

## Rocco Dispirito "Win It. Cook It." Sweepstakes Rules

Please read these Official Rules before entering the Rocco Dispirito "Win It. Cook It." Sweepstakes (the "Sweepstakes"). By participating in the Sweepstakes, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THISSWEEPSTAKES.

1. Eligibility. The sweepstakes is open only to legal residents of the continental United States and the District of Columbia who at the time of the drawing are age 18 or older, and who upon entering the Sweepstakes, and if asked to provide an affidavit of eligibility following the drawing, have a user account on Facebook and have "like" Rocco Dispirito on Facebook. If you do not meet any of these requirements, or any other eligibility requirements in these Official Rules, you are not eligible to win a prize, and Rocco Dispirito ("Sponsor") reserves the right not to award prizes to you. Employees, directors, officers and contractors of Sponsor and Sponsor's advertising and promotion agencies, and their respective immediate family members and/or those living in the same household of each, are not eligible to win. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

2. Sweepstakes Period. The Sweepstakes starts at 4:30PM ET on June 8, 2011, and ends at 11:59 a.m. on June 29, 2011 (the "Sweepstakes Period"). All entries must be received during the Sweepstakes Period to be eligible to win a prize.

3. How to Enter. Consumers will log onto Facebook and must "Like" Rocco Dispirito through their Facebook account, if you have not done so already. The page will be located at <http://www.facebook.com/RoccoDispirito>. Once landing on the Rocco Dispirito page they will be directed to the "Win It. Cook It." Sweepstakes Application. Consumers who elect to enter the sweepstakes will do so by completing the information requested by the Sweepstakes entry form (the "Entry Form".) Once the form is complete consumers will click the "submit" button and then will receive a message advising them that their entry is complete and has been received.

Only one (1) entry per person during the Sweepstakes Period. Entries become the property of Sponsor. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address connected to the Facebook that is used to enter will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

4. Prize: One (1) grand prize winner will receive a selection of cookware with an total ARV of \$2,617.92. (Grand Prize package includes: 1 M' Cook Saute Pan - 9.5 inch diam., 3.4 Quarts [ARV\$133.00], 1 M' Cook Lid diameter - 9.5 inch [ARV\$34.00], 1 M' Cook Round Fry Pan - 11 inch diam. [ARV\$129.00], 1 M' Cook Lid diameter 11 inch [ARV\$41.80], 1 M' Cook Saucepan – 8 inch diam., 3.6 Quarts [ARV\$133.90], 1 M' Cook Lid diameter 8 inch [ARV\$27.50], 1 Misono Chef's Knife - 9.5 inch [ARV\$129.00], 1 Victorinox Paring Knife -Straight Edge [ARV\$4.40], 1 Veta-Prep Blender [ARV\$499.00], 1 Gray Kunz Perforated Sauce Spoon, [ARV\$12.80], 1 Gray Kunz Sauce Spoon – Regular [ARV\$9.90], 1 Mesh Strainer [ARV\$12.40], 1 Cheese Grater with Handle [ARV\$11.20], 1 Microplane Coarse Grater [ARV\$14.00], 1 Silicopat Baking Mat 11.7 inch x 15.75 [ARV\$11.90], 1 French Whip 10-inch [ARV\$8.60], 1 European Style Peeler [ARV\$2.90], 1 Lemon Reamer-Beechwood [ARV\$8.50], 1 Le Creuset Enameled Cast Iron 10 1/4 Inch Square Skillet Grills [ARV\$124.95], 1 Le

Creuset Enameled Cast 9.5 Quart Oval French Ovens [ARV\$339.95], 1 Peugeot Paris u' Select Natural – Pepper & Salt Mills [ARV\$39.00], Victorinox 3-Inch by 6 Inch Chef's Slotted Fish Turner [ARV\$23.03].

Ten (10) first runners-up winners will receive a signed promotional copy of the book entitled "Now Eat This! Diet" with an ARV of \$229.90 at \$22.99 per book. Sponsor reserves the right to substitute a prize of equal or greater value in its sole discretion. Odds of winning depend on number of eligible entries received.

5. Random Drawing: The winner will be selected in a random drawing from all eligible entries to be held on or about July 5th, 2011. The winner will be notified by email (at the address provided in the Entry Form) on or about July 7th, 2011. Prize will be awarded within thirty (30) days after winner verification. If a prize notification is returned as undeliverable or if the winner does not respond to the notification within seven (7) calendar days, it will result in disqualification, and the prize will be awarded to an alternate winner in a separate random drawing. The prize winner may be required to execute an affidavit of eligibility and liability/publicity release within seven (7) days following the date of attempted notification. Prizes are not assignable or transferable, except to a surviving spouse.

The prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose), except that the prize will be subject to its manufacturer's standard warranty (if any). No substitutions or exchanges (including for cash) of any prize will be permitted, except that Winner is responsible for all federal, state, local, sales and income taxes associated with receipt and/or use of any prize. Entry and acceptance of any prize constitutes permission to use winner's name, prize details, office affiliation, hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law. Unless prohibited by law, winner will be required to sign and return an affidavit of eligibility, liability release, publicity release, tax forms, and other reasonable documentation provided by Sponsor before being awarded a prize. If winner does not execute such documentation upon request, their prize will be forfeited and the prize will be awarded to an alternate winner.

6. General: Sponsor will not be responsible for late, lost, illegible, incomplete, damaged or misdirected entries, issues with hosting, servers or other internet malfunctions and accepts no responsibility for any injury, loss or damage of any kind resulting from an entrant's participation in the Sweepstakes. By entering the Sweepstakes, each entrant agrees to these Official Rules and waives, and releases Sponsor and Sponsor's parents, subsidiaries, and affiliated companies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each, from, all claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Sweepstakes or delivery, mis-delivery, acceptance, possession, use of or inability to use the prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Sponsor reserves the right to amend these Official Rules or to terminate this Promotion at any time.

Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. Sponsor is not responsible for any typographical or other error in the printing of any Sweepstakes materials, administration of the Sweepstakes or in the announcement of any prize. The Sweepstakes and these Official Rules will be governed, construed and interpreted under the laws of the state of New Jersey. Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects.

7. Winner List; Rules Request: For a winner list send a self-addressed, stamped, business-size envelope after July 5th, 2011 through September 24, 2011 to Sponsor at the address listed below, Attn: Rocco Sweepstakes Winner List, 10 Thompson Lane, Edgewater, NJ. 07020. To obtain a digital copy of these Official Rules, visit <http://apps.facebook.com/roccowinitcookit/rules.pdf>.

Facebook is a registered trademark of Facebook, Inc. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to the contest administrators and not to Facebook. The information you provide will only be used for to select a winner and receive notification of prizing and/or information pertaining to Rocco DiSpirito.