



**WHEAT FOODS COUNCIL 35TH ANNIVERSARY COOKBOOK
CALL FOR RECIPES CONTEST (“Contest”)
OFFICIAL RULES**

NO PURCHASE NECESSARY.

WHAT CAN I WIN?

Thirty (30) winning recipes from parents across the country will be combined with five (5) exclusive creations from Chef Gale Gand to create a memorable and educational cookbook. Those who are selected will be acknowledged in the cookbook and receive one (1) complimentary copy of the cookbook signed by Chef Gale Gand. Approximate retail value of prize is \$50.

Recipe Categories:

Breakfast: Pancakes, muffins, breakfast burritos, etc.

Lunch: Wraps, sandwiches, salads, etc.

Dinner: Casseroles, pizza, pasta, soups, etc.

Snack: Cereal/energy bars, tortilla roll-ups, snack mix, etc.

Dessert: Cookies, cakes, cupcakes, etc.

No cash redemptions, transfers or substitutions of prizes allowed, except at the sole discretion of Sponsor. Each Winner is eligible to have only one (1) recipe included in the Wheat Foods Council 35th Anniversary Cookbook. All taxes, gratuities, and unspecified expenses are the sole responsibility of the winners. Contest is void where prohibited or otherwise regulated. All federal, state and local laws apply.

WHO CAN SUBMIT RECIPES?

You must be a legal resident of the fifty (50) United States and the District of Columbia and 18 years of age or older to enter. You must be a parent to enter. Void in Puerto Rico and where prohibited or restricted by law. Employees of Sponsor, its parent and affiliated companies, subsidiaries, advertising and promotion agencies, and the immediate family and household members of each are ineligible to enter.

HOW DO I SUBMIT A RECIPE?

TO ENTER : Entries must be received between 12:01AM EST on September 1, 2007 and 11:59PM EST on January 31, 2008 (“Entry Period”). During the Entry Period, log on to **www.wheatfoods.org** and follow the instructions. You will be asked to fully complete an entry form by providing your complete name, city and state of residence, year of birth, and e-mail address (“Entry Form”) and upload your recipe along with your Entry Form. Entry Form along with recipe will collectively be referred to herein as “Entry” or “Entries.” Limit one (1) entry per person. All Entries must be the fully original creations of the entrants. By entering, all participants warrant and represent that their respective Entries are their own fully original creations, and their respective Entries (including, but not limited to the recipes) will not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks and rights of publicity/privacy. Wheat Foods Council (“Sponsor”) is not responsible for lost, late, illegible, incomplete, invalid, unintelligible or misdirected Entries, which will be disqualified. Only fully completed Entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. In the event



that an insufficient number of Entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes.

All Entries become the sole property of Wheat Foods Council and will not be acknowledged or returned.

HOW WILL RECIPES BE JUDGED?

All recipe entries must meet the following four criteria:

- Recipes must be wheat-based, meaning they must contain at least one wheat-based ingredient. Whole or enriched wheat flour, as well as many varieties of bread, crackers, pasta, tortillas and cereal, are made from wheat and can be used as the wheat-based ingredients.
- Recipes must be child-friendly. They are meant for parents and children to prepare and enjoy together. The dishes should be appropriate for a child's palate, as well as that of an adult, and relatively easy to prepare.
- Recipes should be convenient. They should contain ingredients that can be found and prepared with a relative amount of ease.
- Lastly, recipes should be low in fat, calories and sodium.

Recipe entries must be original and of entrant's own creation. Recipe entries will be judged by a panel of qualified, independent judges who will review recipes based on the above judging criteria. Judging of the Entries will begin on or about February 1, 2008 with a final decision to be made on or about March 1, 2008. Winners will be announced on or about March 1, 2008. The decision of judges will be final and binding in all matters related to the Contest. By participating, entrants agree to be bound by the Official Rules. Sponsor reserves the right to reject Entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever.

NOTIFICATION

Winners will be notified via e-mail or phone and will be required to sign and return, where legal an Affidavit of Eligibility and Liability/Publicity Release within seven (7) days of prize notification. If winner cannot be contacted, if any prize is returned as undeliverable, or in the event of noncompliance with the Official Rules, the prize will be forfeited and an alternate winner will be selected. Upon prize forfeiture, no compensation will be given. Limit one (1) prize per person or household.

CONDITIONS OF PARTICIPATION

As a condition to receiving any prize, winners will be required to execute an assignment transferring and assigning all of their respective rights, title and interest, including, but not limited to, any copyright or trademarks, in the recipe submitted as an Entry without further compensation or permission. All Entries become the sole property of Sponsor upon receipt and will not be acknowledged or returned. Sponsor reserves the right to substitute a prize of equal or greater value if a stated prize is unavailable for any reason. Sponsor may modify or rescind the Contest without liability in the event of printing or production errors. Sponsor is not responsible for events beyond its control. By entering, entrants agree that Sponsor may use their name, image, city/state, biographical information, recipe submission and likeness for promotion or publicity purposes without further compensation, where legal. Winners further agree to use their best efforts to make themselves available to participate in additional publicity appearances as may be reasonably requested by Sponsor. By participating



in the Contest and accepting prize, each entrant and winner releases Sponsor and its advertising agency and their respective parents, subsidiaries, and affiliates of any and all liability, loss, harm, damage, expense, injury or cost whatsoever which may occur in connection with the Contest or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for claims based on publicity rights, defamation, invasion of privacy, copyright/trademark infringement, intellectual property rights and merchandise delivery. As a condition of entering this Contest, entrants agree that: (1) any and all claims, judgments and awards are limited to actual out-of-pocket costs incurred in participating in this Call for Recipes; and (2) entrants waive all rights to claim any other damages, including punitive, incidental and consequential damages and attorneys' fees. Contest is subject to all laws of the United States. In the event of a dispute, entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed 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. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any Web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in the Contest.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS 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.

USE OF DATA

Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at www.wheatfoods.org. By participating in the Call for Recipes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

WINNERS LIST

For a winners list, mail a self-addressed stamped envelope to: "Wheat Foods Council 35th Anniversary Cookbooks", Winners List Request, c/o Colleen Hart, 233 N. Michigan Ave. Ste. 1400, Chicago, IL 60601, before June 30, 2008.

SPONSOR

Sponsored by Wheat Foods Council, 10841 S. Crossroads Dr., Parker, CO 80134.