Internet or cannot click-through for any period of time regardless of technical, hardware, software, telephone, Internet, virus contamination, or network problems, for delay, failure or malfunction for any reason. Sponsor reserves the right to cancel or modify the Contest if in sponsor's sole determination it believes that the integrity of the Contest has been, or could be compromised or that the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes. Sponsor reserves the right to disqualify any entrant from the Contest if in Sponsor's sole judgment entrant has not complied with these Official Rules. An entrant's entry will also be disqualified, at the sole discretion of Sponsor, if the entrant attempts (i) to enter the Contest through any means other than as described in these Official Rules; or (ii) provides information that is inaccurate or fraudulent; or (iii) attempts to disrupt the Contest or circumvent the terms and conditions of these Official Rules. Sponsor and its respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, illegible, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the control of Sponsor, or (d) any printing or typographical errors in any materials associated with the Contest. Only the number of prizes listed in the Official Rules will be awarded. If prize or prize notification is returned as undeliverable or Sponsor cannot contact winner for any reason, prize will be forfeited and an alternate winner selected. All entries become the property of Sponsor and will not be returned. By accepting prize, winner agrees that the Sponsor, its parent company, subsidiaries, affiliates or agencies shall have no liability whatsoever, for any injuries or damage incurred in whole or part from participation in this promotion. All federal, state and local taxes on prizes are the responsibility of the winner. Void where prohibited, restricted or limited. Subject to all Federal, State and Local laws and regulations. For a list of prize winners, send a self-addressed stamped envelope to **"I Am The Hungry-Man" Contest**, c/o BHGPR, 546 Valley Road Upper Montclair, NJ, 07043. Residents of WA and VT may omit return postage.

7. Sponsor: Pinnacle Foods Group LLC.