****

**Holiday Dips & Dishes**

**NFCA & Crunchmaster Recipe Contest**

**Rules & Regulations**

*NO PURCHASE NECESSARY TO ENTER.*

**1. Eligibility:** This contest is open to legal residents of the United States and Canada (excluding residents of the Province of Quebec) 18 years of age or older at the time of entry. This contest is sponsored by TH Foods, Inc. (“Sponsor”) and hosted by the National Foundation for Celiac Awareness (NFCA)(“Host”). Employees and immediate family members of NFCA, TH Foods or any affiliated or subsidiary companies are not eligible to participate. The contest is governed by laws of the USA. All federal, state and local laws of the USA and regulations apply. Void where prohibited by law.

**2. How To Enter:** The Contest begins at 12:00 a.m. Eastern Time (ET) on December 1st, 2010, and ends at 12:00 a.m. (ET) on January 1st, 2011. To enter, visit the official recipe contest page and follow the instructions completely. Only entries submitted via the website electronic form or email will be accepted. Entries submitted via any other method, including but not limited to U.S. Postal Service, facsimile or other express delivery services will NOT be accepted.

All submissions must be received by 12:00 a.m. Eastern Time (ET) on January 1st, 2011. All entries must include your full name, email address and phone number. Entries submitted in geographic areas in which the entry is not permissible will be disqualified. If entries do not contain all necessary information, entrant will be disqualified. Please be certain to follow all directions.

**3. Entry requirements:** Submit your favorite original recipe. You must indicate on your entry: the name of the dish, the ingredients, exact U.S. measurements, preparation/cooking time, special preparation instructions and approximate number of servings. Entries must be in English. Contestants may enter a maximum of two (2) recipes in the contest; however, each entrant is only eligible to win one prize. Recipes are NOT required to call for or incorporate TH Foods products.

The Submission must be the original work of entrant and not previously published. Submission must not infringe the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity. All entries become the property of TH Foods and will not be returned. Winners will be required to grant to TH Foods all rights, titles and interest in the submitted entry. NFCA and TH Foods reserve the right to use your entry in all print and electronic media, and to edit it for brevity and clarity.

**4. Judging:** The winners of the contest will be determined by judging all the entrants’ submissions based on the following criteria: Flavor; Ease of Preparation; and Creativity. Judges’ decisions are final. Judging will be accomplished by a panel of TH Foods and NFCA staff members. The decision of the judging panel is final and binding on all matters relating to this contest. The judging panel will select four First Place Winners from each of the four (4) categories, plus a Grand Prize Winner.

**5. Prizes:** One (1) Overall Grand Prize Winner and four (4) First Place Winners (one in each of the categories listed) will be selected.  The Grand Prize Winner will receive $500 in cash. The four (4) First Place Winners will each receive assorted Crunchmaster products including: 4 – 21oz packs of Crunchmaster Baked Rice Crackers & 4 -20oz boxes of Crunchmaster Original Multi-Grain Crackers (prize valued at $50). TH Foods and NFCA will not be responsible for any loss, liability or damage arising out of any winner’s acceptance or use of the prize. All prizes are guaranteed to be awarded.

**6. Selection of Winners:** Winners will be selected on or by January 15th, 2011, and notified by email within 30 days of selection. Return of prize or prize notification as undeliverable will result in disqualification. Winning recipes may be published on the Crunchmaster and NFCA websites. Some or all of the other entries received may also be published on the Crunchmaster and NFCA website.

**7. Conditions:** NFCA and TH Foods are not liable for any technical malfunctions of any telephone network or lines, computer internet system, servers or providers, computer equipment, software, failure of any email on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to participant’s or any other person’s computer related to or resulting from participation or downloading/uploading any materials in this Contest, or other technical difficulties or failures or other errors of any kind. NFCA and TH Foods are not responsible or liable for any injury or damage to an entrants or third person’s computer and/or its contents, related to or resulting from Contest. NFCA and TH Foods reserve the right to terminate or modify the Contest at any time for any reason. In such a circumstance, winners will be selected based on entries received by the date of termination. In the event that two similar entries are received, only the entry judged to best meet the criteria as set by NFCA and TH Foods will be included in the final judging. Entrants agree to indemnify TH Foods, NFCA and any affiliated and subsidiary companies from and against any and all claims and liabilities arising out of or in connection with this Contest. Any dispute regarding submission of an online entry will be deemed submitted by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an email address by an internet access provider, online service provider, or other organizations (e.g. business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted email address. Sponsor is the official timekeeper for this Contest. Host, in its sole discretion, reserves the right to disqualify any person tampering with the operation of the website or the entry process.

**SPONSOR:  
TH Foods**

www.CrunchMaster.com

**Host:**

**National Foundation for Celiac Awareness**

www.CeliacCentral.org