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AUNT JEMIMA FROZEN PANCAKES WANTS TO KNOW HOW YOU ADD WARMTH TO MORNINGS

CAPTURE YOUR "MORNING MOMENT" ON CAMERA FOR THE CHANCE TO WIN A FAMILY VACATION

Contest Deadline: December 31, 2009

MOUNTAIN LAKES, NJ (August 2009) — According to the United States Department of Agriculture, students who start the day with breakfast perform better at school. Aunt Jemima® Frozen Pancakes make it possible for kids to jump-start the school day with a hearty, homemade tasting breakfast that can be ready in minutes in the toaster or microwave and shared with the whole family. That's why Aunt Jemima Frozen Pancakes, the brand that helps families add warmth to breakfast, wants parents to photograph their "Morning Moment" with their kids for the chance to win a family vacation to a warm location or other great prize.

"Today's reality makes it difficult for families to sit down, especially during the week, for a warm breakfast," said Eric Hintz, Vice President of Marketing at Pinnacle Foods. "Aunt Jemima frozen breakfasts offer an easy solution to hectic mornings with a full variety of homemade-tasting breakfasts that can be prepared in minutes. We want this contest to highlight the importance of giving your children a warm breakfast even when you are on the run."

Entering the "Aunt Jemima Frozen Pancake Morning Moment" contest is easy! Photograph a breakfast moment with your child/children and submit a picture along with a description in 100 words or less, of how you share a delicious, warm moment in the morning with your child/children. To enter log onto www.auntjemimafrozen.com/morningmoments, or send your entry to: "Aunt Jemima Frozen Pancake Morning Moment" Contest, c/o BHG PR, 546 Valley Rd., Upper Montclair, New Jersey 07043. All entries must be received by December 31, 2009. No purchase is required to win. One grand prize winner will receive a warm getaway for a family of four (ARV: \$5,000). Ten finalists will each receive a digital camera to continue capturing their family's moments (ARV: \$200 each). Restrictions apply. See attached Official Rules for details.

Timing is perfect as Aunt Jemima Frozen has just introduced the newest flavor in the frozen pancake family, Blueberry. Made with real blueberries and natural fruit flavors, Aunt Jemima Frozen Blueberry Pancakes are a quick and easy breakfast solution that will give kids the fuel they need for a busy school day. Aunt Jemima Frozen Blueberry Pancakes can be found on store shelves across the country for a suggested retail price of \$2.79. To add variety to back-to-school breakfasts, try other Aunt Jemima Frozen Pancake varieties including Homestyle, Buttermilk, Low Fat Buttermilk, Whole Grain and Mini.

For a warm and satisfying breakfast that can be ready in a flash to inspire your own "Morning Moment," try this fruity favorite:

- Microwave 3 Aunt Jemima Frozen Blueberry Pancakes
- Top with half of a sliced banana
- Drizzle 1 Tbsp lite maple syrup

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For more information, rules and regulations, log onto www.auntjemimafrozen.com/morningmoments. All media inquiries should be directed to Frani Lieberman or Megan O’Haus at 973.744.0707 or Frani.Lieberman@bhgpr.com/Megan.Ohaus@bhgpr.com.

About Aunt Jemima Frozen:

Some mornings you just don’t have the time to cook a balanced breakfast for your family. Aunt Jemima frozen breakfasts offer an easy solution, with a full variety of homemade-tasting breakfasts that can be prepared in minutes in toaster or the microwave. No matter what your tastes, Aunt Jemima has the perfect frozen breakfast for you. With our light and fluffy pancakes, warm and delicious waffles, and hand-dipped and griddle-cooked French Toast, we can satisfy both the young and the young at heart. For those who want a complete single-serve breakfast, we have entrees featuring favorites such as pancakes, sausage, and eggs. And for those on the go, we have portable breakfast sandwiches on croissants, biscuits, French Toast, and our famous griddlecakes, with delicious syrup flavor built right in. To give your family the warm and delicious breakfast they deserve head to your grocer’s freezer and pick up some of our Aunt Jemima frozen breakfasts.

Official Rules for the “Aunt Jemima Frozen Pancakes Morning Moments” Contest

NO PURCHASE NECESSARY. Void in Puerto Rico and where prohibited by law. Purchasing a product will not improve your chances of winning.

- 1. Eligibility:** This Contest is only open to legal U.S. residents (excluding Puerto Rico and U.S. territories and possessions), 18 years of age or older at the time of entry. Employees, officers, directors, agents, representatives and their immediate families or members of Pinnacle Foods Group, LLC, Bender Hammerling Group; their parent companies, subsidiaries; advertising; design; publicity agencies; law firms and anyone connected with the production and distribution of this Contest are ineligible to participate. Previous winners from any other Pinnacle Foods Group LLC contests held in 2009 are ineligible. No purchase is required to win. This Contest is limited to one entry per person, email and/or household. If more than one entry is made by one person, email or household, only the first entry received by Sponsor will be included in the Contest. All others will be disqualified.
- 2. Contest Period:** The Contest Period (“Contest Period”) is from 12:00 a.m. EST on September 19, 2009 to 11:59 p.m. EST on December 31, 2009.
- 3. How to Enter:** Log onto www.auntjemimafrozen.com/morningmoments and submit one original photo that shows a breakfast moment with your child/children, along with a description in 100 words or less, of how you share a delicious, warm moment in the morning with your child/children. Alternatively, send your entry to: “Aunt Jemima Frozen Pancake Morning Moment” Contest, c/o BHG PR, 546 Valley Rd., Upper Montclair, New Jersey 07043. **Submitted photos must be of you and/or your spouse or child(ren) only;** no other non-family members may be depicted. Entrants must review and agree to the photo upload terms on the Aunt Jemima Frozen® website. Entries that do not adhere to these Official Rules may not be considered and/or may be disqualified, in Sponsor’s sole discretion.
- 4. Winner Selection:** One (1) grand prize winner and ten (10) finalists will be selected from all eligible entries received during the Contest Period based on creativity and adherence to theme by a panel of judges from Aunt Jemima Frozen Pancakes, whose decision is final on all matters relating to the Contest.
- 5. Prizes:** One Aunt Jemima Frozen “Morning Moments” Grand Prize Winner will receive the following: a) a four-day/ three-night trip for up to four people to a warm location including round-trip, coach class airfare for each person from the major commercial airport closest to winner’s home, as determined by Sponsor in its sole discretion; ground transportation to and from airports and hotel. (ARV of Grand Prize: \$5,000). All other expenses not described above (including, but not limited to taxes, fees or meals, gratuities, insurance, personal and hotel incidentals, transfers and additional ground transportation) are the sole responsibility of winner. Minors must be accompanied by a parent or legal guardian. Winner and guests must travel together on the same itinerary and must travel on dates specified by Sponsor or prizes will be forfeited. Travel subject to availability, blackout dates and other restrictions. Additional restrictions may apply. Actual value of Grand Prize may vary due to airfare fluctuations and departure location. Any difference between stated ARV and actual value will not be awarded. Sponsor shall not be responsible for any cancellation, delay, diversion or substitution, or any act or omission whatsoever by the air carriers, hotel or other transportation companies or any other person providing any of these services and accommodations, including but not limited to any change in services or accommodations necessitated by same. Sponsor reserves the right to substitute prizes of equal or greater value. No other substitution or transfer of prizes is permitted. Sponsor is responsible only for delivery of prize and is not responsible for prize utility, quality or otherwise. Taxes and fees, if any, are the sole responsibility of the winner. Ten finalists will each win a digital camera. (ARV: \$200.00 each).
- 6. Verification Of Winners And Delivery Of Prizes:** The potential winner will be notified via **email or phone** on or about **January 11, 2009** Prize award subject to verification. Potential winners and their spouses may be required to sign an affidavit of eligibility and liability release and, where permitted, publicity release, and/or other legal documents or tax forms. Trip participants must sign

travel releases. Any prize may be awarded to alternate winner if Sponsor cannot contact any potential winner for any reason within 14 days of first attempt, or if affidavit, release(s), or other documents or forms are not returned within 14 days after mailing to winner or if prize notification letter or prize is returned as undeliverable.

7. **General:** No copies or mechanical reproductions will be accepted. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, misdirected or postage due mail or e-mail. All entries become the property of Sponsor and none will be returned. As such, Sponsor may use, not use, modify, reproduce, promote, publish, and/or display any entry in any form or medium, as Sponsor may elect in its sole discretion. Neither Sponsor nor its agents are responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, incomplete, garbled or delayed computer transmissions, whether caused by Sponsor, entrants or by any of the equipment or programming associated with or utilized in this promotion or by any human or technical error which may occur in the processing of entries which may damage an entrant's system or limit an entrant's ability to participate in this promotion. Entry constitutes permission, where lawful, to use name and/or likeness and/or voice of any winner in any form, media, or manner by the Sponsor, or its agents, without further compensation. Entrants agree to be bound by these Official Rules and photo upload terms. Entrants are responsible for all costs or charges involved in accessing the World Wide Web and warrant that the cost of accessing the Internet, if any, is part of a larger agreement with an Internet Service Provider or some other means, and that the cost of this access and/or the time spent, if any, to configure their website is not an incremental cost in order to participate in the contest. Sponsor is not responsible for those who cannot access the Internet or cannot click-through for any period of time regardless of technical, hardware, software, telephone, Internet, virus contamination, or network problems, for delay, failure or malfunction for any reason. Sponsor reserves the right to cancel or modify the Contest if, in Sponsor's sole determination, it believes that the integrity of the Contest has been, or could be compromised or that the Contest is not capable of running as planned for any reason, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes. Sponsor reserves the right, in its sole discretion, to disqualify any entrant from the Contest if, in Sponsor's sole judgment, entrant has not complied with these Official Rules and photo upload terms. Sponsor also reserves the right, in its sole discretion, to disqualify any entrant from the Contest or any other promotion conducted now or in the future by Sponsor or any of its affiliates if the entrant (i) attempts to enter the Contest through any means other than as described in these Official Rules; or (ii) provides information that is inaccurate or fraudulent; (iii) does not have permission to photograph any individual depicted in the entry photo; or (iv) attempts to disrupt the Contest or circumvent the terms and conditions of these Official Rules. Sponsor and its respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, illegible, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the control of Sponsor, or (d) any printing or typographical errors in any materials associated with the Contest. **CAUTION: ANY ATTEMPT 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.** Only the number of prizes listed in the Official Rules will be awarded. If any prize or prize notification is returned as undeliverable or Sponsor cannot contact any winner for any reason, prize will be forfeited and an alternate winner selected. All entries become the property of Sponsor and will not be returned. By accepting prize, winner agrees that the Sponsor, its parent company, subsidiaries, affiliates, judges or agencies shall have no liability whatsoever, for any injuries or damage incurred in whole or part from participation in this promotion. All federal, state and local taxes on prizes are the responsibility of the winner. Void outside the United States and where prohibited, restricted or limited. Subject to all Federal, State and Local laws and regulations. For a list of prize winners, send a self-addressed stamped envelope to "**Aunt**

Jemima Frozen Pancakes Morning Moments Contest", c/o BHGPR, 546 Valley Road Upper Montclair, NJ, 07043. Residents of WA and VT may omit return postage. Requests must be received by **December 31,2009.**

8. Sponsor: Pinnacle Foods Group, LLC, 1 Old Bloomfield Road, Mountain Lakes, NJ 07046.