

PAMELA'S MIX IT UP 7th ANNUAL RECIPE CONTEST

CONTEST begins at 12:01 AM (PT) on September 10, 2012 AND ends at 11:59 PM (PT) on October 29, 2012

1. HOW TO ENTER: Complete the official entry form available at www.pamelasproducts.com that will include a gluten-free recipe using one of the Pamela's Products brand products. Alternately, type or print your name, address, zip code, daytime phone number, email address, and the recipe category you are entering along with your recipe's name, ingredients, and instructions consistent with entry requirements, on one side of only of an 8.5 x 11-inch plain white paper and mail to Pamela's Products Mix It Up Recipe Contest, 1 Carousel Lane Suite D., Ukiah, CA 95482. ENTRIES MUST BE RECEIVED BY 11:59 PM (PT) on October 29, 2012.

All Recipes must (1) use at least one item from the Pamela's Products line of products; (2) list all ingredients with exact US measurements in order of use; (3) include descriptions of any special gluten-free items that may not be readily available, or that require special notice to maintain the recipe as gluten-free; (4) include complete step-by-step directions for preparation (including cooking/baking time, pan size, and temperature); and (5) list size and number of servings produced. No illegible, incomplete, forged or altered entries will be accepted. There is no limit to the number of entries each individual can submit as long as each submission fits the contest rules and guidelines, and each individual recipe must be submitted on a separate entry form. All entries become the exclusive property of Pamela's Products, Inc. and will not be returned. Recipe must be the exclusive original creation of the entrant, and may not have been previously published or won any other prize/award. By submitting entry, entrant represents that s/he has the unrestricted right to submit the Recipe and the Recipe does not infringe upon any third party's proprietary or other rights. By entering, each entrant unconditionally assigns and transfers to Pamela's Products, Inc. any and all rights which they now have or may in the future have to the Recipe including, without limitation, the copyright therein, in any medium whatsoever. Pamela's Products, Inc. will have the unrestricted right to use, alter, publish, display, edit, sell or transfer each Recipe however it sees fit without further approval of or compensation to entrant. Failure to comply with this or any other Official Rule will result in disqualification.

2. SELECTION OF WINNER: Winner will be selected on or about November 29, 2012 from selected eligible entries and will be judged on the basis of taste, ease of preparation, creative use of ingredients and presentation. Selected recipes will be kitchen tested by Pamela's Products, Inc. Judging will be comprised of Pamela's Products staff and selected judges whose decisions are final on all matters relating to this Contest. Winners will be notified by mail, email or telephone. Potential grand prize and runners up winners will be required to complete and return an Affidavit of Eligibility within 14 days of notification or the prize will be offered to an alternate winner. If winner notification is returned as undeliverable, prize will be forfeited and awarded to the next alternate winner.

3. PRIZE: One Grand Prize and Four Runner Up Prizes will be awarded: The Grand Prize (1) winner will receive a \$1000 cash prize. Each Runner Up (2) will receive a \$500 cash prize. Each \$100 honorable mention (4) will receive \$100 each. Pamela's Products has the right to add additional prizes as it sees fit. Each entrant is eligible for one grand prize, one runner up prize or one honorable mention maximum. Entrants submitting more than one recipe will only receive one prize item. Prizes will be awarded assuming sufficient number of entries. Pamela's Products, Inc. reserves the right to substitute prize of equal or greater value. No other substitution or transfer of prize permitted. Pamela's Products, Inc. is responsible for prize delivery only; not responsible for prize utility, quality or otherwise. Taxes and fees, if any, are the sole responsibility of prize winner. Winner's names may be posted on the Pamela's Products website. By acceptance of prize, and except where prohibited

by law, winners consent to use of name and/or photograph for publicity purposes without further compensation.

4. ELIGIBILITY: Contest open to individual legal residents of the United States (excluding Puerto Rico and U.S. territories and possessions) age 18 or older as of October 29, 2012 except employees (and their immediate families and members of the same household) of Pamela's Products, Inc., its affiliates and agents. Pamela's Products, Inc. is not responsible for technical failures in entry transmission or for lost, misdirected, or delayed mail. Pamela's Products, Inc. is not responsible for any damage to participant's computer occasioned by participation in this contest. Pamela's Products, Inc. is not responsible for illegible entries.

5. VERIFICATION OF WINNER AND DELIVERY OF PRIZE: Potential prize winners will be required to complete and return an Affidavit of Eligibility within 14 days of notification or the will be awarded to an alternate winner. If winner notification is returned as undeliverable, prize will be forfeited and awarded to an alternative winner. Winner agrees to use of name, address, likeness, and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law.

6. GENERAL: This Contest is void outside the United States and where prohibited or restricted by law and subject to all applicable federal, state and local laws and regulations. This Contest will be governed by the internal laws of the State of California. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States of America. Pamela's Products, Inc. is not responsible for technical failures in entry transmission or for lost, misdirected, or delayed mail. Pamela's Products, Inc. is not responsible for any damage to participant's computer occasioned by participation in this contest. The use of automated software or computer programs to register or to enter the Contest is prohibited and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Contest, and reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this Contest should any virus, bug, technical failure, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In the event of any such cancellation, termination or suspension, a notice will be posted and the winner will be selected from among all eligible entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any entrant from this Contest or any other promotion conducted now or in the future by Sponsor or any of its affiliates if his/her fraud or misconduct affects the integrity of the Contest. By participating in this Contest, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges and warrants that s/he is eligible to participate in this Contest. By accepting prize, winner agrees to release Sponsor, its directors, employees, officers, and agents, including without limitation, its advertising and promotion agencies, from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in any prize-related activities.

7. CAUTION. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

8. WINNER'S NAME: To obtain name of winner, send a self-addressed, stamped envelope to: Pamela's Products, Inc. c/o Mix It Up Recipe Contest Winners, 1 Carousel Lane, Suite D Ukiah, CA 95482. Requests must be received by January 29, 2012. Winner's name will be sent after selection and verification of winner.

9. SPONSOR: Pamela's Products, Incorporated, 1 Carousel Lane, Suite D Ukiah, CA 95482.