

1. Eligibility. NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE OF ANY KIND FROM KIMBENSEN.COM WILL NOT INCREASE ODDS OF WINNING. CONTEST OPEN ONLY TO THOSE WHO RESIDE IN THE 50 UNITED STATES AND ARE 18 YEARS OF AGE OR OLDER. KIM BENSEN ENTERPRISES, INC. RESERVES THE RIGHT TO WITHHOLD PRIZES FROM ANY ENTRANT WHO CANNOT PROVIDE AN AFFIDAVIT OF ELIGIBILITY, IF REQUESTED, OR FROM ANYONE WHO DOES NOT COMPLY WITH THE COMPLETE RULES AND REGULATIONS AS SET FORTH HEREIN.

2. To be eligible to win a prize, entries must be received by December 5, 2010 at KimBensen.com in the format designated below. Immediate family members of all employees of KBE are not eligible to win any prizes. All applicable federal, state and local laws and regulations apply. Offer void where prohibited or restricted by law. No limit for entries per category. Please limit one submission for each recipe, as multiple submissions will not increase your odds for winning. All recipes should be original and should not be copied verbatim from another website or cookbook. No mechanically or electronically reproduced entries will be accepted.

3. Disclaimer. The Participating Entities will not be responsible for: (a) any late, lost, misrouted, 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.

4. Entry Period. The entry period will be from 12:00 a.m. Eastern Time, October 14, 2010 until 11:59 p.m. Eastern Time, December 5, 2010 (the "Deadline"). All entries must be received by the Deadline to be eligible to win a prize.

5. Prizes.

a. FIRST PLACE (1) \$100 gift certificate to our online store, honorable mention in our eNews, honorable mention in one or more of our cookbooks, featured on our Premium Site and six (6) months free Premium Membership (some restrictions apply: If already a member the fees will be refunded, only for Premium Membership, **not** Premium Plus Membership)

b. SECOND PLACE (1) \$50 gift certificate to our online store, honorable mention in our eNews, honorable mention in one or more of our cookbooks, featured on our Premium Site.

c. THIRD PLACE (1) \$25 gift certificate to our online store, honorable mention in our eNews, honorable mention in one or more of our cookbooks, featured on our Premium Site.

d. HONORABLE MENTION (7) will be featured on KIMBENSEN.COM. Will be archived as a member recipe on our Premium Site.

e. There will be a GRAND PRIZE winner at the end of the year. The Grand Prize winner will receive a one year (12 month) paid Premium Membership, and will enjoy one free six-pack of Kim's Light Bagels® every month for twelve (12) months.

f. Prizes are not transferable, and cannot and will not be substituted for cash

equivalents.

g. Prizes subject to change without notice at any time.

6. Odds of winning a prize depend on number of eligible entries received and the quality of the entries received, as judged pursuant to these Official Rules. ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER.

7. All prizes will be awarded. Each prize returned as undeliverable or otherwise not claimed within five (5) days after first attempted delivery will be forfeited and awarded to an alternate winner. Prizes are not transferable. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value. Limit one prize per household or address. The prizes are 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).

8. In the event of a dispute about the identity of the entrant, entries made online will be declared made by the authorized account holder of the e-mail address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

9. To enter:

(a) Email us at Word document or a PDF file at

recipecontest@kimbensen.com , with the information highlighted below

(b) Send a letter by mail with your Original Recipe (as described below), the Category in which you want your Original Recipe to be judged, and your full name, full mailing address, current age and birth date, telephone number, and e-mail address (if available), to: Kim Bensen Enterprises, Attn: Recipe Contest, 8 Huntington Street #117, Huntington, CT 06484. By entering the Contest, you consent to being placed on our mailing list for promotional and other purposes. All entries will be considered.

10. Contest Guidelines.

Kim Bensen Enterprises is looking for low-fat, low-calorie, easy to make, great-tasting recipes. Create your own original recipe (an "Original Recipe"). Submit your Original Recipe according to the instructions described above. Each Original Recipe must: (a) be your own original creation, can be based on any other published recipe, but must be changed or lightened up and must site original source of your idea (i.e. website, cookbook title, show name), (b) include a list of all required ingredients in specific, common U.S. household measurement units (i.e. tsp, tbsp, cup, etc.), step-by-step preparation instructions, and cooking times and temperatures, (c) involve only ingredients commonly available at grocery stores or on kimbensen.com, and (d) not have won a prize in any other contest.

After the Deadline, a panel of your peers, yet to be determined, and the staff of Kim Bensen Enterprises, Inc. will cast their votes, in their sole discretion, based on taste and lightness; Kim and Penny will determine and vote on ease, as each recipe is made and prepared. KBE will notify the entrants who submitted the Finalist Recipes (each, a "Potential Winner") that they been selected to be retested. Each Potential Winner will be notified by telephone or e-mail. To be eligible to win a prize, each Potential Winner must respond within five (5) business days of the first attempted notification following the instructions contained in the notification. Upon Sponsor's timely verification of the Potential Winners' eligibility and receipt of completed affidavits, releases and publicity releases (as explained below), each Potential Winner shall be deemed a "Finalist." In the event a Potential Winner fails to timely respond to Sponsor's attempted notifications, fails to timely submit completed affidavits, releases and publicity releases, or otherwise is determined by KBE to be ineligible to win a prize, the Potential Winner will be disqualified from the Contest and Sponsor will select an alternate eligible entrant and his or her Original Recipe to be a Finalist Recipe. Finalists will be publicly announced on or about December 23, 2010.

After Finalists have been selected, the Finalist Recipes, Finalists' names, and city and state of each Finalist's residence (collectively, the "Finalist Information") will be made publicly available by one or more of the Participating Entities, such as through Internet websites, newspaper advertisements, and other methods of distribution, and used for promotional or marketing purposes, including without limitation a public vote on Kimbensen.com website to determine the public's favorite Finalist Recipe. However, the results of any such voting and other promotions shall not affect any Finalist's eligibility to win the Grand Prize or entitle any Finalist to any prize or special recognition. Finalist Recipes may be edited for content, clarity, length and/or consistency at Sponsor's sole discretion.

Selected Judges will then evaluate each of the Finalist Recipes on a 100-point scale which the Judges determine to be the most apt, original and interesting according to the following criteria: Visual appeal (0-25 points); Taste of finished recipe (0-25 points); Ease of Recipe (0-25 points); Lightness of Recipe (0-25 points). In the event of a tie, the Judges may select an additional judge to cast a tie-breaking vote. The Finalist who submitted the Finalist Recipe that receives the highest combined number of points shall be deemed the Grand Prize winner. Each Finalist shall be awarded a Category Prize. In addition to receiving a Category Prize, the Grand Prize winner shall also be awarded the Grand Prize. The Grand Prize winner will be announced on or about December 31, 2010.

11. Sponsor Ownership of Entries. All entries and materials submitted to Sponsor in connection with the Contest (collectively, "Entry Materials"), along with all copyright, trademark and other proprietary rights associated therewith, become the property of Sponsor upon submission, and Entry

Materials will not be returned to any entrant. Without limiting the generality of the foregoing, you acknowledge that Sponsor will own all rights to use, modify, reproduce, publish, perform, display, distribute, make derivative works of and otherwise commercially and noncommercially exploit the Entry Materials in perpetuity and throughout the universe, in any manner or medium now existing or hereafter developed, without separate compensation to you or any other person or entity. KBE use of the entry materials may include but shall not be limited to publication and archived. You agree to take, at KBE's expense, any further action (including, without limitation, execution of affidavits and other documents) reasonably requested by KBE to effect, perfect or confirm KBE's ownership rights as set forth above in this paragraph 7.

12. Original Work of Authorship. You hereby warrant and represent that (a) you own all rights to all Entry Materials submitted by you; and (b) all such Entry Materials are original works of authorship on your part and have not been copied, in whole or in part, from any other work and do not violate, misappropriate or infringe any copyright, trademark or other proprietary right of any other person or entity.

13. Participating Entities from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

14. Use of Winner's Name, Likeness, etc. Except where prohibited by law, entry into the Contest constitutes permission to use winners' name, address, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation. As a condition of being awarded any prize, except where prohibited by law, winners may be required to execute and deliver to Sponsor a consent to the use of their name, address, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation.

15. Affidavit & Release. As a condition of being awarded any prize, winners may be required to execute and deliver to Sponsor a signed affidavit of eligibility and acceptance of these Official Rules and release of liability.

16. Winners List; Rules Request. For a copy of the winners list, send a stamped, self-addressed, business-size to address listed below, Attn: Recipe Contest – Winner's List. To obtain a copy of these rules, send a stamped, self-addressed business-size envelope to the address listed below, Attn: Recipe Contest – Contest Rules.

17. Copyright Notice. The Contest and all accompanying materials are

copyright © 2010 by Kim Bensen Enterprises, Inc. All rights reserved.

18. Miscellaneous. Kim Bensen Enterprise reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Contest or any entrant's participation in the Contest should viruses, bugs, unauthorized human intervention or other causes beyond KBE's control affect the administration, security or proper play of the Contest or Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Contest as planned. Entrants who violate these Official Rules, tamper with the operation of the Contest or engage in any conduct that is detrimental or unfair to Sponsor, the Contest or any other entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry into the Contest. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Contest. If you have any questions about these Official Rules or the Contest, please e-mail them to [recipecontest@kimbensen.com](mailto:recipecontest@kimbensen.com) or send written questions to: Kim Bensen Enterprises, Inc., Attn: Recipe Contest, 8 Huntington Street #117, Huntington, CT 06484.