

**UNILEVER/HANNAFORD “COMMUNITY CLEAN-UP” CONTEST  
OFFICIAL RULES  
5/1/11-5/31/11**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR CLAIM A PRIZE. A  
PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

1. **ELIGIBILITY:** The Unilever/Hannaford “Community Clean-Up” Contest (the “Contest”) is open to individual, legal residents of MA, ME, NH, NY and VT who are 18 years of age and older. Employees of Conopco, Inc. d/b/a Unilever (“Sponsor”), Hannaford Supermarkets (“Hannaford”), Advantage Sales & Marketing LLC d/b/a Integrated Marketing Services, and each of their respective parents, successors and assigns, subsidiaries and affiliates; employees of advertising, promotion and public relations agencies involved in any way with this Sweepstakes; and members of their immediate family (spouse, parents, siblings and children and their spouses) or persons living within the same household of any of such individuals are not eligible to participate or win a prize. Void outside MA, ME, NH, NY and VT and where prohibited.
  
2. **TO ENTER:** The Contest begins at 12:00:01 AM (EDT) on 5/1/11 and ends at 11:59:59 PM (EDT) on 5/31/11 (the “Promotion Period”). The object of the Contest is for a crew of up to ten people to clean up a public space (outside area) such as a town green, neighborhood park or a children’s playground area. Visit [www.CleanUpYourCommunity.com](http://www.CleanUpYourCommunity.com) (the “Contest Website”) during the Contest Period and click on the Contest link to register as a team leader of a clean-up crew. You may only register as the team leader of one crew. Crews can consist of up to 9 people (for a total of 10 people, including the team leader). Anyone who is not listed as a member of the clean-up crew will not be eligible to receive a prize if that team is determined to be a winner. When registering as a team leader, you will need to submit a brief essay (in 50 words or less) describing why the area was chosen and why it is important to you (“Essay”). Once you are registered as a team leader, submit photos for entry into the Contest by emailing the photos (before and after) to [Contest@asmnet.com](mailto:Contest@asmnet.com) (an “Online Entry”). You must include your full name (as you registered) and phone number in the email. Photos must be received by 11:59:59 PM (EDT) on 5/31/11. You must submit a minimum of two (2) photos with one of the photos showing the area before the clean up and another photo showing the cleaned-up area and a maximum of four (4) photos showing the clean up. You may also submit a fifth photo of your team. Photographs must be original, unretouched, unadorned and in .JPG or .PDF format. All entries and photos become the sole property of the Sponsor and will not be acknowledged or returned. Submission of an entry grants Sponsor and its agents the right to publish, use, adapt, edit and/or modify such entry in any way, in any and all media, without limitation, and without consideration to the entrant. Essays must be in English and photos must be entirely original, created solely by entrant, unpublished, may not have been submitted in any other competition, and cannot infringe upon any rights of any third party including but not limited to copyright, trade name, property rights, and rights of privacy or publicity. Sponsor

reserves the right to disqualify any entry it deems to be inappropriate, offensive or not in keeping with Sponsor's image, in its sole discretion. Any entry that is deemed not to be original or is deemed to be inappropriate for publication may be declared to be ineligible, at the Sponsor's discretion. Released Parties (as defined below) are not responsible for illegible, lost, late, damaged, incomplete, inaccurate, delayed, misdirected, or stolen entries and all such entries will be void. Released Parties are not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature.

3. **JUDGING:** All eligible entries received will be judged by qualified representatives chosen by the Sponsor whose decisions are final and binding. Entries will be judged on the following equally-weighted criteria: 1) extent of clean-up, 2) impact of clean-up on the surrounding area, and 3) quality of the Essay. The highest scoring entry will be deemed the Grand Prize winner. In the event of a tie, tied entries will be judged by an additional tie-breaking judge using the same criteria. Judging will be completed on or about 6/14/11.
  
4. **PRIZES: One (1) Grand Prize:** the team leader will receive a 3-night/4-day trip for four (4) people (team leader & 3 guests) to Arcadia National Park in Bangor, ME ("Grand Prize Trip"). The Grand Prize Trip includes: round trip, coach air transportation from a major airport near winner's home (airport at Sponsor's discretion) to Bangor, ME, 4 nights hotel accommodations (2 rooms, double occupancy), car rental (excludes gas, tolls, parking, insurance, collision damage waiver and is subject to meeting eligibility requirements set by rental company) and \$500 spending allowance. Spending allowance will be awarded in the form of a check made payable to the winner. If winner lives within 120 miles of Bangor, round-trip ground transportation will be provided in lieu of air transportation and no compensation for air travel will be given in lieu thereof. Any expenses not mentioned herein including, but not limited to incidental hotel expenses and meals are the sole responsibility of the winner. Winner and guests must be able to travel on the same itinerary or Grand Prize Trip will be forfeited in its entirety. A minor must be accompanied by his/her parent or legal guardian for all Grand Prize travel. Additional restrictions may apply. Approximate Retail Value (ARV) of the Grand Prize Trip is \$4,500.00. The actual value may vary based on airfare fluctuations and point of departure. All Grand Prize travel is subject to availability. Once travel arrangements are confirmed, no changes will be permitted. Prize travel must be booked by 12/29/11 and a minimum of 90 days prior to departure. Each crew member will receive a \$100 Hannaford Gift Card. **One (1) First Prize:** team leader and each member of the crew will receive a \$50 Hannaford gift card. **One (1) Second Prize:** team leader and each member of their crew will receive a \$25 Hannaford gift card. Gift card use is subject to the terms and conditions set by the issuer. Limit: one (1) prize per team leader. All prizes will be awarded, assuming a sufficient number of eligible entries are received.
  
5. **GENERAL CONDITIONS:** No cash redemption, substitution or transfer of prize permitted. Sponsor reserves the right to substitute a prize in whole or in part if an advertised prize should become unavailable. All federal, state and local taxes on

prize are the sole responsibility of the winner. Potential Grand Prize winner will be notified by email, mail and/or telephone. First and second prize winners will be notified by mail. Return of prize or prize notification as undeliverable will result in disqualification. Unclaimed prizes may not be awarded. Acceptance of prize constitutes winner's agreement and permission for Sponsor and their agencies to use winner's name/likeness for advertising and trade purposes in any and all media without further notice or compensation, unless prohibited by law. By participating in the Contest and/or accepting prize, Contest entrants agree to: (a) be bound by these official rules and the decisions of the Sponsor and Integrated Marketing Services, which shall be final and binding in all respects; and (b) to release and forever discharge and covenant not to sue Sponsor, Hannaford and Advantage Sales & Marketing LLC d/b/a Integrated Marketing Services, and their respective parent companies, affiliates, subsidiaries, distributors, agents and promotion and advertising agencies ("Released Parties"), and the employees, directors and officers of each of the foregoing entities, from any and all claims, demands, damages, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death, damages, or illness arising out of or relating to or claimed to be arising out of or relating to Contest participation, entry, prize acceptance, or use or misuse of the prize or any product or prize certificate awarded including, without limitation, personal injury, death and property damage. Sponsor and its agents are not responsible for any printing or other errors in Contest related material. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Contest and award the prizes from all eligible entries received prior to such action, should causes beyond the control of Sponsor corrupt the administration, security or proper play of the Contest. This Contest will be governed by the laws of the United States and by entering you consent to jurisdiction and venue in the courts of New York State.

6. **WINNERS LIST:** To obtain the names of the winners, email your request to winners@asmnet.com by 7/20/11. Please include the name of the Contest (Hannaford Community Clean-up Contest) in your email. Winners list will be sent after winners have been verified and prizes have been awarded.
7. **SPONSOR:** Conopco, Inc. d/b/a Unilever, 800 Sylvan Avenue, Englewood Cliffs, NJ 07632.

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