

“BON APPETIT BREVARD” RECIPE CONTEST

OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

2. **Eligibility.** Subject to the additional restrictions below, the Bon Appetit Brevard Recipe Contest (the “Contest”) is open to Brevard County, Florida, residents who are, or will be, 18 years or older by June 1, 2010. Entrants must have a high school diploma or GED by fall of 2010 and must meet Keiser University Center for Culinary Arts admission requirements. The children and legal dependents of employees of Cape Publications (FLORIDA TODAY) (“Sponsor”), Gannett Co., Inc., Keiser University, and each of *their* respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to participate in the Contest. Full-time culinary school students or graduates of culinary schools, or “Food Professionals” are not eligible to enter this Promotion or win a prize. For purposes of this Promotion, a “Food Professional” is defined as someone who derives, or has derived, a salary, fee, or other financial compensation from creating, critiquing, publishing, or selling food recipes (including but not limited to, chefs, and food writers). The final determination as to whether a particular entrant is a Food Professional or a full time culinary school student or graduate will be made by Sponsor at its sole decision.

3. **How To Enter.** The entry period will begin at 12:01 a.m. (E.S.T.) on March 21, 2010 and end at 4:00 p.m. (E.S.T.) on Friday, April 16, 2010 (the “Entry Period”). To enter, complete an Official Entry Form, available online at floridatoday.com/recipecontest. Entry form must be filled out in its entirety and may be submitted online or via U.S. Mail. You must include an original recipe with ingredient list and preparation details that falls into either the “entrée” or “Main Dish” category. Recipe must be written in English. Limit one (1) entry per person. If entry is mailed, all mailed entries must be postmarked by Friday, April 16, 2010, and received no later than Wednesday, April 21, 2010. No facsimiles or mechanical reproductions permitted. Only one (1) entry per stamped envelope. All online entries must be submitted by 4:00p.m. April 16, 2010. Maximum one (1) entry per person, per email address.

Sponsor will not be responsible for incomplete, lost, late, postage-due, or illegible entries, or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. Ad blocking software on your computer needs to be disabled so that it doesn’t interfere with processing your entry. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. All entries become property of Sponsor and none will be returned. Contestants acknowledge and agree that Sponsor shall have the right to edit, adapt, modify, reproduce, publish, promote, create a sound recording of, broadcast, or otherwise display or use entries in any way it sees fit without limitation or compensation to entrants. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest. Sponsor further reserves the right to disqualify any entry that is alleged to infringe on any third-party’s intellectual property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience.

4. **Winner Selection.** A panel of qualified judges selected by Sponsor will judge all eligible entries according to the following criteria: creativity and application response. Judges will narrow the total pool of applicants to 10. The 10 semifinalists will be filmed, and their complete recipe will be published online at floridatoday.com. The public will vote on their favorite recipe, narrowing down the contestant pool to 3. Judging will conclude on Friday, June 4, 2010. The contestant with the highest cumulative score, based on online votes and tasting votes, will be designated the Grand Prize Winner. In the event of a tie, the tiebreaker will be based upon the highest score from the taste portion. Decisions of judges and Sponsor

shall be final and binding in all respects.

Round One: Top 10 Semi-finalists will be announced Monday, May 17, 2010. Online voting begins 12:01 a.m. Monday, May 17, 2010. Voting ends midnight May 28, 2010.

Round Two: Top 3 finalists will be announced May 31, 2010. Online voting begins 12:01 a.m. Monday, May 31, 2010. Voting ends 12:00 p.m. (noon) June 4, 2010.

Final Round: All finalists will be required to attend an event, currently scheduled on Friday, June 4, 2010, at Keiser University, to promote Project Hunger. Each finalist's dish will be prepared by Keiser University culinary students. Finalist entries will be judged by the guests of the invitation-only event. The contestant with the highest combined percentage of online votes and tasting score will be declared the potential Grand Prize winner, the contestant with the next highest percentage will be declared the potential Second Place winner, and the contestant with the lowest percentage will be declared the potential Third Place winner.

5. **Prizes and Odds.** Grand Prize: One (1) Grand Prize Winner will receive a tuition scholarship to Keiser University Center for Culinary Arts (ARV: \$30,000). Second place: One (1) Second Place Winner will receive a series of cooking classes from Keiser University (ARV: \$500.00). Third place: One (1) set of professional chef's knives (ARV: \$475.00)
6. **Winner Notification and Acceptance.** Winners will be notified on or about Friday, June 4, 2010 at the event held at Keiser University. Winners may waive their right to receive prizes. Prizes are non-assignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners may be required to complete an affidavit of eligibility/liability certifying that the entrant's submission is entrant's original work, that entrant owns right to the work, that the submission has not previously won an award or prize in a contest and has not previously been published, and that entrant has complied with the Official Rules of the Contest, and a liability and publicity release (except where prohibited by law), which must be returned within ten (10) days of date of personal delivery or date of postmark. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.
7. **Participation.** By participating, contestants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.
8. **Copyright.** By entering the Contest, each contestant grants to Sponsor an exclusive, royalty-free and irrevocable right and license to publish, print, edit or otherwise use the contestant's submitted entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each contestant further agrees that if his/her entry is selected by Sponsor as the winning entry, he/she will sign any additional license or release that Sponsors may require, and will not publicly perform or display his or her submission without the express permission of Sponsors.
9. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be

invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

10. **Sponsor.** The Bon Appetit Brevard Recipe Contest is sponsored by Cape Publications/FLORIDA TODAY. The decisions of Sponsor and the Contest judges regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of winners (available after June 14, 2010) or a copy of these Official Rules, visit floridatoday.com or send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), Bon Appetit Recipe Contest, c/o FLORIDA TODAY Marketing Dpt. P.O. Box 419000, Melbourne, FL 32941. If you have any questions regarding this Contest, please contact Gina Kaiser, Market Development Director.