



LunchBox Notes Contest



HOW DO YOU BUILD A HAPPY, SMART LUNCH FOR YOUR CHILDREN?

Enter the Welch's® Fruit Snacks "Lunchbox Notes" Contest and Win Big!

Entering is easy!

1. Fill out your personal information on the entry form
2. Pick your child's favorite Welch's Fruit Snack from the drop-box
3. Share a note that you put in your child's lunchbox
4. Upload a picture of the lunchbox packed with your note

Deadline December 31, 2010

OFFICIAL RULES

Official Rules for Welch's® Fruit Snacks "Real Lunchbox Notes" 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 18 years of age or older at the time of entry. Employees, officers, directors, agents, representatives and their immediate families or members of Promotion In Motion, their partner companies, subsidiaries; advertising; design; publicity agencies; law firms and anyone connected with the production and distribution of this Contest are ineligible to participate.
2. **Contest Period:** The Contest Period ("Contest Period") is from 12:01 AM Eastern Standard Time, EST on September 1, 2010 through 11:59 PM, EST on December 31, 2010.
3. **How to Enter:** Go to www.welchsfruitsnacks.com and click on the "Lunchbox Notes" banner. Follow instruction and submit a photo of a recent lunchbox note packed into a lunch that includes your kids' favorite variety Welch's Fruit Snacks. Submissions can also be sent via regular mail to BHGPR, c/o Welch's® Fruit Snacks, 546 Valley Rd., Upper Montclair, NJ, 07043. Entries must be postmarked no later than December 31, 2010. Proof of e-mail does not constitute proof of delivery.
4. **Winner Selection:** Prize winners will be determined based on creativity and adherence to the contest theme, equally weighed, by an independent judging organization whose decisions are final in all matters relating to this promotion and will conduct winner's selection and verification. Sponsor will attempt to notify all potential winners by phone and

by mail on or around January 15, 2011. Potential prize winners will be required to sign and return an affidavit of eligibility and liability/publicity release within 14 days of notification or prize will be awarded to alternate winner.

Prizes: One Grand Prize winner will receive free lunches for a year for their child (valued at \$1,000 cash). The Free Lunch Grand Prize will be awarded in the form of a check for \$1,000 USD and a one year-supply of Welch's® Fruit Snacks consisting of 52 boxes (ARV \$200). The Prizes are non-transferable and no substitutions or exchanges or cash equivalents will be allowed except at the sole discretion of the Sponsor. Winners should follow prize redemption procedures stated in prize notification. Ten runners - up will each receive a gift certificate to a fun family restaurant of their choice (valued at \$200 each) and a one-month supply of Welch's Fruit Snacks (ARV\$12.00).

5. **General:** No copies or mechanical reproductions will be accepted. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, misdirected or postage due mail. All entries become the property of Sponsor and none will be returned. 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 winner in any manner by the Sponsor, or its agents, without further compensation. You agree to be bound by these Official Rules. Participants 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, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes. Sponsor reserves the right to disqualify any entrant from the Contest if in Sponsor's sole judgment entrant has not complied with these Official Rules. An entrant's entry will also be disqualified, at the sole discretion of Sponsor, if the entrant attempts (i) to enter the Contest through any means other than as described in these Official Rules; or (ii) provides information that is inaccurate or fraudulent; or (iii) 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. Only the number of prizes listed in the Official Rules will be awarded. If prize or prize notification is returned as undeliverable or Sponsor cannot contact 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 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 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 “**Welch’s Fruit Snack**” Contest, c/o BHGPR, 546 Valley Rd., Upper Montclair, NJ 07043. Residents of WA and VT may omit return postage. Requests must be received by 1/15/2011.

6. Sponsor: Promotion In Motion, Inc.

Choosing the right snacks to put into our children’s lunchboxes is important, so the inclusion of products like **Welch’s® Fruit Snacks**—the delicious snacks made with real fruit—is a smart choice that also makes kids happy.

Another way parents can make their children’s lunch experience happy and special is by sending notes inside their kids’ lunchbox. Now the makers of Welch’s® Fruit Snacks are asking parents and caregivers to share their *own* lunchbox notes for a chance to win prizes!

Tell us! Do you include inspirational, funny or heart-warming notes in your child’s lunchbox? Maybe you write a note right on the outside of his or her lunch bag. If so, enter the **Welch’s® Fruit Snacks “Lunchbox Notes”** contest and you could win big! Entering is easy. Go to www.welchsfruitsnacks.com and click on the “Lunchbox Notes” banner. Follow instructions and submit a photo of a recent lunchbox packed with a note and your child’s favorite variety of Welch’s® Fruit Snacks. Submissions can also be sent via regular mail to BHGPR, c/o Welch’s® Fruit Snacks, 546 Valley Rd., Upper Montclair, NJ, 07043. Entries must be postmarked no later than December 31, 2010. Entries will be judged based on creativity and inspiration of the message. Be sure to read the official contest rules!

Who says there is no such thing as a free lunch? One grand-prize winner will receive cash for groceries to buy lunch for one year (valued at \$1,000 cash) and a one-year supply of Welch’s® Fruit Snacks (ARV \$160). Ten runners-up will each win a gift certificate to a fun, family restaurant of their choice (ARV \$100 each) and a one-month supply of Welch’s® Fruit Snacks (ARV\$12.00).

“Welch’s® Fruit Snacks are the consummate lunchbox snack,” said Josh Shapiro, Vice President of Marketing, Promotion In Motion Companies, Inc., manufacturer and marketer of Welch’s Fruit Snacks. “Not only are they a delicious, on-the-go treat, but all nine varieties contain Vitamins A, C and E, have no preservatives, and are fat free and Gluten free. All this amounts to a delicious snack that kids love and parents feel good about putting in their kids’ lunchboxes.”

The Welch’s® name has been built on the highest quality fruit proudly grown on family farms. Welch’s Fruit Snacks are made with real fruit and fruit juices! They are available in a wide range of varieties including Mixed Fruit, Berries 'n Cherries, Island Fruits, Strawberry, Fruit Punch, Concord Grape, White Grape Raspberry, White Grape Peach and Reduced Sugar, with 35% less sugar than other Welch’s Fruit Snacks varieties.

Welch’s® Fruit Snacks are produced, marketed and distributed by The Promotion In Motion Companies, Inc., a leading manufacturer and marketer of fruit snacks, confections and other quality foods for 30 years.

About The Promotion In Motion Companies

The Promotion In Motion Companies is one of North America’s premier makers of confections, fruit snacks, and other snack food products, and is one of the top 100 Confectionary Companies in the world. The company’s proprietary and licensed brands include WELCH’S® Fruit Snacks and Fruit ‘n Yogurt™ Snacks, SUN MAID® Milk Chocolate Raisins, My M&M’S® Brand Chocolate Candies, BAKE SHOPPE™ Cookie Dough Miniatures, FISHER® Milk Chocolate Peanuts, TUXEDOS® Milk Chocolate Almonds, SOUR JACKS® Sour

Candies, NUCLEAR SQWORMS™ Sour Neon Gummi Worms, BUDDY BEARS® Gummi Bears, TOGGI® Fine European Chocolate Wafers, and more. Its subsidiaries and affiliates include Promotion In Motion Canada, Inc., Promotion In Motion UK, Ltd., Grupo de Alimentación Promoción en Moción México, S. de R.L. de C.V. , Farmer's Choice Food Brands and PIM Brands LLC.