

Jimmy Dean No Kid Hungry
RD Challenge Official Rules

INTERNET ACCESS REQUIRED

1. No Purchase Necessary to Enter. Void Where Prohibited.

2. Eligibility: Open to the largest (in terms of membership) state dietetic associations ("Association") --one for each state of the United States.

3. How to Participate: From September 24, 2011 (5 p.m. Central Time) to February 15, 2012 (5 p.m. Central Time) (the "Challenge Period"), each Association is asked to participate in the challenge by encouraging registered dietitians in their state to sign up for the No Kid Hungry pledge (the "Pledge") on jimmydean.com/nkhrdchallenge. One (1) Pledge sign-up permitted for each registered dietitian.

4. Selection of Winning State Association: The State Association with the highest percentage of its registered dietitians signing up for the Pledge during the Challenge Period, based on Sponsor's determination of the number of valid Pledges and available state dietitian licensing data, will be declared the potential winner. Sponsor will have the sole right to decide all matters and disputes arising from this Challenge and that all decisions are final and binding in all respects.

5. Prize. The winning Association will receive a donation of \$5,000 to help fund a community based initiative designed to call attention to the problem of childhood hunger in its community and/or help reduce or eliminate childhood hunger within its community. The initiative must be conducted by November 30, 2012.

6. Notification of Potential Winner: The winning Association will be notified promptly by phone and mail on or about March 15, 2012 and must respond within five (5) days of receipt notification or the prize may be forfeited and another potential winner chosen. Sponsor is not responsible for late, lost, or misdirected notifications. Sponsor shall not be held responsible for, or liable for failure to, contact the potential winner. The winning Association must agree to notify Sponsor in advance of the initiative and permit Sponsor to photograph or videotape the initiative (and a spokesperson or representative of the Association) for promotional use in any and all media.

7. Conditions of Participation: This program is subject to the laws of the United States. In exchange for the ability to participate in the Challenge, each Association releases and holds harmless Sponsor, Administrator, their affiliates, subsidiaries, affiliate directors, officers, employees and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this Challenge. Sponsor, its agents, subsidiaries, affiliates, directors, officers, consultants, employees and representatives are not responsible for (i) technical problems or technical malfunction arising in connection with any of the following

occurrences, without limitation, that may affect the operation of the Challenge: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the Challenge Web Site in whole or in part for any reason; traffic congestion on the Internet or Challenge Web Site; unauthorized human or non-human intervention in the operation of the Challenge, including without limitation, unauthorized tampering, hacking, theft, virus, bug or worm; or destruction of any aspect of the Challenge; (ii) any injuries, losses, or damages (compensatory, direct, incidental, consequential or otherwise) of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Challenge; (iii) any printing or typographical errors in any materials associated with the Challenge; (iv) any improper input of data relating to the Pledge. In the event of a disruption of or corruption of data related to Pledges, Sponsor, in its discretion, will determine the potential winner based on available Pledge and state licensing data. If for any reason the Challenge is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge, Sponsor reserves the right, at its sole discretion, to cancel, modify or terminate the Challenge.

8. Winner Information: The winning Association will be announced on www.jimmydean.com/nkhrdchallenge on or about March 15, 2012.

9. Sponsor: Sara Lee Corporation, Sara Lee Corporation, 3500 Lacey Road, Downers Grove, IL 60515