

Jet™
BLENDED ICE COFFEE SWEEPSTAKES
OFFICIAL RULES

1. **ELIGIBILITY: NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE.** To enter the Jet™ Blended Ice Coffee Sweepstakes (the “Sweepstakes”) you: (i) must be a foodservice owner/operator (ii) must be a citizen of the United States or a lawful permanent member (iii) must be 18 years of age or older at time of entry. Employees, officers and directors of Kerry (the “Sponsor”), their respective parents, subsidiaries, licensees, agencies and affiliates and members of the immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household (whether related or not) of such individuals are not eligible. Void where prohibited.
2. **TO ENTER SWEEPSTAKES:** Sweepstakes begins on April 15, 2010. To enter, complete the official on-line entry form and submit no later than August 31, 2010. **Limit one entry per person.** Multiple entries will be disqualified.
3. **DRAWINGS/PRIZES:** A random drawing will be conducted by Sponsor from among all eligible entries received with winner announced on September 15, 2010.

Grand Prize (1 total): All expense paid trip to Reykjavik Iceland. Approximate retail value \$8,000. Prize will include a seven day (five night) tour of Iceland’s best known wonders including Skaftafell National Park, Thjorsadalur Valley and the Geyser hot springs of the Golden Circle. Included is round trip airfare from New York (JFK), Boston (BOS) Minneapolis St. Paul (MSP) or Seattle (SEA), \$500 spending money, airport/hotel transfers and five night’s hotel accommodations (double occupancy). Grand Prize winner will also receive their choice of a BlendTec® or Vitamix® professional series blender

First Prizes (2 total): BlendTec® or Vitamix® professional series blender. Approximate retail value \$500

Winners will be notified by telephone, overnight mail or postal mail, at Sponsor’s sole discretion. Odds of winning will be determined by the number of eligible entries received.

4. **GENERAL:** All taxes on prizes and expenses relating to acceptance and use of prizes and not specified are the sole responsibility of winners. By participating, entrants agree a) to these rules and decisions of Sponsor and judges which shall be final and binding in all respects and in all matters relating to this promotion; b) to release, discharge, indemnify and agree to hold harmless Sponsor, Kerry, their advertising and promotion agencies and all of their respective parents, affiliates, subsidiaries, agencies, agents and representatives and their respective employees, officers and directors from any liability or responsibility whatsoever for any claims, costs, injuries, losses or damages of any kind (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to, loss of or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light), arising out of or in connection with the promotion or from their acceptance, possession, use or misuse of any prize, or participation in the promotion or any promotion related activity; c) to the announcement/use of name, statement, voice, image, taped footage, and/or likeness for trade, advertising, publicity and promotional purposes without compensation (unless prohibited by law) by Sponsor and those acting pursuant to Sponsor’s direction, in all media now known or hereafter discovered, worldwide, including but not limited to the World Wide Web, without notice, review or approval and agrees to execute specific consent to such use if asked to do so. In no event will Sponsor, its advertising and promotion agencies and all of their respective parents, affiliates, subsidiaries, agencies, agents and representatives and their respective employees, officers and directors be responsible or liable for any damages or losses of any kind, whether direct, indirect, incidental, consequential, punitive or other damages. Winners may be required to complete an affidavit of eligibility, liability and (where legal) publicity release, along with an IRS Form W9, which must be returned within time specified by Sponsor. If documents are not returned in a timely manner, are returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, winner will be disqualified. Sponsor, its advertising and promotion agencies and all of their respective parents, affiliates,

subsidiaries, agencies, agents and representatives and their respective employees, officers and directors are not responsible and shall not be liable for: a) any human error which may occur in the processing of entries; b) lost, late, or misdirected entries; or c) any condition caused by events that may cause the promotion to be disrupted or corrupted. Sponsor reserves the right in its sole discretion to cancel or suspend the promotion or any portion thereof should any causes corrupt the administration, security or proper play of the promotion, and select the winners from entries received prior to the action taken or in such other manner as deemed fair and appropriate by Sponsor. No correspondence about entries will be entered into nor will entries be acknowledged or returned. Trip must be taken by September 30, 2011. Grand Prize is non-transferable with no cash equivalent. No prize substitutions for First Prize.

5. **ARBITRATION/CHOICE OF LAW:** Except where prohibited, entrants agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this promotion, or any prize awarded, or the determination of the winner, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective, and (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this promotion but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Sponsor in connection with the promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without regard for conflicts of law doctrine, and all proceedings shall take place in Rock County in the State of Wisconsin.

6. **WINNER LIST:** For a list of major winners, mail a self-addressed, stamped envelope to be received by 9/30/10 to: Jet™ Blended Ice Coffee Sweepstakes Winners, 1031 N. Astor Street. Milwaukee, WI 53202.

Sponsor: Kerry 3400 Millington Rd, Beloit WI 53511