



# STARS vs STUDS™

## A CELEBRITY SPORTS COMPETITION

**GRAND PRIZE (2): Two VIP tickets to the STARS vs STUDS™ competition; winner to interact with the celebrities, and be a sideline referee complete with hotel and \$250. (ARV: \$575)**

**ENTRIES MUST BE RECEIVED BY JANUARY 28, 2010**  
**MAIL TO: **PROFILES/WD**, 4709 GOLF RD., STE. 807, SKOKIE, IL 60076**

Print Name: \_\_\_\_\_ Age: \_\_\_\_\_

Address: \_\_\_\_\_ Apt.: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone (Day): (     ) \_\_\_\_\_ (Eve.): (     ) \_\_\_\_\_

Signature: \_\_\_\_\_

Email Address: \_\_\_\_\_

**THIS SWEEPSTAKES IS SUBJECT TO THESE COMPLETE OFFICIAL RULES**  
**"STARS VS STUDS™" SWEEPSTAKES BEGINNING JANUARY 6, 2010 AND ENDING JANUARY 25, 2010**

- 1. NO PURCHASE NECESSARY.** Open only to legal residents of Florida, 18 years of age and older. Employees, officers and directors of Winn-Dixie Stores, Inc., Diamond Foods, Inc., Frito-Lay Co., General Mills Inc., The Hershey Co., Nestle USA Inc., Pepsi-Cola Co., Rich Products Corporation, Sargento Foods, Inc., Unilever United States, Inc., Sports Profiles Plus, their respective parent companies, subsidiaries, affiliates and the immediate family members of such employees, officers and directors (parents, spouses, children, siblings) and those living in the same household, whether related or not, are not eligible to participate in the Sweepstakes. Void where prohibited by law.
  - 2. ENTRY: No purchase necessary to enter the Sweepstakes.** To enter, download an official entry form at [SPSPORTS.COM](http://SPSPORTS.COM) from 1/6/10 until 1/25/10, or on a 3" x 5" card, print your name, age, address, telephone number, your signature, and mail to: **SPORTS PROFILES/WD, 4709 GOLF RD., STE. 807, SKOKIE, IL 60076. ENTRIES MUST BE RECEIVED BY 12:00 NOON CT, JANUARY 28, 2010.** Entries received after this date and time will not be valid. The Sponsors, Administrator of the Sweepstakes and their agencies are not responsible for late, lost, illegible, damaged, destroyed, delayed or misdirected entries or postage due mail. The Sponsors 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 Sponsors and will not be acknowledged or returned.
  - 3. DRAWING:** A random drawing will be conducted by Sports Profiles Plus at 4:00 p.m. CT, on January 28, 2010. Winners will be notified by January 29, 2010 by telephone and/or overnight mail.
  - 4. PRIZES/ODDS OF WINNING: GRAND PRIZE (2):** Two VIP tickets to the Stars vs Studs™ competition, Friday, February 5, 2010 at Peacock Park, Coconut Grove, FL.; winner to interact with the celebrities and be a sideline referee; double occupancy hotel accommodations for two nights (2/5/10 and 2/6/10, room and tax only), and \$250 toward expenses. **TRANSPORTATION NOT INCLUDED.** Odds of winning depend on the number of eligible entries received. ARV. of each Grand Prize: \$575.
  - 5. PRIZE CONDITIONS:** Prize consists only of those items specifically listed as part of prize. All unspecified expenses relative to participation in Sweepstakes (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 Sponsors for a prize of comparable value, due to unavailability of a specified prize for any reason. Grand Prize winner is solely responsible for any Florida state 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.**
- If for any reason beyond the Sponsors' control, the Stars vs Studs™ competition cannot be conducted on the date specified or at intended venue, the Sponsors have the right, but not the obligation, to reschedule this event for another date and venue. Should the competition not be rescheduled, Sponsors shall have no further obligation whatsoever to any winner.**
- 6. GENERAL CONDITIONS: Grand Prize winner 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 Winn-Dixie Stores, Inc., Diamond Foods, Inc., Frito-Lay Co., General Mills Inc., The Hershey Co., Nestle USA Inc., Pepsi-Cola Co., Rich Products Corporation, Sargento Foods, Inc., Unilever United States, Inc., 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 Sweepstakes or acceptance or possession, use/misuse of the prize, or participation in any Sweepstakes-related activity; and, (c) acceptance of the prize constitutes permission to the Sponsors and their respective agencies to the use of each winner's name, picture, and/or likeness 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 Sweepstakes.
  - 7. AFFIDAVITS/RELEASES: Grand Prize winner will be required to complete** an Affidavit of Eligibility, a Liability Waiver and a Publicity Release, which must be returned within three (3) days of receipt of prize notification or the prize may be forfeited and an alternate winner selected, time permitting. Winners' guest 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 SWEEPSTAKES IS NOT AFFILIATED WITH, ENDORSED OR SPONSORED BY THE NATIONAL FOOTBALL LEAGUE OR NFL PROPERTIES.**
  - 8. LIABILITY LIMITATIONS:** The Sponsors reserve the right in Sponsors' sole discretion to cancel, modify or suspend Sweepstakes participation information available at [sppsports.com](http://sppsports.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 Sweepstakes 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 Sponsors and Administrator of the Sweepstakes 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 Sweepstakes 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/WD Winners List, 4709 Golf Rd., Ste. 807, Skokie, IL 60076**, to be received by February 22, 2010.
  - 10. SPONSORS:** Diamond Foods, Inc., Stockton, CA 95205; Frito-Lay Co., Dallas, TX 75266; General Mills Inc., Minneapolis, MN 55440; The Hershey Co., Hershey, PA 17033; Nestle USA Inc., Glendale, CA 91203; Pepsi-Cola Co., Purchase, NY 10577; Rich Products Corporation, St. Simons Island, GA 31522; Sargento Foods, Inc., Plymouth, WI 53073; Unilever United States, Inc., Englewood Cliffs, NY 07632.
  - 11. ADMINISTRATOR OF THE SWEEPSTAKES:** Sports Profiles Plus, Skokie, IL 60076.