

**The Wii Win Giveaway
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE

Open to legal residents of 50 U.S. and D.C., 6-18 years of age, currently enrolled as a student at a participating school that sells or makes Breakfast Breaks products available.

1) How To Enter: “The Wii Win Giveaway” (the “Sweepstakes”) begins on September 4, 2007 and ends on May 30, 2008 (the “Promotional Period”). There are three ways to enter: (i) complete the official entry form found on specially-marked Breakfast Breaks packages (while supplies last), insert in a stamped envelope and mail to: The Wii Win Giveaway, P.O. Box 4029, Grand Rapids, MN 55730-4029; (ii) complete an entry form that was provided to you by a participating school (while supplies last) and mail it in a stamped envelope to the aforementioned address; or (iii) print your name, address, city, state, ZIP Code, home telephone number, age, grade, school name, school district, and school telephone number, along with parent/legal guardian’s signature (if under 18), and date, on a 3” by 5” paper, insert in a stamped envelope and mail to the aforementioned address. All entries must be postmarked by May 30, 2008 and received by June 6, 2008. Limit one entry per day, per person. Entries that do not include date will not be accepted. All entries become property of Sponsor and will not be acknowledged or returned. The Sponsor, Prize Provider, Administrator, their respective parents, affiliates, divisions, and agencies, and each of the foregoing entities’ respective employees, officers, directors, shareholders and agents (the “Released Parties”) are not responsible for late, lost, incomplete, damaged, stolen, misdirected, illegible entries, printing errors, or postage due entries and/or mail. By entering, entrants agree to these Official Rules.

2) Definition of School Year/Random Drawings: For the purpose of these rules, a “School Year” is defined as beginning on 9/4/07 and ending on 5/30/08. Each week (Monday-Friday) during the School Year, a prize will be offered with the exception of the following weeks where no prize will be offered or awarded: 11/19-11/23/07, 12/24-12/28/07, 12/31/07-1/4/08, 2/18-2/22/08, and 3/17-3/21/08 and 4/21-4/25/08. Weekly drawings for prizes will begin on Friday, 9/14/07 and repeat each Friday, thereafter, during the School Year. There will be no drawings scheduled for Friday, 11/23/07, 12/28/07, 1/4/08, 2/22/08, 3/21/08, and 4/25/08. Final drawing will be held on Friday, June 6, 2008. For every drawing date, a potential winner will be selected at random from among all cumulative entries received by Administrator, an independent judging organization whose decisions on all matters pertaining to the sweepstakes are final. Eligible entries received will be entered into all remaining weekly drawings for prizes. Odds of winning depend on the total number of eligible entries received. Winners will be contacted by telephone and/or mail for address verification. Prize won by a minor will be awarded in the name of the parent/legal guardian. Winners (or parents/legal guardians of winner, if a minor) may be required to sign an affidavit of eligibility (which affirms that they have complied with these rules) as well as a liability release, and where legal, a publicity release which if issued, must be completed, signed and returned within 14 days from date of issuance or the prize will be forfeited and awarded to an alternate winner. Signed affidavit must also include school name, school address, and school telephone number along with name of School Foodservice Director (if known). Should a potential winner decide to decline the prize for any reason whatsoever, Sponsor shall have no further obligation to that potential winner, and an alternate winner will be selected. Acceptance of a prize constitutes permission for the Sponsor(s) and its designees to use winner’s name and likeness for advertising and promotional purposes without additional compensation unless prohibited by law. Entry materials that have been tampered with or altered are void. If for any reason this Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Sweepstakes or any portion

thereof. In the event this Sweepstakes is cancelled, Sponsor reserves the right to conduct a random drawing to award all prizes from among all eligible, non-suspect entries received prior to the time of the action or event warranting such cancellation. Any attempt by an entrant or any other individual to deliberately undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

3) Prizes/Prize Restrictions: (33) Thirty-three Prizes: One prize will be awarded each week during the School Year as defined in Rule #2. Prize consists of two Nintendo Wii video game consoles – one for student winner and one for winning student’s school district; Approximate Retail Value (ARV): \$500/prize. Total prize value is \$16,500. School prizes will be awarded to the school through the Foodservice Director and will be accepted and used at the discretion of the Foodservice Director in accordance with school/school district policy on the acceptance of prizes. The winner’s school must be a participant in the East Side Entrees Breakfast Breaks program. Limit one prize per person, family or household. Multiple prizes may be awarded to a particular school or school district if there are multiple student winners selected from that particular school/school district. If student’s school is unable to accept prize for any reason, student prize will be awarded with no further obligation to the school. Taxes, if any, on student portion of prizes are the sole responsibility of the winners or the parents/legal guardians of winners. No prize substitution or transfer of prize permitted except by Sponsor due to prize unavailability, in which case prize substitution will be of equal or greater value. Any and all guarantees and warranties for merchandise prizes is subject to the manufacturer’s terms and conditions, and winner agrees to look solely to such manufacturer for any such warranty or guarantee claim. Sponsor is not responsible for damage or repair of video game consoles once delivered or for installation or set up of video game consoles.

4) Eligibility: Sweepstakes open to legal residents of the fifty (50) United States and the District of Columbia, 6-18 years of age, currently enrolled as a full time student at a participating school that sells or makes Breakfast Breaks products available. Employees (and the immediate families and household members of such employees) of Sponsor and its respective parent companies, affiliates, divisions, subsidiaries, advertising and promotion agencies, The Geppetto Group, Inc., and Marden-Kane, Inc. are ineligible. Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void in Puerto Rico and where prohibited by law.

5) Limitations of Liability: Each participant agrees to (i) abide by the terms of these Official Rules and the decisions of the Sponsor and judges which are final and binding on all matters relating to the Sweepstakes, and (ii) to release, discharge, indemnify and hold harmless the Released Parties from any and all claims, actions and or damage of any kind arising from or in connection with participation in and/or entry into this Sweepstakes or use of any prize won.

6) Winners List: For a list of prize winners, available after June 30, 2008, send a stamped, self-addressed envelope to: The Wii Win Giveaway Winners, P.O. Box 714, Sayreville, NJ 08871-0714. Deadline for requests is August 29, 2008.

7) Sponsor(s)/Administrator: The Sponsor of the Sweepstakes is East Side Entrees, P.O. Box 89, Syosset, NY 11791. The Administrator is Marden-Kane, Inc., 36 Maple Place, Manhasset, NY 11030 (“Administrator”).

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