

# HORMEL FOODS MULTI BRANDS RENOVATE A RECIPE SWEEPSTAKES

## OFFICIAL RULES

### NO PURCHASE NECESSARY

Lafayette, LA KMDL-FM

1. NO PURCHASE REQUIRED to enter or receive a prize. To enter, listen to participating station for details on how to submit your entry on how you renovated a meal using a Hormel Foods product during the promotional periods of March 8, 2010 through March 12, 2010 and March 29, 2010 through April 9, 2010. Limit One (1) entry per household.
2. "Sweepstakes" is open to all legal residents of the Lafayette, LA listening area, 18 years of age or older at time of entry, except employees, officers, managers and directors of Hormel Foods Sales, LLC ("Sponsor"), CRN International, Inc., participating radio stations, their respective parent companies affiliates, subsidiaries, advertising, promotion and fulfillment agencies and their immediate family members and/or those living in the same household of each. Void where taxed, prohibited or restricted by law. Subject to all federal, state and local laws and regulations.
3. A random drawing to select the daily winners will be held daily, Monday through Friday, March 8, 2010 through March 12, 2010, March 29, 2010 through April 2, 2010 and April 5, 2010 through April 9, 2010 by KMDL-FM, from among all eligible entries received. Odds of winning depend upon the number of entries received. Decisions of participating station and all judges are final in all respects. Limit one prize per household. All materials submitted become the property of Sponsor and will not be returned. No more than the stated number of prizes in any prize category will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes in any prize category, as set forth in these Official Rules, to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes in a prize category by a random drawing among all legitimate, unawarded, eligible prize claims for that category.
4. Prizes and Approximate Retail Value: Daily Prizes: Twenty \$25 Sears gift cards. [TOTAL ARV \$500]. Prize cannot be transferred, redeemed for cash or substituted except by the sponsor because of prize unavailability. All taxes are the responsibility of the winner. Sponsors not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize. By entering this Contest, each entrant agrees to be bound by these rules and consents to the use of his/her name/likeness, without additional compensation, for any and all publicity purposes carried out by the Sponsors, unless prohibited by law. Winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this promotion or use or redemption of any prize. Station is responsible for awarding prize to the winner.
5. Sponsor, participating radio stations, their respective parent companies affiliates, subsidiaries, and advertising and promotion agencies are not responsible for lost, late, misdirected, unintelligible, returned or undeliverable entries, telephone calls, email, mail or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Contest, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate website's terms of service, as solely determined by the Sponsor, will be disqualified. Sponsor is not responsible for any incorrect or inaccurate information used in this Contest, and assumes no responsibility

for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction. Sponsor is not responsible for injury or damage to participants or any other person's computer or property related to or resulting from participating in this Contest. Should any portion of this Contest be, in the Sponsor's sole opinion, compromised by unauthorized human intervention or other causes which, in the sole opinion of the sponsor, corrupt or impair administration, security, fairness or proper play of this Contest, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest, or select the winner otherwise as may be deemed fair and equitable by Sponsor.

6. For a list of winners, available after April 9, 2010, send a separate, self-addressed, stamped envelope to: Hormel Foods Multi Brands Renovate a Recipe Lafayette, LA Winners List, c/o CRN International, Inc., P.O. Box 4353, Hamden, CT 06514, to be received by June 8, 2010.
  
7. This promotion is sponsored by Hormel Foods Sales, LLC. 1 Hormel Place, Austin, MN 55912