JIF® MOST CREATIVE SANDWICH CONTEST™
OFFICIAL RULES

INTERNET ACCESS IS REQUIRED TO ENTER

HOW TO ENTER: Parent or legal guardian must visit the **Jif®** website (www.jif.com) to access the online Contest Entry Form ("Entry Form") during the Contest Period. **To enter**: Complete the Entry Form, including your child's original sandwich recipe using an eligible **Jif** product ("Recipe"), an original name for the sandwich and a photo of the completed sandwich according to the directions listed on the Entry Form. You must agree to these Official Rules and then click "Submit Entry." The Contest entry period begins July 26, 2012 at 12:00 p.m. noon Eastern Time (ET) and ends on October 11, 2012 at 11:59:59 a.m. ET ("Contest Period"). **Limit: One entry per child**. Multiple entries will invalidate the entrant. Any person who attempts to enter with multiple street addresses or under multiple identities to enter multiple times will be disqualified. All entries, including the Recipe and photo submitted, become the property of the Sponsor and none will be returned. Once an entry is submitted it cannot be changed, altered or modified. By entering, entrants agree to be bound by these Official Rules. Sponsor's decisions on all matters relating to this Contest will be final and binding. No robotic, programmed, script, macro or other automated entries (collectively "automated entries"). Automated entries, or, multiple entries by the same person/e-mail address, or entries that have been tampered with will result in disqualification of all such entries.

ELIGIBILITY: This Contest is open to legal residents of the 50 United States and D.C. between 6 and 12 years of age, by October 11, 2012. The Contest is void outside the 50 United States and D.C. and where prohibited. The child is not eligible if:

- The child is the child of an employee of the Sponsor, its affiliates, subsidiaries, distributors, sales representatives, website developers and administrators, advertising, promotion and judging agencies, all other service agencies involved with the Contest and their respective officers and directors, and their respective immediate families (spouse, parents, siblings, children) and members of their households (whether or not related).
- The child's parent/legal guardian currently attends, has attended or who is a graduate of an accredited culinary program (whether employed in a culinary trade or not) or who is employed as a food professional such as a chef, food writer, food editor, or food economist who creates recipes for income.
- The child or child's parent/legal guardian has been a prize winner in any Sponsor contest (including, but not limited to **Smucker's®, Folgers®, Jif, Crisco®, Hungry Jack®, Martha White®, Pillsbury®** (baking mixes, frostings, and flours), and **Eagle Brand®**) in the 12 months prior to the Contest start date.
- The child was an Online Finalist in the Tenth Annual **Jif Most Creative Peanut Butter Sandwich Contest**.

ENTRY REQUIREMENTS: Photos submitted must be in .jpg, .gif, .tif, .bmp, .png, or .eps format (5MB maximum). The sandwich name, Recipe and photo submitted must be original, created exclusively by the child whose parent/legal guardian is submitting the Recipe, cannot be previously entered into a contest or published, must not be awaiting publication nor may it be submitted for publication consideration during or after the period of this Contest, and must not violate or infringe the rights of any third party, including but not limited to rights of copyright, trademark, publicity or privacy.

©/TM/® The J.M. Smucker Company

The sandwich name may not include any person's or brand name, including the **Jif** brand. Recipe must contain, and clearly state in the ingredients, at least two tablespoons of any **Jif** Peanut Butter (**Jif To Go™** products are excluded) or **Jif** Hazelnut Spread, must specify which variety of peanut butter (Creamy, Crunchy, Natural, etc.), or **Jif** Hazelnut Spread (Chocolate Flavored or Mocha Cappuccino Flavored) is used, must list all ingredients in exact common U.S. household measurements and simply and clearly state the step-by-step preparation instructions (without use of narrative language). Recipes containing alcohol will NOT be considered. All ingredients must be available in most grocery stores. Recipe must not include branded ingredients besides Smucker brands [**Smucker's, Pillsbury** (baking mixes, frostings, or flours), **Jif, Folgers, Eagle Brand, Hungry Jack, Crisco,** etc.]. The sandwich, in its entirety, must be an edible product. Photo of the sandwich may not include any person, including the parent or child, nor may it contain any ingredients or products used in the making of the sandwich, except as those products appear in the sandwich. Entries which include more than one photo or that do not, in Sponsor's sole discretion, comply with the entry requirements will be disqualified.

JUDGING: Initial judging, based on the written Recipe, will be done by an independent panel of judges for appropriate use of **Jif** product and will consider the following criteria: creativity, likely taste, visual appeal and ease of preparation. Recipes will not be prepared during initial judging. The top 25 Recipes (including ties and provided a sufficient number of qualified entries are received) will then be prepared by a professional test kitchen staff or food stylist, judged by a qualified panel of judges and assigned points based on the following criteria and point system: creativity (1 to 100 points); taste (1 to 70 points); visual appeal (1 to 50 points); and ease of preparation (1 to 30 points). The top 10 entrants with the highest total points will be the Online Finalists (subject to eligibility verification). In the event of a tie, the tied entry with the highest score first in the creativity category and then in the taste category will advance. If a tie continues, the tied entries will be re-judged by a new judge using the original criteria.

ONLINE FINALISTS: The 10 potential Online Finalists will be chosen on or about November 26, 2012 and notified via telephone or mail. **Online Finalists are subject to eligibility verification and may not discuss their Finalist status with the public (including through social media) until notified by Sponsor or the public announcement is made.** Online Finalists will be announced to the public on or about January 8, 2013. Online voting is open to the public and will start at 12:00 p.m. noon ET on or about January 8, 2013 and will end at 11:59:59 a.m. ET on or about February 1, 2013. Limit one vote per person and per e-mail address per day (12:00 a.m. ET to the following 11:59:59 p.m. ET). Voters must be at least 13 years old. Use of automated, programmed or robotic means of voting or use of any other artifice by a website visitor to submit votes in excess of the foregoing limitation on voting or otherwise to manipulate the voting totals is strictly prohibited and any votes submitted thereby will be discounted; such conduct will also be deemed by Sponsor to constitute tampering with the Contest (as discussed below). Each Online Finalist's entry will be re-created by a food stylist and photographed by a professional photographer selected by the Sponsor and using the same lighting and background. Each re-created food creation, photo, and description will then be placed online at www.jif.com to be judged by the public. Each Online Finalist's first name and state of residence will also be displayed online with his/her entry. . In participating in the Contest, each child's parent/legal guardian acknowledges and agrees that if his/her entry is selected as an Online Finalist: (a) while food stylist and professional photographer will seek to accurately re-create the food creation and Sponsor will seek to accurately display on the website the photograph and description of the food creation, the food creation as re-created and displayed may differ from the food creation as originally described and photographed by entrant due to technical limitations/

©/TM/® The J.M. Smucker Company

malfunctions/errors/defects/modifications, and Sponsor and its agencies will have no liability related thereto; and (b) Sponsor may display the photographs (and accompanying descriptions) of the Online Finalists' food creations in any order, pattern, or format, at its sole discretion. Online Finalists will be judged by the general population based on the criteria above, with points being awarded to each Online Finalist as follows: 50 points for first place, 45 points for second place, 40 points for third place, 35 points for fourth place, 30 points for fifth place, and so on. The top five entrants with the highest total scores from the first two rounds combined (300 total points possible consisting of up to 250 points from the initial round of judging and 50 points from the online voting) will be declared Event Finalists and be invited to attend the Grand Prize Winner Announcement Event where the entry with the highest total score from the first two rounds will be declared the Grand Prize Winner. The four remaining Event Finalists will be the four runner-up winners. In the event of a tie, the tied entry with the highest score in the creativity category from the first round of judging will advance. If a tie continues, the tied Recipe with the highest judges' score in the taste category will be declared the winner. Online Voting scores will not enter into tie breaking. Each Online Finalist will be required to participate in a video demonstration of his/her entry. A professional videographer will be contracted by Sponsor to film at a location near the Online Finalists' homes. The video will include a full demonstration of how the child's sandwich is prepared and a statement regarding how and why he/she invented the sandwich. All videos must include both parent that submitted the entry and the child. The video will not be judged. All videos will be filmed before December 29, 2012. Videos will not contain any identifiable person other than Online Finalist and a parent or legal guardian and videos must not include any intellectual property of third parties, including copyrighted material (including but not limited to music) or trademarks. Participation in the video (a) constitutes and signifies agreement that the Sponsor and/or the Sponsor's assignees may use the video for promotional purposes in commerce and in all media worldwide now known or hereinafter developed without time limitation and without further compensation, except where prohibited, and (b) grants Sponsor and its agents the right to publish, use, adapt, edit and/or modify the video in any way, in commerce and in any and all media worldwide now known or hereinafter developed, without time limitation and without further consideration.

GRAND PRIZE WINNER ANNOUNCEMENT EVENT ("Event"): Five potential Event Finalists (subject to eligibility verification) will be chosen on or about February 15, 2013, to participate in the Event. Event Finalists will be notified by telephone or mail. **Event Finalists are subject to eligibility verification and cannot discuss their Event Finalist status with the public (including through social media) until notified by Sponsor or the public announcement is made.** Event Finalists will be announced to the public on or about February 28, 2013, and Event Finalists will be required to attend the Event in New York City on or about March 20, 2013, at a location to be selected by Sponsor (dates subject to adjustment). Finalists and their parents or legal guardians must be available to travel to New York City from March 18, 2013 to March 22, 2013. If an Event Finalist or the parent or legal guardian is unable to participate in the Event, the Event Finalist status will be forfeited and an alternate will be selected, if circumstances permit. Event Finalists will be required to participate in a rehearsal the day before the Event. The rehearsal will be approximately 90 minutes in length and will consist of a walk-thru of the Event. The Sponsor will provide round-trip coach airfare from the major airport nearest to Event Finalist's U.S. residence and hotel accommodations for each Event Finalist and his or her parent or guardian. The Sponsor will also provide standard transportation to/from hotel to airport and to/from hotel to Event. Approximate Retail Value ("ARV") of the Event Finalist trip: $3,000. Actual value depends on point of origin and time of travel. If the Event Finalist lives within 100 miles of New York, New York, alternate

©/TM/® The J.M. Smucker Company

transportation will be provided by the Sponsor in lieu of air travel and no cash difference will be awarded. All other expenses are the responsibility of Event Finalist and his or her parent or guardian.

PRIZES: One Grand Prize: a $25,000 college fund (awarded as a check payable to the winner) and one **Jif** gift basket (ARV: $25,050). Four runner-up prizes: a $2,500 college fund (awarded as a check payable to the runner-up) and one **Jif** gift basket (ARV: $2,550) each. Remaining five Online Finalist prizes: One **Jif** gift basket each (ARV: $50). Total ARV of all prizes: $50,500.

GENERAL TERMS & CONDITIONS: Each potential Online Finalist will be required to execute an Affidavit of Eligibility, a Liability Release and (where legal) a Publicity Release for both the potential Online Finalist and a parent/legal guardian. If potential Online Finalist's parent or legal guardian fails to return such documents within 7 days, or the potential Online Finalist is found to be ineligible, or if he/she does not comply with these Official Rules, then the potential Online Finalist will be disqualified and an alternate Online Finalist will be selected, if circumstances permit. Event Finalists and their parents or legal guardians will also have to make themselves available for media interviews and public relations activities if appropriate. The Grand Prize Winner and parent or legal guardian must be available to extend their stay in New York City for one day at Sponsor's cost for potential media requests. If prizes or prize notifications are returned as undeliverable, this will result in disqualification and an alternate winner will be selected. Prizes are non-transferable. No cash redemptions or substitutions permitted, except by Sponsor who may substitute a prize of equal or greater value if the featured prize or any portion thereof becomes unavailable. All federal, state and local laws and regulations apply. Except where prohibited by law, each entry from an Online Finalist, Event Finalist, and Winner (collectively "Finalists and Winner") and acceptance of a prize constitutes permission for the Sponsor to use the name, photograph, likeness, statements, Recipe/name (in whole, in part or altered in any way), biographical information, voice, video, and city and state address of Finalists and Winner (collectively "Publicity Materials") on a worldwide basis, and in all forms of media, in perpetuity, without further compensation. Finalists and Winner agree that their statements may be used in whole or in part and may be paraphrased, amplified, shortened, and/or put into conversational form to meet the requirements of copy, layout and/or script, provided their general sense is not changed, and hereby waive any right to inspect and approve finished Publicity Materials, and Finalists and Winner will not hold Sponsor responsible for any liability resulting from the use of the Publicity Materials. All Publicity Materials developed or used hereunder will be and remain Sponsor's property, and Finalists and Winner specifically understand and agree that any copyrightable Publicity Materials will be works "made for hire" and Finalists and Winner will retain no ownership rights whatsoever in or to said works. If said Publicity Materials are not considered works "made for hire," Finalists and Winner hereby assign all said works to Sponsor. All participants, Finalists and Winner also agree to release, discharge, indemnify and hold harmless Sponsor, its affiliates and subsidiaries, and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages or liability due to any injuries, damages, or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in any portion or aspect of this Contest. The Sponsor may prohibit any child from participating in the Contest at its sole discretion, if a child or his/her parent/legal guardian shows a disregard for these Official Rules or acts: (a) in a manner Sponsor determines to be unfair or inequitable, including but not limited to tampering with the Contest or the Contest website; (b) with an intent to annoy, threaten or harass any other entrant, his or her

©/TM/® The J.M. Smucker Company

child or the Sponsor; or (c) in any other disruptive or illegal manner. Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend this Contest should electronic viruses, other malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the control of the Sponsor and its agencies corrupt or affect the purpose, administration, security, fairness or proper play or conduct of the Contest. In such event, Sponsor will conduct the Contest in accordance with these Official Rules in a manner deemed fair, proper and equitable by Sponsor, in its sole discretion. By entering, entrants agree and consent: (a) that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, will be governed by, and construed in accordance with, the laws of the State of Ohio, without giving effect to any choice of law or conflict of law rules, and (b) to the jurisdiction and venue of the federal, state and local courts located in Cleveland, Ohio with respect to any such claim or issue.

LIMITATIONS OF LIABILITY: In the event of a dispute regarding the identity of an entrant, such entry will be deemed to be made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is deemed as the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Neither Sponsor nor its agencies are responsible for lost, late, stolen, illegible, misdirected, or non-delivered entries or e-mail; or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website or other connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, satellite, or cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of Entry or other information or the failure to capture, or loss of, any such information. Neither Sponsor nor its agencies are responsible for any incorrect or inaccurate information, whether caused by website users, or by any equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of website. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds may be tampering with the entry process or operation of the Contest or website, may be acting in violation of the terms of the website or these Official Rules, or that may be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse or harass any other person. Any attempt to deliberately damage any website or undermine the legitimate operation of the Contest is unlawful and subject to legal action by Sponsor or its agents.

IN NO EVENT WILL SPONSOR, ITS AFFILIATES, SUBSIDIARIES, RELATED COMPANIES OR AGENCIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF THIS CONTEST, INCLUDING ENTRANTS ACCESS TO OR USE OF THE WEBSITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEBSITE.

©/TM/® The J.M. Smucker Company

WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEBSITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

Winners List: Winners will be posted to the **Jif** website (www.jif.com) on or about March 29, 2013. For a complete list of winners by mail, available after all winners have been verified, send a self-addressed business-size envelope with proper postage affixed by June 30, 2013 to: **Jif Most Creative Sandwich Contest** Winners List, C/O Cohn & Wolfe, 200 Fifth Avenue, Floor 7, New York, NY 10010.

Sponsor: The J.M. Smucker Company, One Strawberry Lane, Orrville, OH 44667

©/TM/® The J.M. Smucker Company.