

Trifecta Sauce Company Recipe Contest

OFFICIAL RULES FOR 2014 CONTEST

1. ELIGIBILITY

The Trifecta Sauce Company Recipe Contest ("Contest") is open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older as of October 1, 2014. Employees of Trifecta Sauce Company, LLC (herein "Sponsor" or "Trifecta") or Estes Public Relations, Inc., and immediate families and individuals residing in the same household with any of these employees are not eligible to enter or win. This offer is void in Puerto Rico and where prohibited or restricted by law and no purchase is necessary to compete in this contest.

2. ENTRY PERIOD

The Contest begins at 12:00:01 AM Pacific time on October 15, 2014 and ends 11:59:59 PM Pacific time on January 15, 2015 ("Entry Period").

3. HOW TO ENTER

Review the contest rules herein and access the Contest online at www.trifectasauc.com. All entries must be submitted online. Online entries must be received by 11:59:59 PM Pacific time on January 15, 2015. In case of a dispute as to the identity of a winner who enters, entry will be declared by the registered user (meeting eligibility criteria) of the e-mail account and, if a prize is won, will be awarded to that registered user. The use of robotic, repetitive, automatic, programmed or similar entry methods of agents (including but not limited to, sweepstakes entry services) are prohibited and will void all such entrant's entries. Incomplete entries will be disqualified. Entries will not be returned.

All entries must include the participating entrant's name (herein "Entrant"), email address, street address (including city and zip code) and daytime phone number, for purposes of notice. All entries will remain anonymous to the judges.

4. LIMITATIONS OF LIABILITY

Sponsor and its affiliates, subsidiaries, parent companies, advertising and promotion agencies, printers and judges involved in this promotion are not responsible for any inaccuracies in information which may be used in the Contest, for any technical or human error which may occur in the processing of entries, including data entered by entrants, any entry miscommunications such as technical failures related to computer, telephone, cable, and unavailable network or server connections, related technical failures, or other failures related to hardware, software or any virus, or incomplete, late or misdirected entries. Any

compromise to the fair and proper conduct of this Contest related to a computer virus, or similar type of technical impairment that may affect the proper fairness, security and administration of the Contest may result in the termination, amendment or modification of the Contest, or portion thereof at the sole discretion of Sponsor. Sponsor reserves the right, in its sole discretion, to void any entries of entrants whom Sponsor believes has attempted to tamper with or impair the administration, security, fairness or proper play of this Contest or who acts in a non-sportsman like manner or with the intent to threaten or harass any other person.

5. RECIPE CONTEST CRITERIA

Each recipe entered must call for at least one (1) flavor of Trifecta's all-natural gourmet sauce. Each entry must include complete directions for preparation, including the mixing, cooking, refrigeration and/or freezer time, size of pan where applicable and serving size. Each recipe must list exact ingredients in standard U.S. measurements, (such as cups, tablespoons, teaspoons, ounces, or pounds). Judges expect ingredients to be listed in their order of use, with no typographical errors. Entrants must title the recipe (herein "Recipe"). Entrants must also include a photo (minimum 1MB) of the completed dish. Your Recipe must be your own and original and should never have been published before, nor won any other prize nor been submitted or entered in any other contest.

No entries submitted will be returned. Entrants represent that Recipes submitted are his/her original work. By entering, entrants agree, as a condition of entering the contest, to grant Sponsor a non-exclusive, perpetual license to use the Recipe for any purpose in any media now known or developed in the future without notice, approval or compensation to Entrant or otherwise. Sponsor may use the Recipe, photographs and the name, photograph and/or likeness of entrants in any manner and in any media including advertising, promotion and/or public relations agencies with no additional compensation unless prohibited by law.

6. JUDGING CRITERIA

Sponsor will select five (5) entries to be featured on its website and same shall be judged by a panel of local food experts to determine the Grand Prize winner. Scoring will be based on the following: taste of finished recipe (maximum 30 points), appearance and presentation (maximum 30 points), originality of recipe (maximum 20 points) and perceived marketability (maximum 20 points). Entries will be judged under the supervision of a highly qualified judging panel whose decisions will be final and binding on all matters relating to this contest. Judging will take place on or after January 31, 2015.

7. PRIZES

Five (5) recipes will be featured on Trifecta's website, www.trifectasauc.es.com. One (1) Grand Prize winner will receive two (2) tickets to the 2015 Kentucky Derby. No cash substitute option is offered for this prize.

8. GENERAL TERMS

If aspects of the prizes change outside the control of the Sponsor, neither the Sponsor nor any other promotional partners furnishing prize consideration will be liable or responsible for any such changes, and Sponsor reserves the right to substitute a prize of equivalent or greater value, at Sponsor's sole and absolute discretion, if, for any reason, all or any portion of prizes, as described herein, are or become unavailable. No transfer of prize to a third party is permitted. No cash substitutions will be offered for non-cash prizes. By accepting a prize, prize winners agree that Sponsor shall not be liable for any injuries, damages or losses of any kind resulting from or in connection with the awarding, acceptance, possession or use of the prize or any aspects or parts thereof. Prize winners are responsible for paying any necessary state and federal taxes related to the winnings. If applicable, winner may receive an IRS Form 1099 for the retail value of the prize. Each winner's first name, last name, hometown and state will be disclosed on the Winner's List which will be distributed upon request and as required by law.

9. NOTIFICATION

Potential prize winners will be selected and notified by email and/or telephone on or about February 15, 2015. If potential prize winner cannot be reached with 3 attempts, does not respond, or an emailed prize notification is returned as undeliverable for any reason, potential prize winner may be disqualified and the next best (runner-up) contestant will be selected as a potential prize winner. All prize winners must sign and return Affidavit of Eligibility & Liability/Publicity Releases (where permitted), and/or Prize Acceptance Form, within ten (10) days of receiving such prize claim paperwork (via mail or overnight courier) as a condition of receiving the prize.

10. CONDITIONS

By entering the Contest, potential winners agree that Sponsor, judges, their respective parent companies, divisions, affiliates and subsidiaries, and each of their directors, officers, employees, agents, representatives, successors and assigns, and all others associated with the development and execution of this Contest, their officers, directors, subsidiaries or affiliates and their agents and employees shall not be held liable for any injuries, losses or damages, including death, resulting from participation in this Contest or prize acceptance. All contestants, as a condition of entry into the Contest, agree to release Sponsor, from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages,

losses of any kind to persons, including death, or property which may be sustained directly or indirectly with the receipt, ownership, use or misuse of any prize awarded or for any typographical or other error in these Official Rules or with the announcement of or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered.

11. WAIVER

By entering, Entrant waives all rights to claim punitive, incidental and consequential damages, attorneys' fees and all damages other than actual out-of-pocket costs or losses that may arise in connection with participation in the Contest or acceptance, possession and use of any prize. Where legal, by accepting prize, winner agrees to the use of his/her name, city/state, likeness, photograph and/or voice and statements by winner for advertising/publicity purposes without notice or further compensation.

12. DISPUTE RESOLUTION

Except where prohibited, by participating, you agree that a) any and all disputes, claims and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Kentucky; b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating, but in no event attorney's fees; and c) under no circumstances will any participant be permitted to obtain awards for, and same hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Kentucky, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Kentucky. Venue in any event shall be in Jefferson County, Kentucky.

13. WINNERS LIST

A list of the prize winners will be visible on or about March 1, 2015 at www.trifectasauc.com. Any mailed requests to receive the list of prize winners must be sent to Trifecta at Trifecta Sauce Company, LLC, 203 Arterburn Drive, Louisville, Kentucky 40222 and must be accompanied by a stamped, self-addressed envelope.

14. MAIN SPONSOR

Trifecta Sauce Company, LLC, 203 Arterburn Drive, Louisville, Kentucky 40222.