

Perdue® “We Bring Fun to the Table” & Crayola® *Lights, Camera, Color!*™ Offer  
Terms and Conditions

To participate in the Perdue® “We Bring Fun to the Table” & Crayola® *Lights, Camera, Color!*™ Gift With Purchase Offer (the “Offer”), you must be a legal resident of the 50 United States or D.C. who is 13 years of age or older with Internet access as of the date of offer redemption. Offer begins at 12:00:01 a.m. ET on 8/3/10 and ends at 11:59:59 p.m. ET on 10/31/10 (the “Offer Period”). **TO CREATE A COLORING PAGE:** Look on specially marked packages of Perdue® Chicken for a special code to access the Crayola® *Lights, Camera, Color!*™ program (a “Code”), then go to Crayola.com/ColorMe and click on *Lights, Camera, Color!*™ to access the program at any time for free within seven (7) days of registration and code activation. Follow the instructions to select any photo on your computer and use the program to create a unique coloring page to print and color.

**LIMIT: ONE (1) OFFER PER PERSON/E-MAIL ADDRESS. Code allows participant access to the Crayola® *Lights, Camera, Color!*™ program for free for seven (7) days.**

**Internet access and a valid e-mail address are required to participate in this Offer.** Products without codes are not eligible. Only actual purchasers may participate. The following may NOT participate in this Offer: groups, clubs or organizations; employees of Sponsor and Crayola, Inc. (“Crayola”), their respective parent companies, affiliates, subsidiaries, advertising, promotion and fulfillment agencies or members of their families or those living in the same household. Offer void where prohibited. By participating in the Offer, participants agree to be bound by the Terms and Conditions of this Offer and the Crayola® *Lights Camera Color!*™ web site. Offer subject to all applicable federal, state and local laws and regulations. This offer may not be combined with any other offer. Except as expressly set forth in these Terms and Conditions, neither Codes nor Photos may be reproduced, copied, purchased, traded, posted on another website or sold or otherwise used for commercial purposes and Codes cannot be redeemed in-store or in any manner other than that which is provided in these Terms and Conditions. Codes are nontransferable and no cash or other substitutions are allowed except as expressly provided herein. Codes have no cash value. Code is void if it contains printing, mechanical, production, typographical or other errors or if it is obtained outside authorized, legitimate channels. Sponsor’s sole liability for any defective or erroneous Code is limited to replacement with another Code, while supplies last. Sponsor may, in its sole discretion, substitute an item of equal or greater value if the Crayola® *Lights Camera Color!*™ program becomes unavailable for any reason.

Sponsor and its agencies are not responsible or liable for typographical or printing errors, technical, hardware or software malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the participant or by any of the equipment or programming associated with or utilized in the Offer and/or Web site or by any human error which may occur in the transmission, receipt or processing of claims or for any damage to any computer system resulting from participation in the Offer or accessing or downloading information in connection with the Offer. By participating in this Offer, each participant agrees to release and hold harmless the Sponsor, Crayola, and their respective affiliates, subsidiaries and agencies, and the officers, directors and employees of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Offer and/or the use of Codes and coloring pages, including, but not limited to, liability arising from or in connection with third-party claims.

Sponsor makes no representations, warranties or guarantees express or implied, in fact or in law, with respect to any Code or the Crayola® *Lights Camera Color!*™ program. Any issues in connection with the Crayola® *Lights Camera Color!*™ program must be directed to Crayola only. Sponsor bears no responsibility for any aspect of the program after delivery of Code to participant. Fraudulent submissions of Codes (as determined by Sponsor in its sole discretion) will not be honored and could result in criminal action. Sponsor reserves the right to substantiate Offer claims and request additional identification, documentation and/or sales receipts for purposes thereof. The Sponsor reserves the right at its sole discretion to reject participation of any individual that Sponsor determines, in its sole discretion: has tampered or attempted to tamper with the claims process or the operation of the Offer or the Web site; has violated the Offer Terms and Conditions; or has acted in a disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Offer may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to disqualify and seek damages from any such person to the fullest extent permitted by law. **OFFER EXPIRES ON 10/31/10 AT 11:59:59 p.m. ET. WHILE SUPPLIES LAST. Questions?** Contact Perdue Consumer Relations at 1-800-4PERDUE® (1-800-473-7383) or visit us at <http://www.perdue.com/util/contact.html>

**Sponsor:** Perdue Farms Incorporated, 31149 Old Ocean City Road, Salisbury, MD 21802

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