

OFFICIAL RULES: SOUTHERN CALIFORNIA FROZEN & REFRIGERATED FOODS COUNCIL (SCFRC) COMPUTER SWEEPSTAKES. NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: SCFRC Computer Sweepstakes (the "Promotion") is open only to legal residents of the 50 United States and the District of Columbia who are at least 18 years old at the time of entry. Employees and Members of SCFRC, and their immediate family (spouse, parents, siblings and children) and household members of each such employee/member are not eligible. Subject to all applicable federal, state and local laws and regulations. Void in Puerto Rico and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes").

2. Sponsor: Southern California Frozen & Refrigerated Foods Council.
Administrator: SCFRC, 27281 Las Ramblas, Mission Viejo, CA 92691.

3. Timing: Sweepstakes begins on March 1, 2010 at 12:00 a.m. Pacific Standard Time ("PST") and ends on March 31, 2010 at 11:59 p.m. "PST" (the "Promotion Period"). Administrator's computer is the official time keeping device for this Promotion.

4. How to Enter: To enter, go to www.SCFRC.org click on the "Computer Sweepstakes" link, print the entry form, fill it out and mail OR print your name, valid address (P. O. Boxes are not permitted) and daytime phone number on a 3" x 5" paper, insert into a stamped envelope and mail to: "SCFRC Computer Sweepstakes," 27525 Puerta Real, Suite 100, Mission Viejo, CA 92691. Limit one entry per person per day. Entries must be postmarked by March 31, 2010 and received by April 7, 2010.

5. Limit: One entry per person per day. Potential winners may be required to show proof of age and residence. Administrator will randomly select the potential Sweepstakes winner, from all eligible entries received for the applicable drawing, on or around April 30, 2010.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE SWEEPSTAKES WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

7. Verification of Potential Winners: Potential winners must continue to comply with all terms and conditions of these Official Rules; and winning is contingent upon fulfilling all requirements. The potential Sweepstakes winner will be notified by mail. Except where prohibited, each potential Sweepstakes Prize winner will be required to sign and return to Administrator, within 10 days of the date notice is sent, an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his or her prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Affidavit of Eligibility, Liability and Publicity Release within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner of a Sweepstakes Prize is disqualified for any reason, Administrator will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three alternate drawings after which the prize will remain unawarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes: Sweepstakes Prize: ONE LAPTOP COMPUTER. Odds of winning the Prize depend on the total number of eligible entries received during the Promotion Period. Winner must comply with all terms and conditions. No cash equivalent and prize value is non-transferable and no substitution will be made. Winner is responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF SWEEPSTAKE PRIZE: \$500.

9. Release: By receipt of this prize, winner agrees to release and hold harmless SCFRC, its management company and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and each such organization's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or

loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions, and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend, or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prize at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate United States District Court located in Southern California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy www.SCFRC.org/privacy_policy.pdf

15. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than December 31, 2009. For the Winner List, visit www.SCFRC.org/winner_list.pdf, complete the form and mail it to: SCFRC Winners List, 27281 Las Ramblas, Suite 200, Mission Viejo, CA 92691.