

## **Price Chopper's Cooking & Home Entertainment Holiday Recipe Contest Official Rules**

**No Purchase Necessary:** A purchase will not improve your odds of winning. Contest only open to current legal residents of New York, Massachusetts, Vermont, New Hampshire, Pennsylvania and Connecticut who are 18 years of age or older.

**How to Enter:** Customer must fill out official entry form. To enter without official form, hand print your name, address, city, state, zip code, daytime phone number, your recipe name and recipe ingredients and which Price Chopper you shop at on a 8.5" x 11" piece of paper. Mail photo and form in an envelope with postage affixed to: Price Chopper Supermarkets, Recipe Contest Attn: Marketing Department, 461 Not t Street, Schenectady, NY 12308. Entries must be postmarked by Wednesday, September 1, 2010 and received by Wednesday, September 8, 2010. Entries must be legible and completed in full to be valid. Price Chopper assumes no liability for lost, late, stolen, damaged, misdirected, incomplete, illegible, incorrect, postage-due mail, and/or human error that may occur in receipt and/or processing of the entries. All recipes and entries received become the property of Price Chopper and will not be returned.

**Winner Selection:** On or about September 15, 2010, all eligible entries will be read in a first round of judging by a professional recipe consultant based equally on: the written recipes' creativity and practicality to select five (5) recipes ranked 3-5 points ("Finalists"). Each recipe chosen as a Finalist shall then be prepared and judged on taste (50%), creative appeal of prepared dish (25%), and ease of preparation and practicality of preparation (25%). The finalists will be ranked on the recipe scores 75-100%, the recipe with the highest score from all categories will be deemed the Grand Prize. Decisions of judges are final and binding in all respects. Potential grand prize winner will be notified by phone, mail and/or e-mail. Grand Prize:

One grand prize winner will receive prizes valued at \$650. The awarding of any prize is contingent upon full compliance with these Official Rules; winner may be subject to other verification and eligibility requirements. Entrants agree to be bound by Official Rules and agree that if potential winner fails to provide proof of identity, refuses to provide required affidavit, is found to have violated Official Rules or otherwise does not meet eligibility criteria, prize will be forfeited and awarded to the entry with the next highest score. Entrants understand that Sponsor is not liable for injuries, losses or damages of any kind arising from participation in this contest and acceptance, possession and use of prize.

**Eligibility:** Subject to state laws, the contest is limited to all legal residents of New York, Massachusetts, Vermont, New Hampshire, Pennsylvania and Connecticut. Individuals employed by Price Chopper/Golub Corporation (collectively "Contest Parties") at any time during the contest period, and members of their immediate family (parents, children, step-parents, step-children, siblings, step-siblings and spouses) or persons living in the same household as any person in any of the preceding categories are not eligible.

**Release:** By participating in contest entrants agree to release Price Chopper/Golub Corporation and their agents, suppliers, parent companies, affiliates, subsidiaries, advertising, promotional and production agencies from any and all liability, loss, harm, damage, cost or expense, including all reasonable counsel fees and court costs incurred and including, without limitation, property damage, personal injury and/or death which may occur in connection with acceptance and/or use of the prize or while participating in or traveling to any prize related activity. By entering the contest, winners consent to Sponsor's use of their name, voice, recipe, and/or likeness for advertising and/or publicity purposes without receiving additional compensation, except where prohibited by law.