

FOOD REVOLUTION DAY WITH JAMIE OLIVER PROMOTION OFFICIAL RULES

The Food Revolution Day with Jamie Oliver Promotion begins at 00:00 a.m. GMT on March 22, 2013 (the “Promotion Start Date”) and ends at 12:00 p.m. GMT on April 30, 2013 (the “Promotion End Date”) (such period referred to herein as the “Promotion Period”). The Promotion (as defined below) consists of a contest and a sweepstakes (the “Contest” and the “Sweepstakes”, respectively, and, together, the “Promotion”). The Promotion is sponsored by Prizeo Ltd. (the “Sponsor”).

1. HOW TO ENTER: NO PURCHASE OR DONATION NECESSARY TO ENTER OR CLAIM PRIZE. NEITHER A PURCHASE NOR DONATION WILL INCREASE YOUR CHANCES OF WINNING.

Participants may enter the Sweepstakes by visiting www.prizeo.com/jamie (the “Promotion Website”) during the Promotion Period and making a donation to the Better Food Foundation, Jamie Oliver’s Food Foundation and the Good Foundation by following the on-screen prompts. Donations will be divided amongst these three (3) charitable organizations. If you donate £3, you will receive 3 entries; £10, you will receive 13 entries and a special thank you message from Jamie; £25, you will receive 33 entries, the special thank you message and a video clip of Jamie; £50, you will receive 70 entries, the special thank you message, the video clip and three recipes from Jamie; £100, you will receive 150 entries, the special thank you message, the video clip, three recipes from Jamie and a signed recipe card will be sent in the post; and, by entering your own self-selected donation amount above the foregoing amounts, you will receive the number of entries as is revealed to you on the Promotion Website at the time of your donation.

To enter the Sweepstakes without donating to the charitable organizations, visit the Promotion Website, print the [free entry form](#) and complete the form by hand using blue or black ink. Place the card in an envelope, affix first-class postage, and send it to the applicable Sponsor address, as indicated below in paragraph 7 below. Only one entry form per envelope will be accepted.

Participants may enter the Contest by using the ‘Refer-A-Friend’ feature to refer friends to make a donation to the charitable organizations through the Sweepstakes. Each of the top ten (10) Contest entrants who refer the most friends who make donations to the charitable organizations through the Sweepstakes during the Promotion Period will win prizes, as set forth below.

Participation in the Promotion is voluntary and does not require you to purchase anything from Sponsor, nor to make a donation to the charitable organizations. No illegible, incomplete, forged, mechanically reproduced or altered entries will be accepted. All entries become the property of Sponsor and will not be returned.

2. PRIZES:

The one (1) winner of the Sweepstakes (the “Sweepstakes Winner”) will receive a round trip travel package to London, England, from May 14, 2013 to May 18, 2013, and a one-hour cooking class with Jamie Oliver (the “Sweepstakes Winner Prize”). The trip package consists of round trip, coach-class air transportation for the Sweepstakes Winner and one (1) guest from a major international airport nearest the Sweepstakes Winner’s

home (determined by Sponsor in its sole discretion) to London, UK (approximate retail value (“ARV”): \$1,800); four (4) nights’ accommodations at Dean Street Townhouse, 69-71 Dean Street, London, W1D 3SE (one room, double occupancy, subject to availability) (ARV: \$1,500); £1,000 cash in spending money (ARV: \$1,500); a one-hour cooking lesson with Jamie Oliver, on or about May 17, 2013 (ARV: \$0); a photograph with Jamie Oliver (ARV: \$0); and one (1) signed copy of Jamie Oliver’s cookbook (ARV: \$50). The Sweepstakes Winner and guest must be available to travel on the dates specified by Sponsor, which may vary from the dates set forth above in the Sponsor’s sole discretion, or forfeit the prize. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by Sponsor’s airline carrier of choice as detailed in the passenger ticket contract. If Sweepstakes Winner is located in the United Kingdom, or the trip destination is otherwise less than 250 miles from the Sweepstakes Winner’s residence, the Sweepstakes Winner may be provided car service to and from the Dean Street Townhouse. Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason and the Sweepstakes Winner will not be reimbursed for tickets. All expenses, travel, and other costs not expressly stated in the package description above are the sole responsibility of winner, including transportation to and from the airports. Restrictions, conditions and limitations may apply. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. Sponsor is not responsible if the Sweepstakes Winner does not use ticket on day of event. ARV of the Sweepstakes Winner Prize (“Sweepstakes Winner ARV”): \$4,850.

The Contest entrant who finished top on the leaderboard as a result of referring the most friends who make a donation to the charitable organizations through the Sweepstakes during the Promotion Period (the “Top Contest Winner”) will receive: a signed Antipasti Board and an exclusive photo and signed recipe (ARV: \$70) (the “Top Contest Prize”). Each of the remaining top nine (9) Contest entrants who refer the most number of friends who make a donation to the charitable organizations through the Sweepstakes during the Promotion Period (the “Contest Winners”) will receive: signed books by Jamie Oliver with a thank you message inside (ARV: \$50) (the “Contest Prize”). Restrictions, conditions and limitations may apply. ARV of the Contest (“Contest ARV”): \$570.

All winners of any prize or prizes with a value of \$600 or greater who are citizens of the United States will be issued a 1099 U.S. Tax Form for the retail value of the prize. The ARV of travel may vary based on airfare fluctuations and distance between departure city and destination city. The winners will not receive the difference between the actual retail value and ARV. The odds of winning depend on the number of eligible entries received. Sponsor reserves the right to substitute prizes of equal or greater value. No other substitution or transfer of prizes permitted. Sponsor is responsible only for prize delivery and not prize utility.

3. ELIGIBILITY:

The Promotion is only open to individuals who registered members of www.prizeo.com and are at least eighteen (18) years of age at the time of entry. Regrettably, the residents of certain countries will be unable to enter the Promotion for a variety of reasons, which include local sweepstakes laws and compliance legislation. These countries are Burma/Myanmar, Cuba, Iran, Libya, North Korea, Sudan, Syria, Belgium, Malaysia, Norway, Sweden, Spain, Quebec, Portugal, Mexico, Saudi Arabia, Iraq, Jordan, Lebanon, Qatar, Indonesia, Yemon and all African nations with the exception of South Africa. Other countries are void where prohibited. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. By participating in the Promotion, each participant accepts the conditions stated in these Official Rules, agrees to be bound by the

decisions of Sponsor and warrants that she/he is eligible to participate in the Promotion. Employees, independent contractors, officers, and directors of Sponsor, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, and their immediate family members and persons living in the same household, are not eligible to participate in the Promotion. THE PROMOTION IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW and is subject to applicable federal, state and local laws and regulations.

4. SELECTION OF WINNERS:

On or about May 2, 2013 (the “Drawing Date”), Sponsor will select the Sweepstakes Winner. The Sweepstakes Winner will be selected in a random drawing from all eligible entries received by the Sponsor during the Promotion Period. The Sweepstakes Winner will be notified by e-mail using the information provided to the Sponsor and will also be announced on the Promotion Website.

The Contest entrants with the ten (10) highest number of referred friends who make a donation to the charitable organizations through the Sweepstakes during the Promotion Period will be displayed on a leader board on the Promotion Website and will be notified by e-mail using the information provided to the Sponsor. Throughout the Promotion Period, Contest entrants will be able to track their status on the leader’s board located on the Promotion Website.

In the event any of the winners do not accept the applicable prize within five (5) business days of such notice, the winner is ineligible, or the applicable prize or prize notification is not deliverable, an alternate winner may be contacted. Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the winners. The winners agree to Sponsor’s use of her/his name, address, likeness, and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law. Where lawful, the winners may be required to sign and return a Publicity Consent and Liability Release.

5. CONDITIONS: Sponsor, the Better Food Foundation, Jamie Oliver’s Food Foundation, the Good Foundation, and their respective agents, directors, officers, shareholders, employees, insurers, servants, parents, subsidiaries, divisions, affiliates, predecessors, successors, representatives, advertising, promotion, and fulfillment agencies, and legal advisors (the “Released Entities”), are not responsible for, shall not be liable for, and hereby disclaim all liability arising from or relating to: (i) late, lost, delayed, damaged, misdirected, misaddressed, incomplete, or unintelligible entries; (ii) telephone, electronic, hardware or software program, network, Internet, computer or other malfunctions, failures, or difficulties of any kind, whether human or technical; (iii) failed, incomplete, garbled, or delayed computer or e-mail transmissions; (iv) any condition caused by events beyond the control of Sponsor; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of any prize, or any portion thereof that may have been awarded, or acceptance, possession, or use of any prize, or any portion thereof that may have been awarded, or from participation in the Promotion; or (vi) any printing or typographical errors in any materials associated with the Promotion. Sponsor reserves the right, in its sole discretion, to suspend, modify or cancel the Promotion should any unauthorized human intervention or other causes beyond Sponsor’s control corrupt or affect the administration, security, fairness or proper conduct of the Promotion. In the event that proper administration of the Promotion is prevented by such causes as contemplated above, Sponsor will pick the winners from all eligible, non-suspect entries received prior to such action. By participating in the Promotion, participants and winners agree to

release, discharge and hold harmless the Released Entities, and all others associated with the development and execution of the Promotion, from any and all losses, damages, rights, claims and actions of any kind arising out of or relating to the Promotion, participation in the Promotion, any prize, or any portion thereof that may have been awarded, and/or acceptance, possession, use or misuse of any prize, or any portion thereof that may have been awarded, including but not limited to statutory and common law claims for misappropriation or participant's right of publicity. This Promotion shall be governed by UK law. By participating in this Promotion, participants agree that UK courts shall have jurisdiction over any dispute or litigation arising from or relating to this Promotion and that venue shall be only in the UK.

6. WINNERS LIST: The first name, last initial, city and state of the winners and a copy of these Official Rules will be available on the Promotion Website shortly following the Drawing Date and for ninety (90) days thereafter.

7. SPONSOR: Prizeo Ltd.

For UK, Europe, Middle East and Asia Residents:

The Better Food Foundation
15 Westland Place
London N1 7LP
United Kingdom

For US Residents:

9 LaGorce Circle
Miami Beach
Flo 33141

For Asia Pacific Residents:

The Good Foundation
PoBox 243
NIDDRIE
VIC 3042

Prize provider: Better Food Foundation, 19/21 Nile Street, London N1 7LL. Registered charity number 1094536.

8. NOTICE: Sponsor reserves the right to prosecute and seek damages against any individual who attempts to deliberately undermine the proper operation of the Promotion in violation of these Official Rules and/or criminal and/or civil law.

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