NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 U.S. AND D.C., 18 OR OVER. INTERNET ACCESS REQUIRED.

1. **Contest Period:** Country Crock Stars Contest (the "**Contest**") begins at 12:00 p.m. Eastern Time ("**ET**") on April 16, 2013 and ends at 11:59 p.m.ET on May 31, 2013 (the "**Contest Period**").

2. **Eligibility**: The Contest is open only to legal residents of the 50 United States and D.C., 18 years of age or older as of date of entry. Employees of Conopco, Inc., d/b/a Unilever ("**Sponsor**"), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies (collectively "**Sponsor & its Administrators**") and the immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each, are not eligible to participate or win. Void where prohibited by law and subject to all federal, state and local laws.

3. **How To Enter The Contest:** During the Contest Period, you can enter the Contest through the Country Crock Stars application on the "Country Crock Stars" tab on www.facebook.com/countrycrock. To enter, follow the on screen instructions to submit a photo of yourself with your favorite original casserole (the "Photo") and essay (the "Essay") in 100 words or less describing your favorite original casserole dish and how you demonstrate creativity and resourcefulness including you creative tip, trick or secret ingredient, to receive one (1) entry (all components comprise the "**Entry"** or "**Entry Material**"). SEE ENTRY REQUIREMENTS (SECTION #4) FOR ADDITIONAL INFORMATION REGARDING THE ENTRY. All Entries submitted become the property of the Sponsor and will not be returned. The person uploading the Entry will be deemed the entrant (the "**Entrant**"). Entries must be in English to be eligible. Limit one (1) Entry per person during the Contest Period. By entering, you understand and agree that your Entry may be posted on the Sponsor's Websites as well as other non-affiliated websites. All Entries must be received by 11:59 p.m. ET on May 31, 2013, to be eligible for Judging. Normal Internet access and usage charges imposed by Entrants' online service will apply. No information regarding Entries or judging, other than as otherwise set forth in the Official Rules will be disclosed.

4. **Entry Requirements**: In order to be eligible, entrants must comply with registration instructions. The Entry must: 1) Be complete to be eligible; 2) Be in English; and 3) Be the property of the Entrant. Photo submissions must be in one of the following formats: .jpg file and be under 1 MB each. Photo must depict the completed casserole dish only and no people other than you may be depicted in photo. Sponsor may disqualify previously published Entries (or portions thereof) or Entries that have won previous awards or competitions. Submitted Entries (or portions thereof) may be posted on the Sponsor's Website, and may be posted on other non-affiliated websites. Any Entry (or portions thereof) deemed inappropriate or unsuitable, in Sponsor's sole discretion will be disqualified. The Entry may not contain obscene, lewd or inappropriate images, as determined in Sponsor's sole discretion. Any Entry Material or portion thereof that is, in the Sponsor's sole discretion, obscene, profane, lewd, defamatory, contains any proper names, third party materials, or otherwise violates or infringes (or may infringe) any copyright, trademark, logo (except for Country Crock), mark that identifies a brand or other proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or entity, or is otherwise objectionable, will not be considered and may disqualify the Entrant. Entrants may not copy or otherwise plagiarize the Entry Material from any source. Entries must be in keeping with Sponsor's image and may not be offensive, as determined by Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights. In such an event, the Entry will be disqualified from the Contest. All Entries submitted become the property of the Sponsor and will not be returned. The Entry must be original to the Entrant. Sponsor has the sole discretion to determine whether the Photo/Essay

qualifies as an Entry. Any Entry not in compliance with the above and which does not meet the requirements of these Official Rules will be disqualified. By entering, you agree to waive any rights you may have to the Entry submitted.

5. **Semi-Finalist Determination via Judging:** All Entries will be judged by a Sponsor-selected panel of judges by June 3, 2013, based on the following criteria: Creativity of Essay/casserole (30 pts); Resourcefulness of Entrant based on Essay (30 pts); Visual Appeal of the prepared casserole (40 pts), to determine up to twelve (12) Semi-Finalists (the "Semi-**Finalist**"), who will receive a Semi-Finalist Prize and be included in the public voting round during Sponsor-selected dates to help determine three Finalist Prize winners, as described in Rule #7 below. In the event of a tie during the judges' phase, tied Entries will be re-judged based solely on Creativity/Descriptiveness of the Essay. Decisions of judges are final with respect to all matters relating to this Contest. By participating, Entrants agree to these Official Rules and the decisions of the judges, which shall be final and binding in all respects.

6. **Semi-Finalist Notification:** Finalists (or parent/legal guardian if Semi-Finalist is a minor in his/her state of residence "minor") will be notified via email/phone and will be required to execute and return via email, a liability/publicity release (where legal) and assignment of rights within 48 hours of notification attempt or an alternate Semi-Finalist may be determined, time permitting.

7. **Finalist Prize Winner Determination via Judging/Public Voting**: The confirmed Semi-Finalists' Entries will be posted online, beginning June 14, 2013 through July 8, 2013 ("**Voting Period**"). Consumers will have the opportunity to register and vote for their favorite Entry during the Voting Period. All Entries will be rejudged per the judging criteria listed above, and each Semi-Finalist's final score will then be determined as follows: the Sponsor's score from the Judging will determine 80% of each Semi-Finalist's final score and the number of votes received by each Semi-Finalist during the Voting Period will determine 20% of the Entrant's final score. The three (3) Semi-Finalists with the highest final scores will be deemed the Finalist Prize winners. In the event of a tie, tied Semi-Finalist Entries will be judged by Sponsor, solely based on Creativity/Descriptiveness of the Essay, to determine the Finalist Prize winners. Voters must be legal residents of the 50 U.S. and DC, 18 years of age or older. Limit one (1) vote per person for the entire Voting Period. NOTE: Any attempt to use multiple e-mail or Facebook accounts or other tactics to enter or vote more than the stated limit may result in disqualification and all associated Semi-Finalist Entries and/or votes will be void. Semi-Finalist Entries or votes generated by script, macro, bot, commercial Contest subscription, incentives or sweepstakes not sponsored by Sponsor, vote-swapping sites, voting software, entering service sites or any other automated means and Semi-Finalist Entries or votes by any means that subvert the Semi-Finalist Entry/voting process or do not conform to the spirit of these Official Rules will void the Semi-Finalist Entry/votes and may disqualify the entrant. By participating, entrants agree to the Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects

8. **Prizes and Approximate Retail Values ("ARVs"): <u>Finalist Prize (3 total)</u>**: A year's worth of groceries, awarded as a $5,000 check made payable to the winner and a three (3) day/two (2) night trip for two (2) to a Sponsor-selected destination for the opportunity for winner only to be filmed and featured, in Sponsor's sole discretion, as one of the Country Crock "Stars". Trip includes round-trip coach air transportation from the major airport nearest the winner's home city to Sponsor-selected destination, round-trip ground transportation between airport and hotel, and two (2) nights hotel accommodations (based on double

occupancy and availability) (ARV: $9,075). All prize components are subject to availability. In the event a winner lives within a 150-mile radius of Sponsor-selected destination, round-trip ground transportation will be provided in lieu of air transportation and no additional compensation will be provided for air transportation portion of prize. Actual ARV of Finalist Prize may vary due to winners' residence, dates of travel and fares at time of travel. Semi-**Finalist Prize (12 total):** A Sponsor- selected cookware set (ARV: $300 each). Prizes will be awarded and the winners will be notified by phone, mail and/or e-mail. Prizes are not transferable.

9. **Finalist Prize Rules: All details of the filming/feature are in Sponsor's sole discretion and additional waivers/releases may be required by the film studio.** Airline carrier's regulations and conditions apply. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Finalist Prize winners and respective travel companion(s) must travel together on the same itinerary. In the event Finalist Prize winner is a minor, parent must accompany minor on trip and in all aspects of Finalist Prize filming. Travel companions of the Finalist Prize winners will be required to execute a Release of Liability/Publicity Release (where legal) prior to departure. Finalist Prize winners and travel companions must possess valid travel documents (i.e., valid government issued photo ID, etc.) in order to travel. All Finalist Prize travel must be completed between August 5 2013 and August 9, 2013; dates of departure and return are subject to availability and change. Seat selection and timing of trip subject to availability and confirmation of reservations. No refunds or credit for changes are allowed. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, entertainment and transfers, are winners' sole responsibility. No substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize (or portion of prize) of equal or greater value in the event the prize is unavailable. All federal, state and local taxes are the sole responsibility of winner (or the parent/guardian if winner is a minor), if applicable.

10. **Release:** By entering the Contest, you (and parent/legal guardian if a minor) hereby grant the Sponsor, its affiliates, subsidiaries, assigns, licensees, and legal representatives the irrevocable, perpetual, worldwide right to use, reproduce, edit, market, store, distribute, have distributed, reproduce, re-arrange, change, add to or delete from, translate, adapt, or otherwise revise and/or alter the Entry, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote the Entry for editorial, commercial, promotional, regulatory or legal reasons and all other purposes. In addition, you (and parent/legal guardian if a minor) hereby assign to the Sponsor all royalty-free, non-exclusive rights, titles, and interests that you may be deemed to have in any reproduction, product, or derivative work using or incorporating the Entry or any filming and/or feature footage. You (and parent/legal guardian if a minor) represent and warrant that: (i) all rights to the Entry belong to you and the Entry does not and shall not infringe on any copyright or any other third party right nor violate any applicable law or regulation, (ii) you have the right to grant any and all necessary rights and licenses provided herein, including without limitation, all necessary copyright and other related rights to the Entry, free and clear of all claims and encumbrances without violating the rights of any person or entity, including any right to privacy or publicity, (iii) you hereby hold the Sponsor & its Administrators harmless from and against any third party claim arising from use of the Entry and you waive any right to inspect or approve uses of the Entry or to be compensated for any such uses. Participating in the Contest constitutes permission to the Sponsor & its Administrators to use Entrants' names, biographical information, Entry Materials and likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. BY ACCEPTING A PRIZE, WINNER (AND PARENT/LEGAL GUARDIAN IF A MINOR) AGREE(S) THAT THE SPONSOR, THE ADMINISTRATOR, ITS RESPECTIVE PARENT, SUBSIDIARIES, AFFILIATED COMPANIES,

AGENTS, RETAILERS, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF THEIR RESPECTIVE SHAREHOLDERS, OFFICERS, DIRECTORS, EMPLOYEES AND ASSIGNS, MEMBERS, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST OR RELATED ACTIVITY. You hereby represent and warrant that you have read these rules and are fully familiar with its contents.

11. **General Rules:** Finalist Prize Winners (or parent/legal guardian if a minor) will be required to execute and return an affidavit of eligibility, liability/publicity release (where legal) and assignment of rights within seven (7) days of notification attempt or prize will be forfeited and an alternate winner will be determined. Affidavit package will be mailed via Priority Mail or sent via email. Semi-Finalists Prizes will be mailed within 6-8 weeks after the conclusion of the Contest. Return of prize or prize notification as undeliverable will result in disqualification and alternate determination, time permitting. By participating in the Contest, Entrants (and parent/legal guardian if a minor) agree to be bound by these Official Rules and the decisions of the judges. The Sponsor and its agencies are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Contest or by any human error which may occur in the processing of the Entries/votes in the Contest or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the Contest. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry/voting process or the operation of the Contest; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of an Entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant. “Authorized account holder” of an email address is defined as the natural person who is assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If, for any reason, the Contest/voting is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then the Sponsor reserves the right at its sole discretion to cancel the Contest/voting and determine the Semi-Finalists/Finalist Prize Winners from among all eligible Entries received prior to cancellation, based on the judging criteria listed above. By participating in the Contest, the Entrant (and parent/legal guardian if a minor) agrees that Sponsor, its respective parent, subsidiaries, affiliated companies, agents, retailers, advertising and promotion agencies, and all of their respective shareholders, officers, directors, employees and assigns, members, representatives and agents, will have no liability whatsoever for, and will be held harmless by Entrant for any liability for any bodily injury, loss or damages of any kind to persons, including death, and property, due in whole or in part, directly or indirectly, from Entry creation, the acceptance, possession, use or misuse of the prize, if applicable or participation in the Contest or participation in any Contest or related

activity. You hereby represent and warrant that you have read these Official Rules and are fully familiar with its contents. As a condition of entering the Contest, Entrant (or parent/legal guardian if a minor) agrees that: 1) under no circumstance will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with this Contest or any prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees.

12. **Winners List:** For the names of the winners, available after August 1, 2013, send a stamped, self-addressed envelope by August 31, 2013, to: The Country Crock Star Contest Winners, P.O. Box 7997, Melville, NY 11775-7997.

13. **Sponsor/ Administrator:** The Sponsor of the Contest is Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632. The Administrator of the Contest is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Sponsor and not to Facebook for the purpose of contacting you if you are determined a Finalist/winner.