

LEAN CUISINE® **BE CULINARY CHIC™** Lunch Bag Offer
Offer Details

By participating in the LEAN CUISINE® **BE CULINARY CHIC™** Lunch Bag Offer (the "Offer"), participants agree to be bound by the *Delicious Rewards™* from LEAN CUISINE® Rules and these Offer Details. No clubs, groups, or organizations may participate in the Offer.

1. Timing: The Offer begins on January 1, 2012 at 12:00 a.m. Eastern Time ("ET") and ends on March 31, 2012 at 11:59 p.m. ET or while supplies last, whichever occurs first ("Offer Period"). Administrator's computer is the official time-keeping device for the Offer.

2. How to Participate: During the Offer Period purchase twenty-five (25) packages of participating LEAN CUISINE® varieties (excluding LEAN CUISINE® bagged products). Look inside each participating package for your unique code ("Code"). Visit LeanCuisine.com and complete and submit the registration, including a valid address. P.O. Boxes are not permitted. Then follow the links and instructions to submit the Code(s) you have collected. You may submit up to ten (10) Codes per day. Beginning at 12 a.m. on March 28, 2012 through the end of the Offer Period, you will be permitted to enter up to fifteen (15) Codes per day. You will receive one (1) punch on your Lunch Bag Progress Card for each Code you enter. After you submit twenty-five (25) Codes to complete your Lunch Bag Progress Card, you may redeem for one (1) **BE CULINARY CHIC** Lunch Bag of your choice (the "Lunch Bag"), while supplies last. Supplies of each design are limited, and Sponsor reserves the right to substitute a different bag if your choice is not available. All Codes must be entered by 11:59 p.m. ET on March 31, 2012 **and your Lunch Bag order must be submitted on the site by 11:59 p.m. ET on 3/31/12.**

Additionally, for each Code entered you will receive the corresponding number of points in your account, as specified in Section D of the *Delicious Rewards* Rules. At any time throughout Offer Period, you may use the points credited to your account towards the redemption of items in the rewards catalog.

All LEAN CUISINE products will have Codes, except for LEAN CUISINE bagged products, which are not participating in this Offer. Codes have no cash value. Offer subject to all applicable federal, state and local laws and regulations. Codes are void if they contain printing, mechanical, production, typographical or other errors; or if they are obtained outside authorized, legitimate channels. Sponsor's sole liability for any defective or erroneous Code is limited to replacement with another Code during the Offer Period. Sponsor may, in its sole discretion, substitute an alternate Lunch Bag style or other item of equal or greater value if the Lunch Bag selected becomes unavailable for any reason.

Once you redeemed the completed Lunch Bag Progress Card required to receive your Lunch Bag, you may continue to enter the Codes, and receive punches on a new Lunch Bag Progress Card.

Multiple participants are not permitted to share the same email or home address. Any attempt by any participant to obtain Lunch Bag(s) by using multiple/different email or home addresses, identities, registrations and logins, or any other methods, will void that participant's offer and that participant may be disqualified. Your Lunch

Bag(s) will be delivered via U.S. mail to the street address provided in the Shipping Address Update page (No. P.O. Boxes permitted). If you need to update your street address at any time during the Offer Period, please update your profile by clicking View Profile Information. All Code submissions and Offer redemptions are subject to verification. Proof of purchase may be required to validate Codes. Please allow approximately 12 weeks following order submission for receipt of your Lunch Bag(s).