



Magnolia My Way Recipe Contest

Rules and Regulations

updated April 22, 2009

NO PURCHASE NECESSARY

TIMELINE

The Magnolia My Way Recipe contest will start January 15, 2009. Entries will be accepted online until 11:59:59pm PST March 8, 2009. Judging of initial entries will take place between March 9, 2009 and April 30, 2009. The Top 10 Winners will be notified via Mail or e-mail by May 8, 2009. Top 10 Winners will have until June 29, 2009 to submit their videos to the Magnolia My Way YouTube channel. Public voting on recipe videos will begin on July 5, 2009 and end at 11:59:59pm PST August 7, 2009.

PRIZE NOTIFICATION

All Top 10 winners will be notified via U.S. Mail or Email by May 8, 2009. Grand Prize and Runner Up Prizes will be notified via Email and posted online by August 21, 2009.

ELIGIBILITY

This contest is only open to legal residents of the United States who are at least 18 years of age as of January 15, 2009. Residents must be residing in one of the 50 States or the District of Columbia at the time of the contest. The officers, directors, employees, contractors, prize providers and agents of Ramar International Corp and the immediate families and those living in the same household of any of the above are not eligible. All federal, state, and local rules and regulations apply.

CONTEST ENTRIES

Entrants may submit 1 recipe in each for the three categories of Appetizer, Side Dish, or Entree. Multiple entries into any category may result in the entrant's disqualification from the contest. Each contest entry must contain a valid first and last name, a valid e-mail address, a valid daytime phone number, and a valid U.S. mailing address. Failure to comply with these regulations may result in forfeiture of prizes.

RECIPE CRITERIA

All recipes entered into the Magnolia My Way Recipe contest must contain either Magnolia® brand Longanisa, Tocino, or Tapa. Recipes that do not specify these ingredients or contain none of the aforementioned ingredients will be disqualified.

RECIPE SUBMISSIONS

Recipes can only be submitted by registered contestants on www.magnoliamyway.com. Recipes submitted must fit into one of these categories: Appetizers, Side Dishes, Entree's.

A single recipe may only be submitted in one category per contestant, but contestants may submit recipes in all three categories. When submitting their recipes, contestants must attest to the fact that, to the best of their knowledge, their recipe submissions are original creations and not the copyrighted property of another individual, corporation or other legal entity. Once submitted online, all recipes become the property of Ramar International Corporation. Entry constitutes permission to edit, modify, adapt, publish and otherwise use the recipe in any way without compensation. By entering this contest, entrants grant consent to use winners' name and likeness for editorial, advertising and publicity purposes, without further compensation (except where prohibited). All Contest rules are subject to change by Ramar International Corporation without notice. Once an entry is submitted, the recipe will be available for review and rated by other participants. However, these ratings will not affect the final judging for prize consideration.

JUDGING CRITERIA

All recipes will be reviewed by Ramar International Corporation representatives. Recipes not meeting the eligibility criteria will be eliminated. Recipes that qualify will be judged on paper by a panel of food professionals. Each recipe will receive a score of 0 to 100 based on the following criteria:

- * Appeal (20%) Does this recipe sound appealing? Would you like to make/eat this item?
- * Use of Magnolia Meats (20%) Does this recipe use the product in a creative, new or unique way?
- * Taste (20%) Does this item taste good?
- * Simplicity (20%) Will this recipe be fairly easy for the average consumer to prepare?
- * Appearance (20%) Does this item have a desirable appearance?

LIMITATIONS ON LIABILITY

Ramar International Corporation is not responsible for any damage to participant's computer occasioned by participation in this contest. By acceptance of prize, and except where prohibited by law, winners consent to use of name and/or likeness, including audio and video recordings, for publicity purposes without further compensation. Void where prohibited by law. All federal, state, and local regulations apply. Winners are responsible for all taxes. Names of winners will be posted on the www.magnoliamyway.com website.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.