

Kraft Foodservice Philly 2009 Winter Holiday Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY

1. TO ENTER: NO PURCHASE NECESSARY. You are automatically entered into the Philly 2009 Winter Holiday Sweepstakes by redeeming your Philly Rebate Form (Rebate). To redeem the Rebate, mail the completed form along with your proof of purchase (copy of distributor invoice of purchase of eligible featured Kraft Foodservice SKUs) to: Kraft Foods Global, Inc., P.O. Box 764268, Dallas, TX 75376-4268 to be postmarked by January 31, 2010 and received no later than February 10, 2010. To enter without purchase, print your name, title, establishment name, complete mailing address, phone number, and number of locations on a 3" x 5" paper. Mail it to: Kraft Foodservice Philly 2009 Winter Holiday Sweepstakes, P.O. Box 1323, Elmhurst, IL 60126 to be postmarked by January 31, 2010 and received no later than February 10, 2010. Limit one entry per person/establishment, regardless of method of entry. No mechanically reproduced entries accepted. Not responsible for lost, late, illegible, incomplete, stolen, postage-due or misdirected Rebates, entries or mail.

2. RANDOM DRAWING: A random drawing will be held on or about February 24, 2010 from all eligible entries received. Drawing will be conducted by an independent judging organization. Odds of winning depend upon the number of eligible entries received. Winner will be notified by phone or mail. Winner must sign and return an Affidavit of Eligibility, Release of Liability and a Publicity Release within 14 days of attempted delivery or prize may be forfeited and an alternate selected. Winner's guest must also sign and return a Liability and Publicity Release. The return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner will be selected. Potential winning establishment must be in active operation at the time of prize award, or the prize will be forfeited and awarded to an alternate winner.

3. PRIZE & APPROXIMATE RETAIL VALUE (ARV): (1) Grand Prize: Chicago, "Windy City" Weekend Getaway for Two. Trip consists of roundtrip, coach class air travel for two (winner and a guest) from major airport nearest winner's residence to Chicago, IL; 4 days/3 nights hotel accommodations at the Fairmont Chicago (one room, double occupancy, includes daily breakfasts); two tickets to a play of winner's choice (subject to availability); two dinners for two at restaurants of winner's choice up to \$150 per night (subject to availability); roundtrip ground transfers between airport/hotel; a menu makeover experience with the innovative chefs of Kraft Foodservice; and \$400 in spending money. ARV: \$5,000. Actual value may vary depending on point of departure and airfare fluctuations. Prize will be awarded to the establishment designated on the entry or Rebate. Winner and guest must be available to travel on the same itinerary, and travel must be completed by September 30, 2010. No substitution or transfer of prize permitted. Sponsor reserves the right to substitute a prize of equal or greater value. All taxes, and all other costs associated with acceptance or use of the prize are the sole responsibility of the winner. Travel is subject to availability. Travel arrangements/accommodations at discretion of Sponsor.

4. GENERAL RULES: Open to independently owned and operated restaurants excluding franchise operations within the United States, except employees of Kraft Foods Global, Inc. (Sponsor), affiliates, subsidiaries, agencies, and persons living in the same households, and the families of each. Void where prohibited by law or owner/operator policy. Acceptance of prize constitutes permission for the Sponsor and its agencies to use designated travelers' names, winner's name, likeness, and biographical information for purposes of advertising and publicity without further compensation, unless prohibited by law. By participating in this promotion entrants agree to be bound by the Official Rules and the decisions of the judges. Entrants agree to release, discharge and hold harmless Sponsor, Promotions.com, Inc., subsidiaries, affiliates and their respective employees, shareholders, officers, directors, members and agents from and against any and all liability or damages associated with this sweepstakes.

5. WINNER'S LIST: For the name of the winner, send a self-addressed, stamped #10 envelope to: Kraft Foodservice Philly 2009 Winter Holiday Sweepstakes Winner, P.O. Box 329, Elmhurst, IL 60126 to be received by February 24, 2010.

SPONSOR: Kraft Foods Global, Inc., Northfield, IL 60093.