

RULES AND REGULATIONS

HELLMANN'S REAL FOOD GRANTS



THIS PROGRAM IS OPEN TO AGE OF MAJORITY CANADIAN RESIDENTS ONLY AND IS GOVERNED BY CANADIAN LAW.

ELIGIBILITY:

Hellmann's Real Food Grants (The "Grants Program") are open to Canadian residents who have reached the age of majority in their province/territory of residence and to organizations or community-based programs (a "Group") in Canada, except employees (or those with whom they are domiciled) of Unilever Canada Inc. ("Sponsor"), its advertising and promotional agencies.

HOW TO ENTER:

No purchase necessary. The entire Grants Program begins on **February 13, 2012** at 12:00:01 a.m. Eastern Time and ends **August 9, 2012** at 11:59:59 p.m. Eastern Time (the "Grants Program Period"). To enter the Grants Program, go to www.realfoodmovement.ca, click on Hellmann's Real Food Grants link, click on the "Apply for a Grant" button, and an online entry form will appear. Fully complete the entry form (which requires, without limitation, your name, address, telephone number, email, Group information (if applicable) and requested Grant amount). Entrants will then be required to answer a series of multiple choice and original essay questions (maximum 50-100 words per question) regarding your proposed program ("Program") including without limitation, "Type of Group (if applicable)" AND "What is the primary objective of your project?" AND "What is the primary way participants will engage with food?" AND "Have you applied for a Hellmann's Grant in the past?" AND "If yes, did you receive a grant?" AND "Where will your project take place?" AND "Will this be the first year for your program?" "Who are the main participants in your project?" AND "Will individuals have an opportunity to eat fresh food as part of your program?" (the "Multiple Choice Questions") AND "Please provide a concise description of your project, including how food will be incorporated and in what Grant Cycle your project will take place" AND "Please provide a budget breakdown of how the funds be used? AND "How will your project inspire others to eat real food? (the "Essay Questions"). Entries can be made in English or French. Limit one entry per person or organization and per e-mail address (and only one e-mail address may be used by any individual or group to submit an application). An individual entrant (or the representative of a group) must have reached the age of majority in their province/territory of residence, or the application will not be considered.

Each entry must contain unique answers to the Essay Questions. Entries will be rejected if entry form is not fully completed and submitted during the Grants Program Period. A follow-up assessment conducted by Harbinger Communications will occur if clarification of the Program and dollar allocation is required, as determined by the Sponsor or Harbinger Communications in their sole and absolute discretion. Harbinger Communications will contact the applicant via e-mail by **March 22, May 24 or August 23, 2012** (based on which Grant Cycle (defined below) their program falls into) to let the applicant know if their application has been selected to receive a grant. Only successful applicants will be notified.

Entries can be submitted online at www.realfoodmovement.ca. All applications must be received no later than Eastern Time, **August 9, 2012** at 11:59:59 p.m.

GRANT CYCLES:

The Hellmann's Real Food Movement Grants Program will be awarding grants over 3 separate grant cycles throughout 2012 (each a "Grant Cycle"). The first Grant Cycle (for Programs taking place in April – June, 2012) has an application deadline of 11:59:59 p.m. (ET) **March 9, 2012**. The second Grant Cycle (for Programs taking place in June – August, 2012) has an application deadline of 11:59:59 p.m. (ET) **May 10, 2012**. The third and final grant cycle (for Programs taking place in September – November, 2012) has an application deadline of 11:59:59 p.m. (ET) **August 9, 2012**.

ESSAY REQUIREMENTS:

The submitted Essay Questions must be original and never have been previously published or exhibited publicly. Essay Questions submitted become the property of The Sponsor.

GRANT RECIPIENT OBLIGATIONS:

Once an applicant has been successfully selected to receive a Hellmann's

Real Food Grant, the recipient or recipient's group will be asked to sign a contract and agree to select a representative to participate in the following obligations (among others) if necessary: commit to undertaking to complete the grant Program by 11:59:59 p.m. (ET) **November 30, 2012** (the Sponsor reserves the right, in its sole and absolute discretion, to extend this timeline); certify the recipient will obtain all necessary regulatory permits and approvals; following the activation of the grant participate in media interviews as necessary according to interview timing and location, as well as the representative's availability; providing requisite consents to use of the organization's logo (if applicable), location and information about the organization (if applicable) to be included in an overview about their specific grant Program on the Hellmann's Real Food Movement website; provide feedback and input on the specific grant Program, such as Program progress reports, photos, content for web site updates and other activities. Progress reports will be facilitated by Harbinger Communications. Harbinger Communications will provide the recipient with a package of instructions, guidelines and questions in order to successfully complete the progress report. The recipient will also be required to ensure that they have secured permission (in a form acceptable to the Sponsor in its sole and absolute discretion) from the participants in the applicable grant Program to use their likeness in any photos, videos or testimonials that are provided to the Sponsor and/or Harbinger Communications.

THE GRANT RECIPIENT'S HONORARIUM:

The Hellmann's Real Food Grant must be accepted as awarded, no substitutions except at Sponsor's option. The Sponsor reserves the right to award less than the dollar amount requested depending on the calibre of entries received. The minimum individual Grant amount that may be requested (or will be awarded) is CDN \$1,000. The maximum individual Grant amount that may be requested (or will be awarded) is CDN \$25,000. The Sponsor reserves the right to award the full Hellmann's Real Food Grant amount of CDN \$100,000 to the least amount to as many Programs desired, depending on the calibre of entries received. The Sponsor reserves the right to award the full Hellmann's Real Food Grant amount of CDN \$100,000 before the Grants Program Period is complete. In such an event, Sponsor will place a notice as soon as possible on this website indicating that all the Hellmann's Real Food Grants have been awarded and the Grants Program is closed.

By accepting the Hellmann's Real Food Grant, the recipient and/or the recipient's Group (if applicable) agrees that their Essay Questions as is, or as may be edited, may be published on the Sponsor's website, press release, used in brochures, quoted in advertisements or distributed with Sponsor's products, without further compensation. To be eligible to be selected as a grant recipient and receive the honorarium, each individual or Group selected must confirm and agree to all of the following, amongst other things, in a release prepared by the Sponsor: (i) they assign all intellectual property including the copyright in the Essay Questions and any contributions they make as a Grant Recipient to the Sponsor and waive their moral rights in the Essay and any contributions, (ii) they confirm that they agree to the grant rules, that they are in conformance with the grant rules and that they agree, amongst other things, to the use without compensation of the organization's logo, location and information about the organization will be included in an overview about their specific grant program in all publicity campaigns related to the Grants Program, and (iii) they waive all recourse against the Sponsor relating to the use of their honorarium or participation in the Grants Program.

GRANT SELECTION:

Eligibility:

Hellmann's Real Food Grants will fund Programs that take place in Canada from April to November 2012 (approximately, and in the sole and absolute discretion of the Sponsor). Our goal is to support programs that connect Canadians and their families to real food in an interactive way.

To be eligible, an initiative must achieve at least one of these goals:

- Educate Canadian families and kids about real, fresh food

- Connect Canadian families and kids with real, fresh food through an experience or event
- Provide Canadian families and kids the opportunity to eat real, fresh food
- Inspire others to get involved in the Real Food Movement

The Sponsor will fund programs to support community programs and applications submitted by: Canadian residents, including, but not limited to school based groups, community groups, families, and individuals. To be eligible, Groups must create a community event or experience that involves kids under the age of eighteen.

The Sponsor will not award grants to:

- Research-based studies
- Organizations that promote religious philosophies or teachings
- Organizations that promote political viewpoints or ideas
- Government organizations

Grant funds are also not available for staff wages, salaries, or volunteer honorariums.

A panel of Hellmann's Canada employees and outside experts will narrow down the pool of applicants based on the following criteria: ability to educate Canadian families and kids about real food; how well the experience or event engages Canadian families and kids with real food; ability to provide Canadian families and kids with an opportunity to eat real, fresh food; and how the experience or event inspires others to get involved in the Real Food Movement. Odds of an application being selected depend on the number and calibre of applications. All criteria will be weighed equally. Essays that are not an original creation of the person submitting it, or which are illegal, defamatory or in any way obscene, all as determined solely by the Sponsor will be disqualified.

GENERAL CONDITIONS:

By entering the Grants Program each selected applicant agrees to the publication, reproduction and/or other use of group name, Essay Questions, address, voice, video, statements about the Grants Program and/or photograph or other likeness without further compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet. The Sponsor, its advertising and promotion agencies are not responsible for late, lost, misdirected, delayed or illegible entries. Without limitation, the Sponsor, its advertising and promotion agencies will not be liable for any failure of the web site during the Grants Program; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any entry to be received by the Sponsor, its advertising and promotion agencies for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any web site; or any combination of the above. Further, the Sponsor, its advertising and promotion agencies will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Grants Program.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw or amend this Grants Program in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Grants Program as contemplated by these Rules. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this Grants Program is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Grants Program as contemplated in these Rules, or for any other reason.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the

parties reach a settlement.

This Grants Program is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The decisions of Hellmann's Canada with respect to all aspects of this Grants Program are final and binding on all entrants without right of appeal.

By submitting an application, each applicant (and their organization) agree to the Grants Program rules including all conditions stated therein. By answering the multiple choice questions and submitting the Essay Questions, the entrant submitting it automatically agrees that the Essay Questions complies with all conditions stated in these rules and to its becoming in its entirety upon submission the property of Sponsor including in relation to all intellectual property contained therein. The Sponsor and those associated with them will bear no legal liability, expressed or implied, regarding the use of the winning Essay Questions by the Sponsor and the sponsor shall be held harmless by a recipient in the event it is subsequently discovered that the recipient has departed from or not fully complied with any of the Grants Program rules.

By entering this Grants Program, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her application only for the purpose of administering the Grants Program and in accordance with Sponsor's Privacy Policy unless the applicant otherwise agrees.