

**B&G's "RADIO CITY MUSIC HALL CHRISTMAS SPECTACULAR" SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.  
A PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.**

**1. HOW TO ENTER:** Sweepstakes begins 12:01 AM (ET) August 1, 2007 and ends 11:59 PM (ET) November 1, 2007 ("Entry Period"). To enter, visit [www.bgfoods.com/radiocitysweepstakes](http://www.bgfoods.com/radiocitysweepstakes) and select the "Click Here to Enter Online" link, completely fill-out the online entry form then choose "Submit". Alternatively, you may enter by completing an official entry form found in participating grocery stores or by sending a hand printed postcard including name, age, complete mailing address, daytime telephone number and e-mail address and send to **RADIO CITY MUSIC HALL CHRISTMAS SPECTACULAR SWEEPSTAKES**, P.O. Box 817, East Setauket, NY 11733. All entries must be postmarked by November 1, 2007 and received by November 6, 2007. Entries must be mailed individually and in a first class stamped envelope. No photocopies, facsimiles or mechanical reproductions permitted. No metered mail will be accepted. Limit one entry per person per day.

**2. ELIGIBILITY:** The Sweepstakes is open to legal residents of the forty-eight (48) contiguous United States and the District of Columbia, 18 years of age or older as of August 1, 2007. Employees of the following and members of their families or households are not eligible for participation: B&G Foods, Inc., Radio City Entertainment, a division of Madison Square Garden® its subsidiaries, affiliates, Promotion Associates, Inc., advertising and promotion agencies and all participating prize providers. Sweepstakes is subject to all applicable Federal, State, local laws and regulations. Void where prohibited by law.

Acceptance of a prize shall constitute and signify the winner's agreement and consent that B&G Foods, Inc. may use the winner's name, address, likeness, and/or prize information for advertising and promotional purposes in any media without further compensation, except where prohibited.

**3. WINNER SELECTION:** Winners will be selected in a random drawing on or about November 15, 2007 from among all complete and eligible entries received. Drawing will be conducted by an independent judging organization whose decisions are final and binding on all matters pertaining to this promotion. Odds of winning depend on the total number of eligible entries received. Limit one prize per person, family or household.

**4. NOTIFICATION:** Potential winners will be contacted on or around November 19, 2007 and will be contacted via telephone then sent a written notification letter along with an Affidavit of Eligibility and Release. If potential winners do not respond and confirm acceptance within 7 days of first attempted notification, prizes will be forfeited and awarded to alternate winners.

**5. PRIZES:** Six (6) **GRAND PRIZE** winners will receive a trip for four (4) to New York City, New York to see the Christmas Spectacular starring the Rockettes at Radio City Music Hall. Trip includes roundtrip coach air transportation, ground transfers to and from the winner's home to the nearest airport, two (2) night standard hotel accommodations (double occupancy), four (4) VIP tickets to see the Christmas Spectacular show plus a backstage tour on a date selected by the Sponsor, a Canon PowerShot SD1000 Silver Digital Camera, Radio City gift package including snow globe, ornament, candleholder, CD soundtrack and Rockettes t-shirt, horse and carriage ride through Central Park and \$250 spending money (ERV \$4,375 per Grand Prize package). Three (3) **FIRST PRIZE** winners will receive a Family Holiday Entertainment package including a Sharp Aquos 42" LCD HDTV, Sony BRAVIA theater system with wireless speakers and a collection of ten (10) holiday movie DVDs (ERV \$2,550 per First Prize package). Five (5) **SECOND PRIZE** winners will receive an Apple 80GB iPod Video (ERV \$400 each). Ten (10) **THIRD PRIZE** winners will receive an Audiovox 7" Portable DVD Player with carry bag (ERV \$150 each). Total value of prize structure is estimated at \$37,400. ALL TAXES AND ANY OTHER EXPENSES NOT SPECIFIED ABOVE ARE THE SOLE RESPONSIBILITY OF THE WINNERS. No substitutions, cash equivalents or transfer of prize permitted except at sole discretion of the Sponsor. In the event of unavailability, Sponsor may substitute a prize of equal or greater value. Sponsor further reserves the right to award tickets to an alternate show if necessary. In the event the show becomes unavailable, Sponsor reserves the right to make a substitution for another show or award the balance of the prize in full satisfaction of the advertised prizes. Cancellations are subject to Radio City ticket terms. Canon PowerShot, Sharp Aquos, Sony BRAVIA, Apple iPod and Audiovox are all registered trademarks and not participants or sponsors of this Sweepstakes.

**6. GENERAL CONDITIONS:** Sponsor is not responsible for printing or typographical errors in any sweepstakes-related materials, stolen, lost, late, misdirected, damaged, incomplete or illegible entries. Sponsor, and its affiliates, subsidiaries, advertising and promotion agencies are not responsible for incorrect entry of information by entrants. By entering the sweepstakes the winner agrees to waive any and all claims against the sponsor, its affiliates, employees, agents and representatives for personal injury or loss, which may occur from participation in the sweepstakes or from the receipt or use of any prize. Entry materials that have been tampered with or altered are void. No copies, facsimiles or reproductions of entry form will be accepted. Proof of mailing does not constitute proof of delivery.

If Sponsor determines in its sole discretion that any suspected or actual tampering with the promotion occurs, or if any difficulties compromise the integrity of the promotion, the Sponsor, at its sole discretion, reserves the right to void any entries submitted fraudulently and cancel or modify the promotion. Should the promotion be terminated prior to the stated expiration date, notice will be posted on bgfoods.com. Sponsor reserves the right, at its sole discretion, to

select winners by random drawing from among all eligible entries received by the termination date. Any attempt by an entrant or any other individual to deliberately damage or to undermine the legitimate operation of the promotion is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

SPONSOR AWARDS PRIZES SUBJECT ONLY TO MANUFACTURERS WARRANTY, WITHOUT WARRANTY BY SPONSOR OF ANY KIND, EXPRESS OR IMPLIED, WITHOUT LIMITATION.

It is the policy of Sponsor, in compliance with United States Internal Revenue Service regulations, to send a Form 1099 to any winner receiving a prize valued in excess of \$600 (USD), which requires disclosure of the winner's social security number. The winner remains solely responsible for paying all federal and other taxes in accordance with the laws that apply in your state of residence.

If you do not wish to receive further sweepstakes opportunities, please write to the Sponsors at the address listed below. The privacy policy applicable to this sweepstakes can be found at [bgfoods.com](http://bgfoods.com). Notwithstanding anything to the contrary set forth in such a policy, all entries received will be shared with a fulfillment house for the sole purpose of selecting and notifying winners.

**7. WHO WON?** To find out the winner's name(s), please send a SASE after December 1, 2007 to B&G's Radio City Christmas Spectacular Winners List Request, c/o Promotion Associates, Inc., 100-35 South Jersey Avenue, East Setauket, NY 11733.

**8. SPONSOR:** The Sponsor of this sweepstakes is B&G Foods, Inc., Parsippany, NJ 07054.

**9. ADMINISTRATOR:** Promotion Associates, Inc., 100-35 South Jersey Avenue, East Setauket, NY 11733. For questions or comments please send requests to [info@promotionassociates.com](mailto:info@promotionassociates.com)