

HEY KIDS

WALK THE "RED CARPET" WITH YOUR FAVORITE SPORTS STARS!

IN 100 WORDS OR LESS, EXPLAIN THE IMPORTANCE OF TEAMWORK.
OPEN TO CHILDREN BETWEEN 9-16 YEARS OF AGE.
(See complete official rules for details)

KIDS ONLY EXCLUSIVE!

OFFICIAL RULES – "WALK THE RED CARPET" ESSAY CONTEST BEGINNING OCTOBER 9, 2008 AND ENDING OCTOBER 30, 2008

- 1. NO PURCHASE NECESSARY.** Open only to legal residents of Illinois, Iowa, Indiana and Wisconsin, between 9-16 years of age at time of entry. Employees, officers and directors of Jewel-Osco, Blue Diamond Growers, Diamond Foods, Inc., Interstate Bakeries Corp., Kraft Foods, Sports Profiles Plus, their respective parent companies, subsidiaries, affiliates and the immediate families of such employees (parents, spouses, children, siblings) and those living in the same household, whether related or not, are not eligible. Void where prohibited by law.
- 2. ENTRY:** To enter this essay contest, child must print or type an essay of 100 words or less explaining the importance of teamwork. On a 3" x 5" card print child's name, age, signature of parent/legal guardian, address and phone number, attach essay and mail to: **SPORTS PROFILES/JEWEL ESSAY, 4711 GOLF RD., STE. 900, SKOKIE, IL 60076.** All entries must be received by **11:59:59 p.m. CT on October 30, 2008.** This information will be used solely for the purposes of this Contest and will not be disseminated to any third parties. The Contest Partner, the Sponsors, the Administrator of the Contest, and their agencies are not responsible for late, lost, illegible, damaged, destroyed, delayed, misdirected entries or postage due mail. The Contest Partner, the Sponsors and the Administrator of the Contest assume no responsibility for computer system, hardware, software or program malfunctions or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Once submitted, entries become the sole property of the Administrator of the Contest and will not be acknowledged or returned.
- 3. SELECTION:** Essays will be judged by Sports Profiles Plus writers on or about November 10, 2008. Five Grand Prize winning essays will be selected based on originality, aptness of thought, and clarity of expression (1/3 for each criterion). Winners will be notified on or around November 14, 2008 by telephone and/or overnight mail.
- 4. PRIZES/ODDS OF WINNING: GRAND PRIZE (5):** Four VIP tickets for each winner to the 21st Annual Chicago Sports Fans Choice Awards Dinner, December 1, 2008 (time and location of Dinner to be announced upon winner notification), a Meet and Greet with the players, and a special trophy. **PARENT/LEGAL GUARDIAN MUST ATTEND DINNER WITH GRAND PRIZE WINNER AS ONE OF THE GRAND PRIZE WINNER'S GUESTS. TRANSPORTATION, ACCOMMODATIONS AND INSURANCE NOT INCLUDED.** SRV: \$300.
- 5. PRIZE CONDITIONS:** Prize consists only of those items specifically listed as part of prize. All unspecified expenses relative to participation in Contest (including all costs associated with acceptance or possession of the prize) are the sole responsibility of winner. Prizes are not transferable. No cash equivalent or prize substitution except at the sole discretion of the Contest Partner, the Sponsors and the Administrator of the Contest for a prize of comparable value, due to unavailability of prize for any reason. The parent or legal guardian of each winner is solely responsible for any Illinois, Iowa, Indiana or Wisconsin state tax, and/or any other state that claims taxes are due and local, and/or federal taxes on prizes. If a winner cannot accept prize as stated, prize will be forfeited in its entirety and awarded to an alternate winner, time permitting. **Limit one prize per person/family/household.**
- 6. GENERAL CONDITIONS: Parent or legal guardian of entrant agrees** (a) to these Official Rules and the decisions of the judges, which are final and binding in all respects; (b) to release and hold harmless Jewel-Osco, Blue Diamond Growers, Diamond Foods, Inc., Interstate Bakeries Corp., Kraft Foods, Sports Profiles Plus and their respective parent companies, affiliates and subsidiaries, their respective advertising and promotion agencies, and all of their respective officers, directors, shareholders, agents, representatives and employees (individually and collectively "Releasees") from any and all liability, losses, damages or injuries whatsoever (whether due to negligence or otherwise) to person(s), including death, or property, arising in whole or in part, from his/her participation in the contest or acceptance or possession, use/misuse of the prize, or participation in any contest-related activity; and, (c) acceptance of the prize constitutes permission to the Releasees and their respective agencies to the use of winners' names, pictures, and/or likenesses for advertising, trade or publicity purposes at any time or times, in any media now known or hereafter discovered or devised, world wide, and on the Internet and World Wide Web, without notice, review or approval, and any and all rights to said use, without further compensation, where legally permitted. Releasees are not responsible for any typographical or other errors in the printing, the offering, or the announcement of the rules, the description of any prize, or in the administration of the Contest.
- 7. AFFIDAVITS/RELEASES:** The parent or legal guardian of each Grand winner will be required to complete an Affidavit of Eligibility, a Liability Waiver and a Publicity Release, which must be returned within five (5) days of receipt of prize notification or the prize may be forfeited and an alternate winner selected, time permitting. Winners' guests must also sign a Liability Waiver and a Publicity Release and return with winner's documents. If prize notification or a prize is returned as undeliverable, prize will be forfeited and an alternate winner will be selected, time permitting. **THIS CONTEST IS NOT AFFILIATED WITH, ENDORSED OR SPONSORED BY MAJOR LEAGUE BASEBALL, MAJOR LEAGUE SOCCER, THE NATIONAL BASKETBALL ASSOCIATION, THE WOMENS NATIONAL BASKETBALL ASSOCIATION, THE NATIONAL FOOTBALL LEAGUE OR THE NATIONAL HOCKEY LEAGUE.** Void where prohibited by law.
- 8. LIABILITY LIMITATIONS:** The Releasees reserve the right in their sole discretion to cancel, modify or suspend Contest participation information available at sppkids.com should computer hardware or software malfunctions (such as but not limited to virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures) or any other causes corrupt such online entry information; and, in such event, entry may only be effected via 3"x5" card. Releasees are not responsible for any incorrect or inaccurate information, whether caused by web site users, or by any of the equipment or programming associated with or utilized in the Contest and assume 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 tampering with or hacking of, the web site or any technical failure or malfunction. The Releasees are not responsible for injury or damage to participant's or to any other person's computer related to or resulting from participating in this Contest or downloading or copying materials from or use of the web site.
- 9. WINNERS LIST:** For a list of winners, send a self-addressed, stamped envelope to **SPORTS PROFILES/JEWEL ESSAY Winners List, 4711 Golf Rd., Ste. 900, Skokie, IL 60076,** to be received by December 15, 2008.
- 10. CONTEST PARTNER:** Jewel-Osco, Itasca, IL 60143
- 11. SPONSORS:** Blue Diamond Growers, Sacramento, CA 95812; Diamond Foods, Inc., Stockton, CA 95201; Interstate Bakeries Corp., Kansas City, MO 64111; Kraft Foods, Rye Brook, NY 10573.
- 12. ADMINISTRATOR OF THE CONTEST:** Sports Profiles Plus, Skokie, IL 60076.