

“MERCHANDISING MAKEOVER: PILLSBURY BAKERY EDITION” OFFICIAL CONTEST RULES

The “Merchandising Makeover: Pillsbury Bakery Edition” Contest begins on February 16, 2009 and ends on May 1, 2009.

The “Merchandising Makeover: Pillsbury Bakery Edition” Contest is sponsored by General Mills Sales, Inc. (“General Mills”), One General Mills Blvd., Minneapolis, MN 55440.

WHO CAN ENTER? (ELIGIBILITY REQUIREMENTS)

Contest is open only to bakeries that are members or authorized representatives of the Retail Bakers of America association who are legal residents of the United States, residing in one of the 50 United States or the District of Columbia. Eligible bakeries must enter the contest through an authorized representative who is at least 18 years of age as of February 16, 2009. The “Merchandising Makeover: Pillsbury Bakery Edition” Contest is subject to all applicable federal, state and local laws and regulations. Participation in the Contest constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

The following people are not eligible to enter on behalf of eligible bakeries and will be disqualified if entry is attempted:

- Employees of General Mills or any of its respective parents, subsidiaries and affiliated companies or any promotion, advertising, judging or public relations company doing business with General Mills, or any of their respective parents, subsidiaries and affiliated companies, or a member of the immediate family (parent or legal guardian, children, siblings or spouse, regardless of where they live) or same household of such employees (whether related or not).

By participating, entrant agrees to these rules and the Sponsor’s and judges’ decisions, which shall be final and legally binding in all matters relating to this contest. Winner agrees that (except where prohibited by law) Sponsor may use winner’s name, bakery name and location, picture, likeness and voice for advertising and promotional purposes without further compensation. General Mills, its promotional and advertising agencies, and all respective officers, directors, employees, representatives and agents shall have no liability and shall be held harmless by winner for any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of the acceptance or use of a prize or participation in this Contest. General Mills (which includes its affiliates and each of their agents, officers, employees, licensees and all parties associated with this contest) is not responsible for lost, destroyed, delayed, incomplete, illegible or misdirected materials. All entries become the property of General Mills upon receipt and will not be returned. As a condition of entering this contest, entrant agrees that: (1) any and all claims, judgments and awards are limited to actual out-of-pocket costs incurred in participating in this contest; and (2) entrant waives all rights to claim any other damages, including punitive, incidental and consequential damages and attorneys’ fees.

WHAT CAN I WIN?

Grand Prize

One (1) Grand Prize winner will win store front makeover for his/her bakery aimed at helping to transform the bakery store front into a more modern bakery destination. The makeover will include a redesign of the interior front of the bakery, cleaning, painting and required materials/supplies. In no event shall Sponsor be required to spend more than \$5000 on supplies or other expenditures associated with a Grand Prize. Members from the

Pillsbury Bakery Institute will provide makeover design direction and perform the physical labor. Makeover will take place in 2009. Approximate retail value of the Grand Prize is \$5000.

Approximate retail value of all prizes is \$5,000. Contest prizes cannot be transferred, substituted or redeemed for cash, except at the sole discretion of General Mills. Each winner is eligible to win only one grand prize. All taxes and other expenses, if any, are the sole responsibility of the winners. This contest is void where prohibited or otherwise regulated. All federal, state and local laws apply. General Mills reserves the right to substitute a prize of equal or greater value if a stated prize is unavailable for any reason. General Mills is not responsible for events beyond its control that may prevent it from performing the makeover.

HOW TO ENTER

NO PURCHASE NECESSARY. Mail in entry only. Obtain an Official Entry Form in Pillsbury RISE newsletter or online at <http://www.rbanet.com/>, print a copy, fill in all requested information completely and attach it to your original essay and photo(s) describing why your bakery needs a makeover. Mail your entry to "Merchandising Makeover: Pillsbury Bakery Edition" Contest, P.O. Box 72997, Rockford, MN 55572. Essay must be 250 words or less, submitted in a readable font (e.g. Times New Roman or Arial 10-12 font) in the English language. A maximum of five (5) photos will be accepted for each entry. Entries must be postmarked by May 1, 2008 and received by May 8, 2009. Limit one entry per person.

Entrant will be asked to provide the following information on the Official Entry Form:

First and Last Name, Street Address, City, State and Zip code
Home telephone number
Date of birth

ENTRY IS NOT VALID UNLESS INFORMATION REQUESTED IS COMPLETELY AND ACCURATELY SUBMITTED. ALL ENTRIES MUST BE SUBMITTED IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE MERCHANDISING MAKEOVER CONTEST RULES AND IMAGE SUBMISSION AGREEMENT INCLUDED ON THE OFFICIAL ENTRY FORM. Only entries submitted via postal mail using the Official Entry Form will be accepted. Not responsible for lost, late, misdirected or otherwise undeliverable mail. General Mills reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the contest or website or otherwise violates the Official Rules. By submitting your essay, you accept all contest rules and agree to be bound by the decisions of the judges, which will be final. You also agree that your Contest entry becomes the sole property of General Mills, and General Mills reserves the right to adapt, copyright, publish, transfer and use any or all of them, without compensation.

HOW WILL CONTEST ENTRIES BE JUDGED?

All entries must meet the requirements as outlined in the Official Contest Rules. Entries must be original creations of entrant. Judges shall be Sponsor's employees or agents and shall be selected in Sponsor's sole discretion. Grand Prize winners will be selected via judging of all entries by a panel of experts using the following criteria, which will be applied at the sole discretion of the judges:

- **Vision:** Detailed description of plan for the bakery's future
- **Passion:** Demonstrates sincere interest & enthusiasm for the baking industry
- **Opportunity:** Effectively articulates the merchandising makeover opportunity

In the event of a tie, the entry receiving the higher score for Passion will be the winner. In the event of a further tie, the entry receiving the higher score for Vision will be the winner. Any further ties will be decided in the sole discretion of the judges.

Winners will be required to certify that their Contest entry is their original creation. Decision of the judges is final in all matters relating to this Contest.

WHAT HAPPENS IF I WIN?

If you are a winner, you will be notified at the address and phone number provided via the Official Entry Form used for your submission on or about May 15, 2009. All winners will be required to sign an affidavit of eligibility, assignment of rights and a liability and promotional release and return within five (5) days of receipt of notification.

A list of all winners with first name, last initial and city and state of residence will be posted on the Contest website (<http://www.rbanet.com/>) on or about May 27, 2009.

ANY WINNER WHO DOES NOT COMPLY WITH THESE REQUIREMENTS OR CANNOT BE LOCATED AT THE ADDRESS OR PHONE NUMBER PROVIDED WILL NOT BE ELIGIBLE FOR PRIZE AND AN ALTERNATE WINNER WILL BE SELECTED. Except where prohibited by law, winners will be required to sign a release giving General Mills and its nominees full rights to use the winner's name, likeness, image and voice for Contest related advertising and publicity, including such usage on the Internet. General Mills reserves the right to cancel this promotion at its sole discretion. Winners may not transfer or assign prizes.