

PERDUE® “We Bring Fun to the Table” Contest
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Void outside the United States and where prohibited by law. Subject to all federal, state and local laws, regulations, and ordinances.

SPONSOR: This Promotion is sponsored by Perdue Farms Incorporated, P.O. Box 1537, Salisbury, MD 21802-1537 (“Sponsor”).

ELIGIBILITY: The PERDUE® “We Bring Fun to the Table” Contest (the “Promotion”) is open to legal residents of the United States of the 50 United States or D.C., who are over the age of thirteen (13) at the time of the start of the Promotion. If you are under the age of majority in your jurisdiction of residence, you must ask your parent or legal guardian for permission before you enter. Employees, officers and directors of Perdue Farms, Inc., its agents, subsidiaries, affiliated companies, representatives, legal counsel, and advertising, promotion, marketing and fulfillment agencies (“Agents”) and members of their immediate families (children, spouse, parents, siblings, regardless of where they live) and those living in their same households, whether or not related, are not eligible to enter or win. Sponsor reserves the right in its sole and absolute discretion to reject any Entry it deems ineligible. By participating in Promotion, entrants agree to be bound by these Official Rules and the decisions of the judges, which are final and binding in all respects.

PROMOTION PERIOD: Promotion begins at 12:00:00 a.m. Eastern Time (“ET”) on August 3, 2010 and ends on November 30, 2010 at 11:59:59 p.m. ET (the “Promotion Period”). The Promotion Period consists of three phases: (1) a submission phase (“Submission Phase”), which begins at 12:00:00 AM ET on August 3, 2010 and ends at 11:59:59 PM ET on September 30, 2010; (2) a public voting phase (the “Voting Phase”) which begins at 12:00:00 AM ET on October 1, 2010 and ends at 11:59:59 PM ET on October 17, 2010, and (3) a judging phase (the “Judging Phase”), which will take place between November 1, 2010 and 11:59:59 PM ET on November 14, 2010.

TO ENTER: To enter, between 12:00:00 a.m. Eastern Time (ET) on August 3, 2010 and 11:59:59 PM ET on September 30, 2010: (1) on your own, or with your child, create an original artwork submission (the “Submission”) showing your family having “mealtime fun”, then (2) go to www.perdue.com/familyfun and select the “Enter” option from the landing page to upload the artwork and complete and submit the entry form, including providing your name, telephone number, mailing address and email address. The Submission may be (a) a colored piece that you and/or your child created using the Crayola® *Lights, Camera, Color!*™ Website, which may be found at www.Crayola.com/ColorMe, (b) a drawing that you and/or your child created and scanned in, or (c) any photograph that you and/or your child took that showcases “mealtime fun.” If you are under the age of majority in the state where you reside, you must obtain your parent or legal guardian's permission to enter. For information about how to obtain a free code to use the Crayola® *Lights, Camera, Color!* Website for a week, go to www.perdue.com/familyfun; photos can be uploaded to www.Crayola.com/ColorMe and then the colored artwork may be scanned and uploaded onto www.perdue.com/familyfun. Limit: Five (5) submissions per household. All entries must be received during the Promotion Period. Entries received without a complete and accurate entry form and all information described above will be disqualified. All entries will be posted into a gallery for voting during the Voting Phase, subject to prior review for eligibility and compliance with Submission Requirements described below, and approval by an Administrator.

Submission Requirements:

Artwork/photograph submissions must:

- Be an original idea created by you and/or your child (modification of an original work is not an original idea).
- Be no larger than 5 MB.
- Be in digital form (either .jpg, .gif, .png).

Artwork/photograph submissions must NOT:

- Contain material which is (or promote activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing.
- Include mention or performance of any copyrighted media production including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property.
- Contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity, or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, entries must not include third party materials or contributions, party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures.
- Include the image or likeness of any third parties, including but not limited to minors, family members, celebrities and friends, who have not expressly authorized entrant to display their image or likeness in any submitted picture or otherwise use such image or likeness in accordance with these Official Rules. Written documentation of the permission shall be provided to Sponsor upon request.

Sponsor reserves the right in its sole discretion to disqualify any entry that it believes does not comply with these Official Rules or that is not consistent with the spirit or theme of the Contest.

Entries must be submitted by the creator of the Submission, except that a parent or legal guardian of a minor child under the age of 13 may submit an entry on behalf of a minor child. If you are under the age of majority in your jurisdiction of residence and you are selected in the First Round as a Finalist, then you will be required to obtain the written permission of your parent or legal guardian in order to proceed to the Second Round (judging stage) and/or accept the prize. Unless otherwise specifically provided in these Official Rules, entries submitted by third parties will be disqualified. Submissions must be original and must not have been previously produced in any medium, or submitted in any other competition or contest. Modification of an existing work does not qualify as original. By submitting an entry, the submitter warrants and represents that the Submission is original, has not been previously published or won any award, does not contain any material that would defame or otherwise violate or infringe upon the rights of any third party, including patents, copyrights, trademarks or rights of privacy or publicity, and will not violate any federal, state or local laws or ordinances.

If Entrant wishes to incorporate the Perdue Logo or any Perdue products in the Submission, he or she hereby grants a limited, non-exclusive license to display such products, product packaging, brand names, logos, company name, trademarks, or service marks BUT only for the purposes of submitting a Submission in connection with this Promotion and not for any other purpose.

All entries, including Submissions, become the sole property of Sponsor when submitted and will not be acknowledged or returned. Entrant hereby explicitly and irrevocably assigns all intellectual property rights in the Submission (additionally if Winner takes pictures on the Prize Trip and submits same to Perdue, they shall be considered part of the Submission for these purposes) to Sponsor (including all copyrights) and acknowledges and agrees that Sponsor reserves the right to publish, display, modify, create derivative works from and reproduce the Submission in any traditional, electronic or on-line media, or any or all content of the Submissions with or without name credit to the entrant. Any attempt to restrict these rights will not be considered.

Except where prohibited by law, each winner grants to Sponsor (which grant will be confirmed in writing on request of Sponsor), and all others acting pursuant to Sponsor's authority, the right and permission to reproduce, print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, his or her portrait, picture, voice, likeness, and biographical information for advertising, trade, and promotional purposes without additional consideration, compensation, permission, or notification. Entrant waives any moral rights he or she may have to the Submission.

Sponsor is not responsible for late or unsuccessful attempts to enter. Normal Internet access, phone and usage charges imposed by your online or phone service may apply. Use of automated entries or programs or entries submitted by third parties is prohibited and will be disqualified. Incomplete, corrupted, or untimely entries are void and will be disqualified. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor.

Unless otherwise expressly indicated in the Entry, entries will be attributed to the authorized account holder of the email address submitted during registration. In the event of a dispute as to the identity of an Entrant, the authorized account holder of the email address used to enter will be deemed to be the registrant or participant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Winning participants may be required to provide Sponsor with proof that the claimed winner is the authorized account holder of the email address associated with the winning entry, or forfeit the prize. Entries specifying an invalid, non-working, or inactive email address will be disqualified and ineligible to win.

WINNER SELECTION: FIRST ROUND/PUBLIC VOTING TO SELECT FINALISTS: After preliminary screening for compliance with the Submission Guidelines and other eligibility requirements, between October 1, 2010 and October 17, 2010, the eligible Submissions will be displayed on www.perdue.com/familyfun, where members of the public will be able to vote five times per day for their top five (5) favorite Submissions by clicking on the "vote" box. A day shall be defined as the 24 hour time period starting at 12:00:00 a.m. EDT and ending at 11:59:59 p.m. EDT. Sponsor encourages voters to judge entries based on general audience appeal and the Judging Criteria set forth below.

Only five (5) votes per email address per day are allowed, and each of the five (5) votes must be cast for a different Submission. Anyone may vote, and Entrants may vote for their own Entry. Votes received from any email address in excess of the stated daily limitation will be void. Entrants are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to prospective voters, as determined by Sponsor in its sole discretion. Use of script, macro or any automated system to vote or with the

intent to impair the integrity of the voting process is prohibited and all such votes will be void. Any attempt by any voter to obtain more than the permitted number of votes by using multiple/different email addresses, identities, registrations and logins, scripts, macros, or any other methods with the intent to impair the integrity of the voting process is prohibited and all such votes will be void; if that voter is also an entrant, he or she may be disqualified.

On or about October 18, 2010, Sponsor will select the twenty (20) Submissions receiving the highest number of votes for entry into the Second Round, the Judging Phase, as Finalists. The Sponsor's decisions as to numbers of votes received for each Entry are final. In the event of a tie for the last available Finalist spot (number twenty), the Submission receiving the highest number of votes on the last day of the Voting Phase will be selected as a Finalist. Sponsor will attempt to contact each potential Finalist via email and Federal Express delivery within three (3) days of selection at the email and postal addresses provided on the Entry and/or, if potential Finalist is a minor, at the email address of the parent or guardian.

Except where prohibited, upon selection as a potential Finalist after the Voting Phase has ended, each potential Finalist (or, if potential Finalist is a minor, his or her parent or legal guardian) will be required to complete and return an Affidavit of Eligibility, a Liability Release and, where legal, a Publicity Release along with an Assignment of Intellectual Property Rights for the Submission (the "Affidavit/Release") within seven (7) days of being notified via email and Federal Express delivery to the email and mailing addresses provided. If a potential Finalist cannot be contacted and/or fails to return the Affidavit/Release with the required signature(s) within the required time period, is unavailable to accept the prize within the time period specified by Sponsor, or if the prize notification is returned as non-deliverable, that potential Finalist will be deemed to have forfeited the prize, and Sponsor may at its sole discretion select the Finalist whose Submission received the next highest number of votes as an alternate potential Finalist in place of the disqualified potential Finalist within seven (7) days of the date the potential Finalist is determined to be ineligible. Only eligible entries selected as Finalists during the Voting Phase for whom all required documentation has been provided will be permitted to be judged and potentially awarded prizes. Those Entrants who are not selected as Finalists ("Non-Finalists") will be eliminated from further consideration.

SECOND ROUND/JUDGING: Between November 1, 2010 and November 4, 2010, all eligible Finalists will be judged by an independent panel of judges made up of Dino de Leon, Creative Director of Catapult Marketing; Claudia Barac-Roth, Senior Art Director of Marriner Marketing Communications; and Kate Rickard, Managing Supervisor, of Fleishman-Hillard International Communications (the "Judging Panel"), who will assign point values based on the following criteria (the "Judging Criteria"): Creativity (up to 50 points); Extent to which artwork captures the essence of mealtime fun thematic (up to 30 points); and Originality (up to 20 points). The total number of points received by each Submission during the Second Round Judging Phase will be then be added up to determine a Final Point Value for the Submission.

On or about November 30, 2010, the Sponsor will announce the Submissions that received the highest Final Point Values, which shall be the Grand, First and Second Prize Winners: the Submission that receives the highest Final Point Value will be selected as the Grand Prize Winner; the Submission that receives the next highest Final Point Value will be selected as the First Prize Winner; and the eight (8) Submissions that receive the next highest Final Point Value(s) will be selected as the Second Prize Winners. In the event of a tie, the tied entrants' Submissions will be re-judged by the Judging Panel based on Creativity (65 points) and Extent to which artwork captures the essence of mealtime fun thematic (35 points).

EACH POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. Sponsor will attempt to contact each potential Winner within 7 days of selection at the email address and/or the email address of their parent or guardian provided on the Entry. If potential Winner cannot be contacted and/or fails to return any additional required forms with the required signatures, is unavailable to accept the prize within the time period specified by Sponsor, or if the prize notification is returned as non-deliverable, that potential Winner will be deemed to have forfeited the prize, no other prize will be awarded to them, and the Finalist whose Submission received the next highest number of votes will be selected as an alternate potential Winner in place of the disqualified potential Winner within seven (7) days of the date the potential Winner is determined to be ineligible.

PRIZES AND PRIZE RESTRICTIONS: There are ten (10) prizes to be awarded in the Contest:

GRAND PRIZE: One (1) Grand Prize will be awarded, which consists of a cruise package valued up to \$5,000.00. The cruise package includes round-trip airfare for Grand Prize Winner and up to three (3) guests from the major airport nearest to winner's residence (as chosen by Sponsor in its sole discretion) to the major airport nearest the port of departure, ground transfers from airport to port of departure, and cruise cabin accommodations for the winner and up to three (3) guests. If Winner is a minor child who is under the age of twenty-one (21), he or she must be accompanied by a parent or legal guardian on the prize trip. Prize does not include meals outside of the cruise package, beverages, taxes, gratuities, or other travel expenses not specifically listed; see prize restrictions for additional limitations.

Approximate Retail Value ("ARV") of Grand Prize: \$5000. Actual Retail Value of Grand Prize will vary depending upon the travel package selected and the city of departure. Any difference between the Approximate Retail Value and Actual Value of the cruise package will not be awarded.

FIRST PRIZE: There will be one (1) First Prize awarded of one (1) year's supply of PERDUE® Frozen Fully Cooked Chicken products, delivered via mail on a monthly basis in the form of two packages of PERDUE® Frozen Fully Cooked Chicken products.

ARV of First Prize: \$191.76.

SECOND PRIZE: There will be eight (8) Second Prizes awarded, each of which consists of: (1) prize pack of assorted Crayola® products and one (1) free package of PERDUE® Frozen Fully Cooked Chicken delivered via mail. ARV of Second Prize: \$32.99.

Total ARV of all prizes to be awarded: \$5,455.

Prize Restrictions: For Grand Prize only: Travel arrangements must be made through Sponsor's agent or representative, on a carrier of Sponsor's choice. Winner and guests must depart from same city and must travel on same itinerary. If Grand Prize Winner resides within 100 miles of the cruise port of departure, round-trip ground transportation from Grand Prize winner's residence to port of departure may be substituted for airfare at Sponsor's sole discretion and no cash difference will be awarded. Grand Prize Winner and guests must be able to travel prior to August 1, 2011. Grand Prize Winner and guests are responsible for securing any and all required documentation for travel including, but not limited to, a valid passport and visas. Cruise line may require that additional documentation be completed by winner and his/her guests in direct contact with the travel agent (as assigned by Sponsor). If Grand Prize Winner is unable to accept travel

for any reason within the time specified, the prize will be forfeited and an alternate winner will be chosen. If required, Grand Prize Winner must be available to travel on dates specified by Sponsor or risk forfeiting prize. Certain travel restrictions may apply. Grand Prize Winner's travel companion(s) must be at time of Grand Prize fulfillment the age of majority in the jurisdiction in which they reside, unless accompanied by a parent or legal guardian, and must complete and return a liability/publicity release prior to prize award. In addition to Grand Prize Winner, if any of Grand Prize Winner's travel companions are minors and under the age of 21, then parent/legal guardian(s) must complete and return all releases on behalf of said minor(s). Grand Prize Winner and guests must travel together on the same itinerary. Grand Prize Winner and guests are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. No refund or compensation will be made in the event of the cancellation or delay of cruise or any flight except at the sole discretion of Sponsor. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by Sponsor's cruise and airline carrier of choice as detailed in the passenger ticket contract. Sponsor shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by any cruise or air carrier(s) or other transportation companies or any other persons providing any of trip-related services to passengers including any results thereof such as changes in services or accommodations necessitated by same. The passenger contracts in use by the cruise provider, airlines or other transportation companies shall constitute the sole contracts with respect to the prize-related transportation and such contracts shall be solely between the Grand Prize Winner, his/her guest(s) and such transportation companies. Any unused amount of the Grand Prize (approximate value of \$5,000) will not be awarded.

Limit one (1) prize per person per household. Any and all applicable federal, state, and local taxes, expenses, taxes and travel costs not expressly stated in the prize description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees and/or other expenses are the responsibility solely of the winner. Sponsor will report value of each prize as required by law and Grand Prize Winner will be issued a 1099 tax form for the appropriate retail value of prize. All taxes are the sole responsibility of the winner. The transfer or assignment of any prize or any portion of any prize is not permitted, except at Sponsor's sole discretion, and no substitutions are permitted except at the sole discretion of Sponsor. Prizes may not be redeemed for cash. Winner is responsible for any loss of prize or portion of prize after it has been delivered, and Sponsor will not replace any lost or stolen prizes. Prize cannot be used in conjunction with any other promotion or offer.

GENERAL CONDITIONS: This Promotion is governed by the laws of the United States. This Promotion is void outside the United States and where prohibited. If, for any reason, the Promotion is not capable of running as planned, Sponsor may, in its sole discretion, void any suspect entries and/or (a) cancel or terminate the Promotion (or any portion thereof); (b) modify the Promotion or suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; or (c) award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment. Sponsor and its agencies are not responsible for lost, late, incomplete, damaged, stolen, misdirected, or illegible entries; lost, interrupted, or unavailable network, server, or other connections, telephone transmission problems; or other errors or malfunctions of any kind whether human, mechanical, electronic, or otherwise. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be attempting to tamper with or undermine the entry process and/or the legitimate operation of the Promotion; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person.

NATURE OF RELATIONSHIP/WAIVER OF EQUITABLE RELIEF: Each entrant understands and acknowledges that the Sponsor has wide access to ideas, designs, and other materials, and that new ideas are constantly being submitted to it or being developed by its own employees. Each entrant also acknowledges that many ideas may be competitive with, similar or identical to the Submission that the entrant submitted in connection with this Promotion (referred to in this section as "Submission") and/or each other in theme, idea, format or other respects. Each entrant acknowledges and agrees that such entrant will not be entitled to any compensation as a result of Sponsor's use of any such similar or identical material and no additional consideration will be provided for the Submission or ideas contained therein, except as provided under these Official Rules. Each entrant acknowledges and agrees that the Sponsor does not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the copyright in and to the Submission. Finally, each entrant acknowledges that, with respect to any claim by entrant relating to or arising out of Sponsor's actual or alleged exploitation or use of any Submission or other material submitted in connection with the Promotion, the damage, if any, thereby caused to the applicable entrant will not be irreparable or otherwise sufficient to entitle such entrant to seek injunctive or other equitable relief or in any way enjoin the production, distribution, exhibition or other exploitation of the Submission or any material based on or allegedly based on the Submission, and the entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

RELEASES AND LIMITATIONS OF LIABILITY: By participating in this Promotion, entrants agree that Sponsor and its parents, affiliates, subsidiaries, franchisees, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, and their respective officers, directors, employees, representatives and agents (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; (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 Promotion.

BY PARTICIPATING IN THIS PROMOTION, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE PRIZE,

ENTRY, OR PARTICIPATION IN THIS PROMOTION OR IN ANY PROMOTION RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM. BY PARTICIPATING IN THIS PROMOTION, PARTICIPANTS AGREE THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY INTERNET SITE ASSOCIATED WITH THE PROMOTION OR SPONSOR, OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY SUCH SITE.

AS TO THE SUBMISSION OF PERSONALLY IDENTIFIABLE INFORMATION, SUCH AS NAME AND CONTACT INFORMATION, SUCH SUBMISSION SHALL BE DEEMED TO BE NON-CONFIDENTIAL AND NON-PROPRIETARY. ENTRANT WILL EXECUTE ANY DOCUMENTS REQUESTED BY SPONSOR REGARDING THIS PROMOTION. IF ANY USE BY SPONSOR OF THE SUBMISSIONS CAUSES IT TO BE LIABLE TO ANY THIRD PARTY, ENTRANT AGREES TO INDEMNIFY SPONSOR, ITS AGENTS, EMPLOYEES, AFFILIATES, SUBSIDIARIES, REPRESENTATIVE AND ALL RELATED PARTIES FROM AND AGAINST ANY AND ALL DAMAGES, COSTS, JUDGMENTS AND EXPENSES (INCLUDING REASONABLE ATTORNEY FEES) WHICH IT INCURS AS A RESULT OF ITS USE OF THE SUBMISSIONS.

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

OFFICIAL RULES AND WINNERS LIST: For a copy of the Official Rules, visit www.perdue.com. For a list of winners, send a stamped, self-addressed envelope by 11/30/10 to: Perdue Dinnertime Fun Contest – WLP.O. Box 7430, Wilton, CT 06897-7430. Questions? Perdue Consumer Relations at 1-800-4PERDUE® (1-800-473-7383) or visit us at <http://www.perdue.com/util/contact.html>. Vermont residents may exclude return postage.

PRIVACY: Entrants agree that their personal information submitted on Entry Form may be used for the purpose of administering the Promotion and prize fulfillment. Personal information submitted by entrants will be transferred to and maintained by Sponsor in the United States and treated in accordance with its Privacy Policy, which can be viewed at <http://www.perdue.com/util/privacy.html>.

PROMOTION ADMINISTRATION: This promotion and sweepstakes is administered on behalf of Perdue Farms Incorporated by Catapult Marketing, 55 Post Road West, Westport, CT 06880

and Marriner Marketing Communications, 10221 Wincopin Circle, Suite 300, Columbia, MD, 21044.

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