

Idahoan's Hot Pot Challenge Contest
OFFICIAL RULES

CONTEST OPEN TO LEGAL RESIDENTS OF THE US ONLY
VOID WHERE PROHIBITED

NO PURCHASE NECESSARY. Idahoan's Hot Pot Challenge Contest (the "Contest") begins at 12:01 AM Eastern Time (ET) on March 23, 2009, and ends at 11:59 PM ET on November 9, 2009. Odds of winning depend on the number of eligible entries received. The Contest is sponsored by Idahoan Foods, LLC ("Idahoan" or "Sponsor"). Contest is subject to the eligibility conditions below. **VOID WHERE PROHIBITED.**

Eligibility: Open only to legal residents of the fifty (50) United States (U.S.) and the District of Columbia and members of the U.S. Military who reside at APO/FPO addresses outside of the U.S., age 18 or older as of 3/23/09. Entrants must also be currently active students (i.e., in good standing) enrolled full-time in an in-person (i.e., not online) accredited post-secondary institution as of 3/23/09. Employees and competitors of Sponsor and its subsidiaries, affiliates, franchises, agents, advertising and promotion agencies, participating retailers and fulfillment companies—including those involved in the administration, execution and judging of this Contest—and the immediate families (parents, children, siblings, spouse) and members of the same households (whether related or not) are not eligible. Contest is not open to professional chefs. For purposes of this Contest, a "professional" chef is defined as an individual earning income or a benefit from the preparation of food and/or creation of recipes.

ENTRANTS AGREE TO ABIDE BY ALL CONDITIONS OF ELIGIBILITY, INCLUDING, BUT NOT LIMITED TO, COMPLIANCE WITH ANY RULES OR REGULATIONS GOVERNING FOOD PREPARATION AND COOKING IN ALL ON-CAMPUS OR OFF-CAMPUS HOUSING, INCLUDING, WITHOUT LIMITATION, THE TYPE OF EQUIPMENT THAT CAN BE USED AND WHERE SUCH COOKING CAN TAKE PLACE. ENTRANTS WHO VIOLATE ANY SUCH RULES OR REGULATIONS WILL BE DISQUALIFIED.

Entrants further agree to conduct media interviews and make public appearances on behalf of Sponsor prior to, during and for up to one year after the Contest should they be selected as a finalist or grand prize winner, without additional compensation. Sponsor will cover reasonable pre-approved travel and incidental expenses for a finalist's media interviews and/or appearances. Entry into this Contest constitutes permission to use each entrant's name, image/likeness, voice and biographical material as well as the contents of his/her Submission Materials (as defined below) in advertising, publicity and other promotional purposes in all media now known or hereafter devised without notice, compensation or other consideration by Idahoan (except where prohibited by law). Photograph(s) of winner(s) and recipe(s) may be featured on the Site.

How to Enter: Visit www.idahoan.com (the "Site") and follow the links to view, download and/or print Contest materials including the Official Entry Form. Complete the Official Entry Form – all fields must be filled in for the form to be accepted. Entrants must (1) create an original recipe to be used with at least one Idahoan product, (2) come up with an interesting and/or creative name for, along with a description of, his/her dish and (3) take one photograph of his/her dish to submit with the Official Entry Form (collectively, the "Submission Materials"). For a listing of Idahoan's products, visit www.idahoan.com/products. The recipe must be submitted in the English language, use exact U.S. measurements and the ingredients and measurements must be listed in order of use. All written recipes must include step-by-step preparation and cooking instructions, cooking times and temperatures, utensils required and number served (if applicable). DO NOT submit a sample of the recipe itself as it will not be accepted. The description of the dish must be submitted as a text document attachment (not written in the

body of the e-mail) and must not exceed 250 words in length. An Official Entry Form must be included with each entry.

The photo should be of entrant's dish only and may not include any content, images or property created by or belonging to a person other than the entrant. No person other than the entrant should appear in the photo. Any entry missing one or more of the abovementioned elements may be disqualified. If an entrant is entering the contest via e-mail (as set forth below), the photo of his/her dish must be submitted in .jpg, .bmp, .pdf, .tiff, .png or .gif format and must not be greater than 2 MB.

Completed Submission Materials can be submitted via one of two methods:

Mail-in Entry: Hot Pot Challenge
 c/o Hunter PR
 41 Madison Avenue, 5th Floor
 New York, NY 10010

E-mail Entry: hotpotchallenge@hunterpr.com
 Entries sent via e-mail must be text document attachments (e.g., MS Word).

Limit one (1) entry per person (e-mail or envelope) per day during the contest period. Multiple entries submitted by an entrant in accordance with the limitations set forth herein must be substantially different from each other to be eligible. To qualify, Submission Materials sent via e-mail must be received by 11:59 PM ET on 11/09/09 and via postal mail must be postmarked by 11/09/09 and received by 11/16/09. Submission Materials not complying in all respects with the Official Rules are subject to disqualification. All Submission Materials (e.g., Official Entry Form, recipe, recipe name and description, photo) become the property of Sponsor and will not be acknowledged or returned. Sponsor's computer is the official time-keeping device for the Contest.

Details: An entrant's Submission Materials must be entirely his/her original creation, executed (written and created) solely by that entrant and must not have been published previously or won any other prize or award, or be subject to any restriction or limitation on the right to submit any portion of the entry. Submission Materials cannot defame or invade publicity or privacy rights of any person, living or deceased, or of Sponsor, or otherwise infringe upon any person's personal or proprietary rights. No mechanically reproduced, illegible, incoherent, unintelligible, unoriginal or incomplete entries will be accepted. Sponsor is not responsible for typographical errors, omitted ingredients or any other errors submitted by entrants. Sponsor will not be responsible for technical malfunctions, interruption, inability to access the Site or for late, lost, scrambled, jumbled, destroyed, delayed, misdirected, mutilated, stolen, or delayed Submission Materials. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delays in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Submission Materials. Sponsor will not be responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers or providers, computer equipment, software, failures in transmission of Submission Materials (or any combination thereof) or other technical problems related to the Internet, including any injury or damage to an entrant's or any other person's computer arising out of, relating to or resulting from participation in this Contest and/or downloading any materials in this Contest.

In consideration of participating in the Contest, each entrant unconditionally and irrevocably assigns and transfers to Sponsor all rights, title and interest in and to the contents of his/her Submission Materials, including, without limitation, the copyright and other rights therein, and upon Sponsor's request, will

execute any documents necessary to effectuate such ownership. For the avoidance of doubt, by entering the Contest, entrants grant Sponsor the royalty-free, irrevocable, perpetual worldwide right to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, alter, edit, modify and otherwise exploit entrant's Submission Materials in any way, in any and all markets, in any and all media now known or hereafter devised without limitation and without notice or consideration to the entrant. Entrants represent and warrant that they have the sole and exclusive right to grant such rights to Sponsor, and that its reproduction, publishing, displaying and/or other use of the Submission Materials will not infringe on any rights of any third party. Select Submission Materials may be featured on the Site and in other promotional materials and advertising of the Contest and/or Sponsor. By entering, entrants agree that they have no right to bring (and covenant not to bring) any claim, action or proceeding of any kind or nature whatsoever against Sponsor or its affiliates, subsidiaries, officers, directors, agents, employees, or shareholders in connection with this Contest. Entrants shall not receive any compensation or credit for use of the Submission Materials (e.g., recipe, photo, name and/or image/likeness) other than that disclosed in these Official Rules.

Judging: Three (3) finalists will be selected from among all eligible entries received in the Idahoan Test Kitchens by an independent judge, using the following criteria: creative use of Idahoan's products and originality of the recipe (40%), flavor of the recipe (40%), recipe name (10%) and presentation (10%). In the event of a tie, the entries involved will be re-judged by an additional independent judge who will serve as a tiebreaker and who will evaluate entries according to criteria listed above. If more than one entry presents a duplicate or similar recipe, only the entry received earlier will be considered. The finalists will be notified by phone and/or email by February 12, 2010, and must execute an Affidavit of Eligibility, Publicity/Liability Release (except where prohibited), and/or any other documentation required by Sponsor. If a finalist or finalists cannot be reached after a reasonable effort has been made, fails to execute any such documentation or if such finalist or finalists are found to be ineligible, an alternate finalist may be selected. The Grand Prize winner will be the finalist who receives the highest score among the three (3) finalists and will be announced after the notification and verification process is complete.

Decisions of the judge are final and binding in all matters relating to this Contest and are not open to appeal.

Prizes: Total approximate retail value (ARV) of Grand Prize: \$5,216. The Runner-Up prize package is valued at \$1,108 and the Honorable Mention prize package is valued at \$608. Total overall approximate retail prize value: \$6,932. All prizes are subject to the restrictions set forth in these Official Rules.

GRAND PRIZE	One (1) year's supply of Idahoan mashed potatoes *	ARV: \$216 (\$1.50/pouch and \$18/case)
	Savings bond	ARV: \$5,000
RUNNER-UP PRIZE	Six-month supply of Idahoan mashed potatoes **	ARV: \$108 (\$1.50/pouch and \$18/case)
	Savings bond	ARV: \$1,000
HONORABLE MENTION PRIZE	A six-month supply of Idahoan mashed potatoes **	ARV: \$108 (\$1.50/pouch and \$18/case)
	Savings bond	ARV: \$500

* equivalent to twelve (12) cases (twelve (12) pouches per case)

** equivalent to six (6) cases (twelve (12) pouches per case)

Prize Restrictions: Sponsor reserves the right, in their sole discretion, to substitute a prize or prizes of equal or greater value for any and all prizes. No other substitutions, cash equivalents or transfer of prizes allowed unless specifically authorized by Sponsor. The Grand Prize winner, Runner-Up and Honorable Mention prize winners are solely responsible for all expenses, costs or fees associated with acceptance and/or use of the prizes not specified herein as being awarded including, without limitation, any and all taxes. All prize winners are solely responsible for reporting and paying any and all applicable federal, state, and local taxes and any additional fees associated with prizes. All federal, state and local laws apply, as do all rules and regulations imposed by an entrant's on-campus or off-campus housing (e.g., dormitory, fraternity/sorority, rental, condo). A 1099 form may be issued to the winners, as applicable, and such winner(s) may be required to provide his/her social security number for reporting purposes. As a condition of eligibility, being designated as a finalist and claiming a prize, each potential finalist must sign and return, within ten (10) days of delivery to such entrant's e-mail address or address identified by him/her during registration, an Affidavit of Eligibility and Publicity/Liability Release form, unless otherwise prohibited. Non-compliance within this time period will result in disqualification, and an alternate finalist will be selected. Any notification returned to Sponsor as undeliverable will result in disqualification and the naming of an alternate finalist. Correspondence will not be acknowledged. All prizes will be awarded.

Conditions: This Contest is governed by the laws of the State of New York. By participating in the Contest, entrants agree (1) to be bound by and abide by these Official Rules and by all decisions of Sponsor, whose decisions are final and not open to appeal; (2) to release and hold harmless Sponsor, Hunter Public Relations and its and their respective directors, officers, employees, subsidiaries, affiliates, agents, suppliers, divisions, agencies, licensors and advertising, promotional, or judging agencies, and any and all prize suppliers ("Released Parties"), from any and all causes of action, liabilities, suits, cross-claims or counterclaims, or any other claims arising out of or relating to entrants' participation in the Contest, WHETHER OR NOT ARISING FROM THE NEGLIGENCE OF A RELEASED PARTY, including but not limited to, third party claims that may be made against entrants, and claims arising out of or relating to acceptance, receipt, possession or use/misuse of any prize, or any publicity or other public exposure of entrants, including without limitation, claims concerning infringement or invasion of entrants' privacy or publicity rights, or defamation, or acts undertaken in preparation for or participation in the Contest; (3) to assume all risks, express or implied, associated with all claims released above, including without limitation, all risks concerning entry into and participation in the Contest; and (4) that NEITHER SPONSOR, NOR ANY OF THE FOREGOING ENTITIES HAVE MADE OR ARE RESPONSIBLE OR LIABLE FOR ANY WARRANTY, EXPRESSED OR IMPLIED, RELATIVE TO A PRIZE, INCLUDING, BUT NOT LIMITED TO, ITS QUALITY OR FITNESS OR MERCHANTABILITY, AND ALL PRIZES ARE TENDERED TO ENTRANTS ON AN "AS IS" BASIS. THERE ARE NO WARRANTIES THAT EXTEND BEYOND THE DESCRIPTION ON THE FACE OF ANY CONTEST MATERIALS OF ANY PRIZE. Sponsor reserves the right, in its sole discretion, to suspend, modify or cancel the Contest if the Contest cannot be run as originally planned for any reason including, but not limited to, as the result of tampering or infection by computer virus, non-authorized human intervention or other causes beyond the control of Sponsor. If, in the judgment of Sponsor, the Contest is comprised as set forth herein, Sponsor reserves the right to conduct the Contest from among all eligible entries received, if any, prior to the date on which the event that comprised the Contest occurred.

CAUTION: ANY ATTEMPT TO UNDERMINE THE LEGITIMATE OPERATION OF THE

CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Each entrant must be the Authorized Account Holder of the e-mail account indicated by the entrant's e-mail address. In the event of a dispute as to the identity of an entrant, the entry will be declared made by the Authorized Account Holder of the e-mail account. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an Internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain name associated with the submitted e-mail address.

Failure to comply with the Official Rules will result in disqualification. An entrant's entry will be disqualified, at the sole discretion of Sponsors, if he/she attempts (a) to enter the Contest through any means other than described in these Official Rules; or (b) to disrupt the Contest, circumvent the terms and conditions of these Official Rules, or in any way tamper with any component of the Contest.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

List of Winners: For the names of the Grand Prize winner, Runner-Up and Honorable Mention prize winners, available after 2/12/10, send a separate, stamped, self-addressed (#10) envelope to: Idahoan's Hot Pot Challenge Winners, c/o Hunter Public Relations, 41 Madison Avenue, New York, NY 10010, Attn: Tracy Hom. All requests must be received by 3/12/10 to be honored.

Sponsor: Idahoan Foods, LLC, 529 North 3500 East, Lewisville, ID 83431

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