

MARASCHINO CHERRY RECIPE CONTEST

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

The Maraschino Cherry Recipe Contest is sponsored by The National Cherry Growers and Industries Foundation (NCGIF) and The Reader's Digest Association, Inc. ("RDA"), parent company of the *Taste of Home* brand.

CONTEST CATEGORIES AND REQUIREMENTS:

All entries should be submitted in one of the following categories:

- Desserts
- Kid Friendly (recipes that can be made by kids with parental supervision)
- Appetizers/Snacks/Beverages

Each recipe may be submitted in one category only. Submit your recipe in the category that best fits your recipe. RDA reserves the right to move a recipe into a more suited category if desired. Each recipe must use at least 1 jar of maraschino cherries.

PRIZES:

A 1st place winner (the "Winners") will be awarded for each of the three (3) categories. Each winner will receive five hundred dollars (\$500.00).

All taxes and any expenses associated with the prizes, not listed herein, if any, are the sole responsibility of the Winners. Neither the sponsors nor their affiliates or subsidiaries will be responsible for any loss, liability or damage arising out of the Winners' acceptance or use of the prize(s). Sponsors reserve the right to substitute a prize of equal or greater value if a stated prize is unavailable for any reason. Prizes are non-assignable and non-transferable, except at the sole discretion of the Sponsors and may not be given, bartered, sold, or exchanged for cash or another prize. All prizes are guaranteed to be awarded.

WHO CAN ENTER:

You are eligible to enter this contest if you are 18 years of age or older as of September 15, 2009, and are a legal United States resident residing in one of the 50 United States or District of Columbia during the competition. Entries originating from other jurisdictions are not eligible for entry.

The following people are not eligible to enter and will be disqualified if entered: Employees of RDA, or any of its respective parents, subsidiaries and affiliated companies or any promotion, advertising, judging or public relations company doing business with RDA, or a member of the immediate family (parent or legal guardian, children, siblings or spouse, regardless of where they live) or same household such as employees (whether related or not).

The Maraschino Cherry Recipe Contest is governed by the laws of the USA. All federal, state and local laws and regulations apply. This contest is void where prohibited or otherwise regulated.

Participation in the contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsors' decisions, which are final and legally binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

HOW TO ENTER:

The contest begins at 12:00 a.m. on September 15, 2009 and ends at 11:59 p.m. on December 31, 2009 (CST). All submissions must be received or postmarked by 11:59 p.m. (CST) on December 31, 2009. RDA computer is the official time-keeping device for the Contest.

Recipe must be for a Dessert, Kid Friendly (a recipe that can be made by kids with parental supervision) or an Appetizer/Snack/Beverage. Entry must use at least 1 jar of Maraschino Cherries. Include the recipe name and

the number of servings the recipe yields. List the eligible product(s) (size of jar) used. List each recipe ingredient with specific flavor, exact measurements or weights, and in the order used. Provide complete preparation directions including cooking/baking time and temperature and type of bake ware used (including dimensions or size).

Each recipe entry should be submitted only once. You may enter as many different recipes as you wish. All entries must be in English. Use of automated processes and devices to submit electronic entries are not permitted. Contest Sponsors are not responsible for any changes or effects caused to the entrant's computer system as a result of submitting electronic entries.

To enter electronically, e-mail your recipe to cherrvrecipe500@yahoo.com or, to enter by mail, send recipes to:

National Cherry Growers and Industries Foundation
P.O. Box 76
Old Mission, Michigan 49673

Please include your full name, mailing address, phone number and e-mail address (if applicable) on each entry. Indicate what category the recipe should be entered in.

JUDGING OF RECIPES:

All entries must meet the contest requirements. Initial judging will be done by Sponsors for appropriate use of eligible products. Recipes will be judged on the following criteria:

- **Taste: 35%**
Does this recipe taste wonderful with every bite? Does it have mass appeal? Would you want to make this recipe over and over based on the great taste?
- **Visual Appeal: 25%**
Does this recipe present beautifully on the plate or in the baking dish? Do your eyes make you want to eat this before you can smell or taste it?
- **Feasibility: 25%**
Could this recipe be created by an average non-professional home cook? Are the ingredients readily available and easy to find? Is the recipe simple to follow and understand?
- **Creativity/Uniqueness: 15%**
Is the recipe an original idea? Is the recipe reflective of unique twists to ingredient usage? Does it contain interesting, yet delightful, flavor combinations?

Judges will disqualify previously published recipes, unless the recipe features changes considered significant by the judges at their sole discretion. Entry must not infringe the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity.

Sponsors will select and supply the ingredients and cooking equipment to be used during judging. NCGIF reserves the right to substitute comparable products at its discretion. Final judging will be done by a panel of food experts and representatives from RDA. Decisions of the judges are final in all matters relating to this Contest.

The total number of recipes anticipated nationwide is 1,000. The actual odds of winning depend upon the number of eligible entries received.

NOTIFICATION OF WINNERS:

If you are one of the winners, you will be notified by March 31, 2010 via phone, e-mail, and/or postal mail. All selected Winners will be required to sign an affidavit of eligibility and a liability release and return within 2 weeks of receipt of notification. Any Winner who does not comply with this requirement or cannot be easily located using the information provided in the entry may be disqualified and an alternate Winner may be selected. Except where prohibited by law, each Winner will be required to grant to NCGIF and RDA all rights, titles and interest in the submitted entry and to sign a release giving NCGIF and RDA full rights to use the Winner's name and likeness for Contest related advertising and publicity, including such usage on the internet.

The Winners' recipes will be publicly announced and posted on www.nationalcherries.com.

CONDITIONS:

Contest Sponsors and their promotion agencies are not responsible for lost, late, incomplete, illegible, misdirected or otherwise undeliverable mail or entries. Sponsor is not liable for any technical malfunctions of any telephone network or lines, computer internet system, servers or providers, computer equipment, software, failure of any e-mail on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's website, or any combination thereof, including any injury or damage to participant's or any other persons computer related to or resulting from participation or downloading/uploading any materials in this Contest, or other technical difficulties or failures or other errors of any kind. Entrants agree to indemnify RDA, their affiliated and subsidiary companies from and against any and all claims and liabilities arising out of or in connection with this Contest. Any dispute regarding submission of online entry will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an internet access provider, online service provider or other organizations (e.g. business, educational institute) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

By submitting your recipe, you accept all contest rules and agree to be bound by the decisions of the judges, which will be final. You also agree that your recipe becomes the sole property of Sponsors upon receipt and will not be returned. Sponsors reserve the right to edit for brevity and clarity, adapt, copyright, publish, transfer and use any or all entries in all print and electronic media without further compensation. NCGIF and RDA reserve the right in their sole discretion to cancel, terminate, modify or suspend the Contest at any time for any reason. In such a circumstance, NCGIF and RDA will select the Winners based on eligible entries received to date of termination. In the event that two similar entries are received, only the entry judged to best meet criteria as set by Sponsors will be included in the final judging. In the case of duplicate recipes, the first entry received or postmarked will be considered. NCGIF and RDA reserve the right at its sole discretion to disqualify and individual that tampers or attempts to tamper with the entry process or the operation of the contest or website or violates the Official Rules.

CONSUMER INFORMATION:

If you wish to receive a list of prize winners, a copy of the rules or have any questions about the Contest, specify your request by March 31, 2010 and send a self addressed stamped envelope to:

National Cherry Growers & Industries Foundation
P.O. Box 76
Old Mission, Michigan 49673

SPONSORS:

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Old Mission, Michigan 49673

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