

**“Rich’s Breakfast Menu Inspiration Promotion”
OFFICIAL RULES – NO PURCHASE NECESSARY.**

Eligibility: “Rich’s Breakfast Menu Inspiration Promotion” (“Contest”) is only open to employees of food service companies or schools or restaurants who are legal residents of the 50 United States and the District of Columbia, age 18 or older at the time of entry. Void in Puerto Rico and where prohibited by law. Entrants may be subject to rules imposed by their employers relative to their participation in trade promotions, and should check with their company for any relevant policies before entering this Contest. Employees of Rich Products Corporation (“Rich’s” or “Sponsor”), its advertising and promotion agencies, electronic media firm, BMG Marketing Services, and anyone involved in the production, development or handling of this Contest, and their immediate families and those living in the same household are not eligible. All federal, state, and local laws and regulations apply.

Timing: Contest begins at 12:01 a.m. (all times are Eastern Time or “ET”) on January 1, 2013, and ends at 11:59 p.m. on March 31, 2013 (“Contest Period”).

How to Enter: Visit www.richfoodservice.com/menuinspiration (“Contest Website”) to register and complete the Breakfast Menu Inspiration entry form as instructed including your contact information, and a photograph of the prepared entree. Entry photograph must feature one (1) or more of Rich’s products found in the table below in these Official Rules. Entrants are invited to submit as many entries as desired in this Contest as long as each entry submitted is unique.

Product Code	Description	Pack Size
02559	On Top® Non-Dairy Dessert Topping	12/16 oz
01855	Chocolate On Top® Non-Dairy Dessert Topping	10/16 oz
02090	Sugar-Free On Top® Non-Dairy Dessert Topping	12/16 oz
16192	Sugar-Free Ready to Whip	12/2 lb
08011	Rich’s® Whip Topping®	12/2 lb

02903	Non-Dairy Whip Topping® Base	12/2 lb
07816	UBR® – Ultimate Breakfast Round® Dough- Cinnamon	140/2.5 oz
08733	UBR® – Ultimate Breakfast Round® – Cinnamon Baked (IW)	126/2.2 oz
09431	UBR® – Ultimate Breakfast Round - Blueberry™	140/2.5 oz
09858	UBR® - Ultimate Breakfast Round® Sunberry Blast™	140/2.5 oz
62822	Chocolate Chip XXL Cookie Dough	60/5 oz
62823	Macadamia Nut XXL Cookie Dough	60/5 oz
62824	Oatmeal XXL Cookie Dough	60/5 oz
09750	Pulled Pork Bar-B-Q with Traditional Sauce - Trays	4/5 lb
09067	Double-Rub Pork Bar-B-Q with No Sauce - Bags	2/5 lb
09068	Double-Rub Pulled Beef Brisket w/Seasoning Marinade - Bags	2/5 lb

84354	Italian Panini Bread - Sliced	10/37.5 oz
00311	Multigrain Sunflower Panini Bread - Sliced	6/35.3 oz
11948	Italian Ciabatta Bun – Hinge Sliced	50/4 oz
87513	French Baguette	240/10 oz
87804	Parisien Bread	18/18 oz
09790	Gluten-Free Sandwich Roll, IW Sliced	48/3 oz
01946	Plain Oven-Fired Flats	120/3.3
00825	Whole Grain Extra Thin Flatbreads	50/5.3 oz
03025	Raisin Bread Dough	24/18.25 oz
08969	Cinnamon Loaf Dough	24/18.25 oz
08405	Southern Style Biscuit Round	216/2.2 oz
08404	Southern Style Biscuit Round – Handi-Split™	216/2.2 oz
08410	Southern Style Biscuit Round – Handi-Split™	168/3.25 oz
84929	7” Traditional Par-Baked	72/3.5 oz

	Crust	
46123	10" Extra Thin Pizza Crust	80/3.5 oz
35086	16" Sheeted Pizza Dough	20/26 oz
11108	12" x 16" 51% Whole Grain Sheeted Pizza Dough	20/24.5 oz
11568	14" 51% Whole Grain Sheeted Pizza Dough	32/16.25 oz
07386	7" Fresh n' Ready Oven Rising Sheeted Pizza Dough	72/6.6 oz
09899	Vegetable, Egg, and Cheese Wedge	40 / 5 oz
09901	Canadian Style Bacon, Egg, and Cheese Wedge	40/ 5 oz
37717	French Toast Sticks made with Whole Grain	6 / 2 lb
37720	Whole Grain Rich French Toast Sticks	12 / 2 lb
68411	French Toast Smart Sticks	10 / 2 lb
68400	Original French Toast Sticks	10 / 2 lb
08494	Cream Puff Shells Unfilled	100 / .56 oz

09428	Strawberry Streusel Dessert Bar	80 / 2.46 oz
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Judging: Entry must include a list of ingredients and brief description on how it was prepared. Photograph of entry breakfast dish must be original, may not have been previously published, and must not infringe any third-party copyright or intellectual property rights. The winning entries will be determined on or about April 26, 2013 by a team of culinary professionals whose decisions on judging are final. Winning entries will be judged by a.) creativity (40%), b.) appearance (40%), and c.) ease of preparation (20%). In the event of a tie, the entry with the highest grade for criteria (“b”) will be considered the winner. One (1) winner will be determined per U.S. zone (east, west, mid-U.S.), as follows:

Zone 1: Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, West Virginia.

Zone 2: Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee, Wisconsin.

Zone 3: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington, Wyoming.

Conditions of Entry: Entries become the sole property of Sponsor. By submitting an entry in this Contest (“entry”), you hereby grant Sponsor an irrevocable nonexclusive, perpetual, worldwide, royalty-free right and license to use, display, publicly perform, modify, reproduce, publish, distribute, make derivative works of, sublicense and otherwise commercially and non-commercially exploit your entry and all copyright, trade secret, trademark or other intellectual property rights therein, in any manner or medium now existing or hereafter developed, including but not limited to print, film or electronic storage devices, without separate compensation to or permission by you or any other person or entity. You hereby represent and warrant that (a) you have all necessary right, power and authority to grant the license set forth herein to your entry and (b) your entry does not violate, misappropriate or infringe any copyright, trade secret, trademark or other intellectual property right of any other person or entity. You will take, at Sponsor’s expense, any further action, including without limitation execution of affidavits and other documents, reasonably requested by Sponsor to effect, perfect or confirm the license granted to Sponsor to your entry as set forth herein. In exchange for the license to your entry, if published, used and/or posted on Sponsor’s website, said site will include your first name and last initial in conjunction with such publication, posting or use. By submitting an entry, you hereby grant Sponsor the right to use your name and photograph/likeness in connection with the publication, use or posting of your entry.

Entry Bonus: Each eligible entrant will be awarded a \$10.00 Amazon.com Gift eCard (terms and conditions on Gift Card apply). Limit of one (1) \$10.00 Gift Card per person during the Contest Period.

Three (3) Grand Prizes: One (1) winner per U.S. zone will each be awarded a \$1,000.00 American Express® Gift Card (terms and conditions on Gift Card apply*). Total value of all prizes: \$3,000. Any prize expenses not mentioned above are the winner's responsibility. Taxes are the winner's responsibility. Prizes are not transferable. No substitution for prize except as may be necessary due to unavailability, in which case a prize of equal or greater value will be awarded, at the Sponsor's sole discretion.

Winner Validation: Potential winners will be notified on or about April 26, 2013 via e-mail and required to complete an Affidavit of Eligibility and Liability/Publicity Release ("Affidavit") that must be returned via e-mail, fax or mail within ten (10) days of the date and time of notification or prize will be forfeited and awarded to a runner-up. Prize acceptance constitutes permission (except where prohibited) to use winner's name and likeness for publicity purposes without additional compensation.

General Terms: Entrants agree to be bound by these Official Rules. Participants, by participating in this Contest, hereby waive and release, and agree to hold harmless the Sponsor, its subsidiaries, affiliates, advertising and promotion agencies, BMG Marketing Services, Sweepstakes Consulting, LLC, and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause of thing whatsoever, including but not limited to infringement of third party intellectual property rights, any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of, or inability to use a prize in the Contest, or their participation in the Contest, or their participation in any Contest or prize related activity. Sponsor and its agents are not responsible for lost, late, misdirected, damaged, incomplete, illegible or postage-due entries or Internet technical, hardware, software, telephone, or transmission failures of any kind, which may limit a person's ability to enter the Contest. Sponsor and its agents are not responsible for any injury or damage to entrants' or any other person's computer related to or resulting from entering or downloading any materials in the Contest. Sponsor reserves the right to cancel or suspend advertising the Contest on the Internet should a computer virus, unauthorized intervention or other cause corrupt the integrity or proper conduct of the Contest. Sponsor reserves the right to disqualify any entrant found to be disrupting the operation of the Contest or its web site. If the integrity of the Internet portion of the Contest is compromised in any manner, Sponsor reserves the right to modify Contest and determine the winners from valid entries received that are unaffected by the problem. In the event of a dispute as to the identity of any online entrant, entrant will be deemed the individual named on the online entry. All issues and questions concerning these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of New York State, without giving effect to any choice of law or conflict of law rules (whether of New

York State or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York State.

Winners List: For a list of winners, send a self-addressed stamped envelope to: Rich's Breakfast Menu Inspiration Promotion Winners List, c/o BMG, PO Box 1718, Buffalo, NY 14231.

Sponsor: Rich Products Corporation, One Robert Rich Way, Buffalo, NY 14213.

*Terms and conditions apply to Gift eCards. For USA use only at merchants that accept American Express® Cards. Not for car rentals, cruise lines, casinos, or ATMs. Usage restrictions and guidelines apply. For more information, visit www.americanexpress.com/gift.