

HEY SPORTS FANS

Celebrity FLAG FOOTBALL CHALLENGE 2010



You could give your kid a chance to
GRAND PRIZE (5): *scrimmage with our favorite football players*
Four VIP tickets to the Celebrity Flag Football Challenge®, Saturday, February 6, 2010 at Peacock Park, Coconut Grove, FL., and the opportunity to participate in a private kids scrimmage during the Celebrity Flag Football Challenge® game with the pros. Quad occupancy hotel accommodations for two nights and \$1,000 toward expenses. (ARV: \$1,380)

FIRST PRIZE (20): A \$100 Sweetbay Gift Card

ENTRIES MUST BE RECEIVED BY JANUARY 25, 2010

MAIL TO: PROFILES/SWEETBAY, 4709 GOLF RD., STE. 807, SKOKIE, IL 60076

Print Name of Child: _____ Age: (as of 1/6/10) _____

Address: _____ Apt: _____

City: _____ State: _____ Zip: _____

Print Name of Child's Parent or Legal Guardian: _____

Signature of Child's Parent or Legal Guardian: _____

Age of Parent or Legal Guardian as of 1/6/10: _____

Telephone (Day): () _____ (Eve.): () _____

THIS SWEEPSTAKES IS SUBJECT TO THESE COMPLETE OFFICIAL RULES

"CELEBRITY FLAG FOOTBALL CHALLENGE®" SWEEPSTAKES BEGINNING JANUARY 6, 2010 AND ENDING JANUARY 21, 2010

1. NO PURCHASE NECESSARY. Open only to legal residents of Florida, 8-16 years of age as of January 6, 2010, who are entered by their parent or legal guardian who is at least 18 years of age as of January 6, 2010. All Sweepstakes entries, in order to be valid, must be made in accordance with these Official Rules. Employees, officers and directors of Kash N' Karry Food Stores, Inc., d/b/a Sweetbay Supermarket, The Clorox Co., ConAgra Foods, Inc., Frito-Lay, Inc., Gorton's, Inc., The Hershey Co., Nestle Waters North America Inc., Pepsi-Cola Co., Schwan Food Co., Snyder's® of Hanover, Inc., Unilever United States, Inc., Profile Network Inc., dba 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, complete an official entry form available in store. You can also download an official entry form at SPPKIDS.COM from 1/6/10 until 1/21/10, or, on a 3" x 5" card, print your child's name, age, address, telephone number, and sign the form in your capacity as parent or legal guardian, listing your age just beneath your signature, and mail to: **SPORTS PROFILES/SWEETBAY, 4709 GOLF RD., STE. 807, SKOKIE, IL 60076. ENTRIES MUST BE RECEIVED BY JANUARY 25, 2010.** Entries received after 11:59 p.m. on January 25, 2010 will not be valid. The Sponsor, Sweepstakes Parties, 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 Sponsor assumes 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 Sponsor and will not be acknowledged or returned.

3. DRAWING: A random drawing will be conducted by Sports Profiles Plus on January 26, 2010. Winners will be notified by January 26, 2010 by telephone and/or overnight mail.

4. PRIZES/ODDS OF WINNING: GRAND PRIZE (5): Four VIP tickets to the Celebrity Flag Football Challenge®, Saturday, February 6, 2010 at Peacock Park, Coconut Grove, FL., the opportunity to participate in a private kids scrimmage during the Celebrity Flag Football Challenge® game with the pros, quad occupancy hotel accommodations for two nights (room and tax only), and \$1,000. **A PARENT OR LEGAL GUARDIAN OF GRAND PRIZE WINNER MUST ATTEND THE EVENT WITH GRAND PRIZE WINNER AS ONE OF THE GRAND PRIZE WINNER'S THREE GUESTS. TRANSPORTATION IS NOT INCLUDED. FIRST PRIZE (20):** A \$100 Sweetbay Gift Card. Odds of winning depend on the number of eligible entries received. Approximate Retail Value (ARV) of each Grand Prize: \$1,380. ARV of each First Prize is \$100.

5. PRIZE CONDITIONS: Prize consists only of those items specifically listed as part of prize. Any expenses relative to participation in Sweepstakes (including, but not limited to any expenses not specified above as part of the prize, associated with acceptance, use and 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 Sponsor for a prize of comparable value, due to unavailability of a specified prize for any reason. The First Prize Sweetbay Gift Card is subject to the terms and conditions stated on the Gift Card. The parent or legal guardian of each 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. Celebrity athletes participating in the Challenge will be selected by the Sponsor.**

If for any reason beyond the Sponsor's control, the Celebrity Flag Football Challenge® event cannot be conducted on the date specified or at intended venue, the Sponsor has the right, but not the obligation, to reschedule this event for another date and venue. Should the Challenge not be rescheduled, Sponsor shall have no further obligation whatsoever to any winner.

6. GENERAL CONDITIONS: Parent or legal guardian of each 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 Kash N' Karry Food Stores, Inc., The Clorox Co., ConAgra Foods, Inc., Frito-Lay, Inc., Gorton's, Inc., The Hershey Co., Nestle Waters North America Inc., Pepsi-Cola Co., Schwan Food Co., Snyder's® of Hanover, 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 but not limited to Grand Prize winner, 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 Sponsor and its 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: The parent or legal guardian of each 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. Each of the Grand Prize 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 SWEEPSTAKES IS NOT AFFILIATED WITH, ENDORSED OR SPONSORED BY THE NATIONAL FOOTBALL LEAGUE OR NFL PROPERTIES.

8. LIABILITY LIMITATIONS: The Sponsor reserves the right in Sponsor's sole discretion to cancel, modify or suspend Sweepstakes 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 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 Sponsor, Sweepstakes Parties, 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/Sweetbay Winners List, 4709 Golf Rd., Ste. 807, Skokie, IL 60076, to be received by February 22, 2010.

10. SPONSOR: Sports Profiles Plus, Skokie, IL 60076.

11. SWEEPSTAKES PARTIES: Kash N' Karry Food Stores, Inc., d/b/a Sweetbay Supermarket, Tampa, FL 33619; The Clorox Co., Oakland, CA 94623; ConAgra Foods, Inc., Omaha, NE 68102; Frito-Lay, Inc., Plano, TX 75266; Gorton's, Inc., Gloucester, MA 01930; The Hershey Co., Hershey, PA 17033; Nestle Waters North America Inc., Greenwich, CT 06830; Pepsi-Cola Co., Purchase, NY 10577; Schwan Food Co., Marshall, MN 56258; Snyder's® of Hanover, Inc., Hanover, PA 17331; Unilever United States, Inc., Englewood Cliffs, NJ 07632.

12. ADMINISTRATOR OF THE SWEEPSTAKES: Sports Profiles Plus, Skokie, IL 60076.