

“So Easy” Pantry Makeover Sweepstakes

Brought to you by the Almond Board of California and Food Network star Ellie Krieger, RD

A “So Easy” life starts in the kitchen with Ellie Krieger’s best-ever meal solutions. Her new book, *So Easy: Luscious, Healthy Recipes for Every Meal of the Week*, offers a collection of recipes for those of us who love food, want to eat well and have little time for meal planning. As a mom with a full-time job, Ellie understands the need for tasty, healthful recipes that save time and allow you to keep control in the kitchen. So stop stressing over whether to eat healthily or to eat fast. With Ellie and a well-stocked, organized pantry, you can do both.

Ellie has partnered with the Almond Board of California to create the “So Easy Pantry Makeover Kit,” loaded with all of the accessories you need to transform any problematic pantry into a “So Easy” meal center.

To get you started, we’ll award 75 lucky winners “So Easy” Pantry Makeover Kit! In it, you’ll find:

- Lots of almonds – one of Ellie’s favorite pantry staples!
- Ellie’s all-new *So Easy* book
- Pantry organizer accessories
- Space-saving storage containers

Entering is so easy! Just take our short poll below and you’re done. Winners will be notified by e-mail.

(Include check box for automatic sign-up for the consumer e-newsletter)

Note: the copy needs to include the following official rules:

- "NO PURCHASE NECESSARY."
- "Void where prohibited."
- Open only to legal residents of the fifty United States, the District of Columbia, or Canada (excluding Quebec) who are of the age of majority in his/her jurisdiction of residence as of date of entry. Begins at 12:00 a.m. ET on Tuesday, April 20, 2010 and ends at 11:59 p.m. ET on Tuesday, June 1, 2010. Total value of all prizes: \$ 50 US/\$ 50.70 CND
- Entrants can obtain a copy of the full official rules by clicking on this link (available at www.AlmondBoard.com via a link from promotional page).

OFFICIAL RULES

The “So Easy” Pantry Makeover Sweepstakes

Official Rules

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

The So Easy Sweepstakes (“Sweepstakes”) may only be entered in or from the 50 United States, the District of Columbia, and Canada (excluding Quebec), and entries originating from any other jurisdiction are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you are not located within the 50 United States, the District of Columbia or Canada (excluding Quebec).

1. How to Enter. Log onto www.AlmondBoard.com and follow the directions to enter between 12:00 a.m. ET on Tuesday, April 20, 2010 and ends at 11:59 p.m. ET on Tuesday, June 1, 2010. You must include on the online entry form your name, e-mail address, and street address (materials can not be shipped to addresses with a P.O. Box). All online entrants must have a valid e-mail address.

Limit one (1) entry per person/e-mail address. No mechanically reproduced entries, alterations, facsimiles or forged entries. If it is discovered that you attempted to enter more than once, all your entries will be void. No automated entry devices and/or programs permitted. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, postage-due, technically corrupted or garbled entries or mail, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

2. Start/End Dates. Sweepstakes begins at 12:00 a.m. ET on Tuesday, April 20, 2010 and ends at 11:59 p.m. ET on Tuesday, June 1, 2010.

3. Eligibility. Participation open only to legal residents of the fifty United States, the District of Columbia, or Canada (excluding Quebec) who are of the age of majority in his/her jurisdiction of residence as of date of entry. Void in Quebec and outside of the 50 United States, the District of Columbia, Canada and where prohibited, taxed or restricted by law. Employees, officers and directors of the Almond Board of California ("Sponsor") and its parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of sweepstakes materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. All federal, state and local laws and regulations apply.

4. Random Drawing/Odds. Winners will be selected in a random drawing from all eligible entries received on or about June 1, 2010. Odds of winning depend on the number of eligible entries received for the drawing. Drawing will be conducted on or about June 2, 2010. By entering the Sweepstakes, entrants fully and unconditionally agree to be bound by these rules, which will be binding in all matters relating to the Sweepstakes.

5. Prizes. Seventy-five (75) Grand Prizes: Pantry Makeover Kit, including almonds, space-saving storage containers, pantry organizer accessories and Ellie Krieger's all-new "So Easy" almond recipes, meal planning tips and solutions approximately retail value \$50 US/\$50.70 CND. Total approximate retail value of all prizes combined: \$5,000.00 US/\$5,070.04 CND. Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All unspecified expenses are the responsibility of winners.

6. Notification. Winners will be notified by e-mail and will be required to sign and return, where legal, an Eligibility and Liability/Publicity Release within ten (10) days of prize notification. Canadian residents must correctly answer a mathematical skill-testing question in order to be declared a winner. If any winner cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects his/her prize or in the event of noncompliance with these Sweepstakes rules and requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household.

7. Conditions. All federal, state and local taxes are the sole responsibility of the winners. Participation in Sweepstakes and acceptance of prize constitutes each winner's permission for

Sponsor to use his/her name, address (city and state/province/territory), likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by each winner regarding the Sweepstakes or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winners agree to release and hold harmless Sponsor, its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules, or attempt to interfere with this Sweepstakes in any way shall be disqualified. There is no purchase or sales presentation required to participate. A purchase does not increase odds of winning.

8. Additional Terms. In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Any potential winner may be requested to provide Sponsor with proof that such winner is the authorized account holder of the e-mail address associated with the winning entry. Any other attempted form of entry is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes.

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor may select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Use of Data. Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at www.AlmondBoard.com/Consumer/Pages/PrivacyPolicy.aspx. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

10. List of Winners. To obtain a list of winners, send a self-addressed, stamped envelope by July 25, 2010 to: Laura Healey, 1909 K St. NW, Suite 400, Washington, DC 20006. Canadian residents may omit return postage.

11. Sponsor. This promotion is sponsored by the Almond Board of California, 1150 Ninth Street, Suite 1500, Modesto, CA 95354.

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