

LINDSAY OLIVES and WORLD PIZZA CHAMPIONS KID'S PIZZA MAKING COOK-OFF OFFICIAL RULES.

CONTEST OPEN TO LEGAL RESIDENTS OF THE US ONLY. VOID WHERE PROHIBITED BY LAW.

How to Enter: To enter, visit a participating pizzeria and complete the entry form/sign up sheet. Contestants will be contacted prior to the contest to confirm eligibility and space. This contest registration begins at 9/24/06 and ends 10/6/2006. Contestants will participate in a cook-off at the pizzeria on Saturday, October 7 at a time specified by the pizzeria. Number of participants will be limited by each location and entrants will be determined on a first-come first-served basis.

Judging: Winners will be determined according to the following criteria: taste (20%) originality (20%) visual appeal (20%), and how well olives are used in the recipe (40%). Entries will be judged by a panel of experts selected by each pizzeria. Decisions of judges are final and binding on all matters relating to this contest. In the event of a tie, the entries involved will be re-judged by an additional judge who will serve as a tiebreaker and who will evaluate entries according to criteria listed above. All prizes will be awarded as long as there are a sufficient number of eligible entries. Winners need to be present at the contest win.

Details: Contest to be held in the pizzeria during non-business hours. To participate, entrant must be available during specified time and date of contest. Entrants will prepare their original creation, executed solely by entrant who may not have been published previously or won any other award and the right to submit it must not be restricted. The pizzeria will give each entrant one pizza dough and a selection of ingredients for toppings, including Lindsay Olives. All entries must include Lindsay Olives in order to be eligible. By entering, each entrant forfeits to Lindsay Olives all rights to the recipe. Lindsay Olives reserves the right to edit, adapt, copyright and publish any or all entries, and may use the recipes in any media without attribution or further compensation. Entrants grant Lindsay Olives the right to use entrants' names, images, likenesses, voices and biographical materials, as well as entrants' entries for advertising, publicity and promotion purposes including without limitation online announcements without additional compensation, unless prohibited by law. Entrants shall not receive any compensation or credit for use of entries, other than that disclosed in rules.

Prizes: (1) Prize: Case of Lindsay Olives (to be shipped after contest) and winning pizza will be named after/by child who created the pizza and offered on the pizzeria's menu for no less than six months. Grand Prize: One Grand Prize winner will be randomly selected from the pool of winners to win a visit by at least one member of the World Pizza Champions on a day and time that is mutually agreeable, within six months of winning the Grand Prize. Grand Prize winner will be notified by telephone and mail and/or email. Prizes won by minors will be awarded in name of parent/legal guardian. Prizes are not transferable and no substitutions allowed, except due to unavailability, in which case a prize of equal or greater value will be awarded.

Eligibility and Conditions: Open only to legal U.S. residents 12 and younger; must be accompanied by an adult. The following persons are not eligible: employees of Lindsay Olives or each participating pizzeria, their subsidiaries, affiliates, and agents; judges; and the members of the immediate family and household of each of the foregoing may not enter. Individuals involved in the preparation of food or recipes on a professional basis may not enter this contest. Contest void in Puerto Rico, Quebec and where prohibited or restricted by law. For these official rules, immediate family means mother, father, daughters, sons, sisters, brothers, wife and husband. All federal, provincial, state and local laws apply. Taxes, if any, are the responsibility of the individual winners. Entrants agree that the participating pizzeria, and each of their respective subsidiary and affiliated companies, agents and all of their employees, officers, directors and shareholders assume no liability for damages, losses or injuries resulting from participation in this contest, acceptance or use of any prize, or arising out of Lindsay Olives' use of any recipe, and agree not to bring any claim, action or proceeding of any kind. The participating pizzeria reserves the right to terminate or amend this Contest at anytime without notice if any factor interferes with its conduct as contemplated by these Official Rules.

Who Won? For a list of the winning recipes, send a self-addressed stamped envelope by 12/1/06 to: Kids Cooking Contest Winning Recipes, c/o Bell-Carter Foods, Inc., 3742 Mt. Diablo Blvd., Lafayette, CA 94549-3606, Attn: Marketing.