

KIWI DANCING SWEEPSTAKES

OFFICIAL RULES

No Purchase Necessary to Enter or Win.
Void In Puerto Rico, Canada and where prohibited

All entries have an equal chance of winning.

We regret to inform you that the concert tour promoter informed us that the Dancing with the Stars 2009 Winter Tour will not be taking place. The concert tour promoter is an entity that is independent of and separate from Sara Lee Household & Beverage and KIWI Brands. KIWI will still be providing you with the opportunity to enter the Sweepstakes to win the cash value of \$400.00 for a night out of dinner and dancing. KIWI will be awarding fifty (50), four hundred dollars (\$400) prize packages.

1. **Eligibility:** The *Kiwi Dancing Sweepstakes* ("Tour Ticket Sweepstakes") is open only to legal residents (natural persons only) of the 50 United States or the District of Columbia who are 18 years of age or older as of 10/15/2009, except employees, officers and directors of Sara Lee Corporation (Household & Body Care USA division) ("Sponsor"), AEG Live, Vault Communications Inc., ABC and ABC Dancing with the Stars show producers and each of their respective parent companies, affiliates, distributors, subsidiaries, retailers, and advertising/promotion agencies (collectively, "Released Parties") and the immediate family (spouses, parents, children, and siblings and their respective spouses) and household members of such individuals.) This Sweepstakes is subject to all applicable federal, provincial, state, and local laws and regulations. Void in Puerto Rico, Canada and where prohibited by law.
2. **How to Enter:** The Tour Ticket Sweepstakes begins at 12:00:01 AM ET on 10/15/2009 and ends at 11:59:59 PM ET on 12/1/2009 ("Tour Ticket Promotion Period"). The Sweepstakes computer is the official time keeping device for the Sweepstakes.
 - (a) **Online:** To enter the Tour Ticket Sweepstakes without purchase and receive one entry, visit www.kiwidancingsweepstakes.com and click on the promotion "button" on the Home Page. Once at the entry page, follow the instructions and fully complete and submit the online entry form according to the instructions provided during the Tour Ticket Promotion Period for an entry to the Tour Ticket Sweepstakes. You must confirm that you have read and agree with these Official Rules. **Limit one (1) online entry per person, regardless of the number of e-mail addresses used, during each day of the Tour Ticket Promotion Period as the case may be (with a day defined as the 24-hour period beginning at 12:00:01AM ET and ending at 11:59:59PM ET). Additional entries received from any person or e-mail address during any one day of the Sweepstakes will be void.** Entry will be awarded to the person named on the applicable entry form (regardless of whether that is the name of the authorized account holder of the e-mail address from which said entry form was submitted). The use of automated entry devices is prohibited.
 - (b) Your submission of an online entry constitutes your consent to participate in the Sweepstakes and your consent for Sponsor to obtain, use and transfer your name, address and other information for the purpose of administering the Sweepstakes. Released Parties are not responsible for any error, omission, interruption, defect or delay in transmission or communication; theft, destruction or unauthorized access to, or alteration of, entries; 3rd party transaction classification, transaction processing, or communication; technical or mechanical malfunctions; failures or malfunctions of phones, phone lines, or telephone systems; interrupted or unavailable network, server or other connections; traffic congestion on the Internet or any technical problem, including but not limited to any injury or damage to entrant's or any other person's computer related to or resulting from Sweepstakes participation; errors or omissions in these Official Rules, in any Sweepstakes-related advertisements or other materials; human-processing error; failures of electronic equipment, computer

hardware or software; or inaccurate entry information, whether caused by equipment, programming used in the Sweepstakes, human error, or otherwise. Sponsor reserves the right, in its sole discretion, to void any and all entries of an entrant who Sponsor believes has attempted to tamper with or impair the administration, security, fairness, or proper play of the Sweepstakes.

3. Prizes:

Tour Ticket Sweepstakes Prizes: 50 winners will each be awarded four tickets to one of the Dancing with the Stars Tour events to begin on or about December 17, 2009 and ending February 8, 2010 (ARV=\$100 each) or, if a winner lives more than 100 miles from every event, the winner may elect to instead receive a \$400 gift card which that winner may use for a night of dinner and dancing. Odds of winning either Sweepstakes depend upon the number of entries received. (“ARV”=\$20,000)

4. Potential Winner Selection – Taxes: Potential winners of the Tour Ticket Sweepstakes will be selected in a random drawing on or about 12/6/2009 from among all eligible entries by 12/1/09, whose decisions will be final and binding in all matters relating to the Tour Ticket Sweepstakes. Potential winners of the Tour Ticket Sweepstakes will be notified by 12/8/09 by telephone and/or mail. Potential winners must meet all eligibility requirements and submit required releases as stated in these Official Rules to become verified winners. Odds of winning will depend on the number of eligible entries received. Limit (1) prize per person, immediate family, or household. Verified prize winner will be responsible for all taxes (including but not limited to federal, state, local and/or income) on the prize and will be required to provide his/her Social Security number for tax reporting purposes if the retail value of the prize being awarded is \$600.00 or greater (as determined in Sponsor's sole discretion). Sponsor will file an IRS Form 1099 with the Internal Revenue Service for the prize if the retail value of such prize is \$600.00 or greater. If a prize winner refuses to provide his/her Social Security number for a prize worth \$600.00 or greater, the prize winner will be disqualified and an alternate winner will be selected in accordance with these Official Rules. A prize winner who refuses to provide a Social Security number for a prize worth \$600.00 or more will have no right to an alternate prize worth less than \$600.00 in lieu of providing his/her Social Security number for the original prize.

Miscellaneous: Expenses not stated are the sole responsibility of the verified winners. No transfer, assignment, cash redemption, or substitution of prizes (or portion thereof) except by Sponsor at its sole discretion due to prize unavailability or causes otherwise determined solely by Sponsor, and then for a prize (or applicable portion thereof) of equal or greater monetary value. All potential winners will be required to execute and return a notarized Affidavit of Eligibility, Liability Release and (where legal) Publicity Release within (3) days of issuance of notification. Non-compliance with any of the foregoing may result in disqualification and awarding of prize to an alternate potential winner as determined by Sponsor. If any prize notification letter or prize is returned as undeliverable, potential winner will be disqualified and an alternate winner may be selected. By participating, entrants agree to be bound by these Official Rules and agree that: 1) Released Parties and their designees and assigns shall have the right and permission to use (unless prohibited by law) verified winner's name, voice, city/state or province/territory of residence, biographical information, photograph, and/or likeness for advertising and/or trade and/or any other purpose in any media or format, online and/or offline, including but not limited to the Winners List described below, now or hereafter known without further compensation, permission, or notification; and 2) Released Parties and their designees and assigns and all of their respective officers, directors, employees, representatives and agents shall have no liability and will be held harmless for any liability, loss, injury or death to entrant or any other person, including, without limitation, damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize or participation in this Sweepstakes. Without limiting the generality of the foregoing, by accepting any prize, verified winners agree to the disclosure of their personal information (first name, last initial, and state of residence) on the Sweepstakes web site and the Winners List described below. Sponsor reserves the right, in its sole discretion, to disqualify any entry and to modify, terminate or suspend the Sweepstakes should virus, bugs, non-authorized human intervention, action of entrants, or other causes beyond the reasonable control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Sweepstakes and, if the Sweepstakes is modified, terminated or suspended, select winners from those eligible, non-suspect entries received prior to the event requiring such modification, termination or suspension.

Winners List: For the winners' names send a self-addressed, stamped envelope to be received by 4/15/2010:
“*Kiwi Dancing Sweepstakes*”, P.O. Box 786 Plymouth Meeting, PA 19462.

ABBREVIATED RULES

SEE OFFICIAL RULES FOR FULL DETAILS. NO PURCHASE NECESSARY. Kiwi Dancing Sweepstakes begins 10/20/2009 and ends on 12/1/2009. Open only to legal residents of the 50 United States or the District of Columbia who are 18 years of age or older. Void in Puerto Rico, Canada and where prohibited. You may only enter on-line once daily by visiting www.kiwidancingsweepstakes.com and following the instructions. Ticket Sweepstakes winners will be selected on or about 12/6/2009. Sweepstakes Prizes: 50 winners will be awarded four tickets to one of the Dancing with the Stars Tour events to begin on or about December 17, 2009 and ending February 8, 2010 (ARV=\$100 each) or, if a winner lives more than 100 miles from every event, the winner may elect to instead receive a \$400 gift card that the winner may use for a night of dinner and dancing. Odds of winning the Sweepstakes depend upon the number of entries received. Additional terms and conditions apply. See complete Official Rules by visiting www.kiwidancingsweepstakes.com or by mailing a request including your name and full address to: *Kiwi Dancing Sweepstakes*, P.O. Box 786 Plymouth Meeting, PA 19462. The sponsor/operator of the Ticket Sweepstakes is Sara Lee Corporation (Household & Body Care USA division).