

**ORTEGA "TACO NIGHT" SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE CHANCES OF WINNING. THE SPONSOR IS B&G FOODS, INC.**

**1. HOW TO ENTER:** Sweepstakes begins 12:01 AM (ET) January 1, 2011 and ends 11:59 PM (ET) December 31, 2011 ("Entry Period"). To enter, complete the Ortega Taco Club sign-up form at <http://ortega.com/tacoclub/>. Limit one entry per person per person.

**2. ELIGIBILITY:** The Sweepstakes is open to legal residents of Contiguous United States who are 18 years of age or older as of January 1, 2011. Employees of the following and members of their families or households are not eligible for participation: B&G Foods, Inc., its subsidiaries, affiliates, Promotion Associates, Inc., advertising and promotion. 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 by law.

**3. WINNER SELECTION:** Winners will be selected in a random drawing on a monthly basis from among all complete and eligible entries received. Each drawing will take place at the end of each month for the remainder of the 2011-year. Non-winning entries for that month will be good towards the following month's drawing and repeated until the end of the promotion period. 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. PRIZES: Nine (9) Grand Prizes:** Each Ortega Taco Night Party Kit includes: one (1) Ortega Grande Dinner Kit Hard & Soft Tacos; one (1) Ortega Whole Grain Taco Kit; one (1) package of Ortega Whole Wheat Tortillas; one (1) bottle of Ortega Original Mild Taco Sauce; one (1) jar of Ortega Original Mild Salsa; one (1) Ortega Guacamole Seasoning Mix; one (1) can of Ortega Diced Green Chiles; one (1) can of Ortega Black Beans; one (1) can of Ortega Refried Beans and one (1) Ortega "Favorite Mexican Recipes" Cookbook (ARV \$50 each). Total approximate retail value of all prizes: \$450.00. **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.

**5. NOTIFICATION & CONDITIONS OF ACCEPTANCE OF PRIZE:** Grand Prize winners will be notified via e-mail and need to confirm within five (5) days of notification or the prize may be forfeited. In the event that the Grand Prize winner does not confirm receipt of notification, they may be disqualified and Sponsor may award the Grand Prize to an alternate winner randomly chosen from among the remaining eligible entries. Some restrictions apply. Sponsor is not responsible for cancellations or delays. The Grand Prize may not be combined with any other offer.

**6. GENERAL CONDITIONS:** Sponsor is not responsible for 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.

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 [www.ortega.com](http://www.ortega.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.

**7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree to release, hold harmless, and agree not to institute any claim against Sponsor, if any, of the Sweepstakes and each of their respective parent companies, affiliates, subsidiaries, and their respective officers, directors, employees, agents, and representatives (collectively, "Released Parties") from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; and/or 2) participation in the Sweepstakes or any prize related activities, including but not limited to consumption of any prize item. Upon delivery of the prize to the winner, Sponsor will be deemed to have awarded the prize to the winner with winner assuming full responsibility for the prize.

Under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, and entrants further waive all rights to have damages multiplied or increased.

**8. PRIVACY:** Sponsor will be collecting personal data about entrants in accordance with its privacy policy. The privacy policy applicable to this sweepstakes can be found at [www.bgfoods.com/int\\_privacy.asp](http://www.bgfoods.com/int_privacy.asp). By participating in the Sweepstakes, you hereby agree to Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted Sponsor's privacy policy. If you do not wish to receive future promotional opportunities from Sponsor, please write to the Sponsor at the address listed below. Notwithstanding anything to the contrary set forth in such policy, all entries received will be shared with a fulfillment house for the purpose of selecting and notifying winners.

**9. CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of New York, without regard to the applicable conflict of law principles.

**10. WHO WON?** To find out the winner's name(s), please send an e-mail to [info@promotionassociates.com](mailto:info@promotionassociates.com).

**11. SPONSOR:** The Sponsor of this sweepstakes is B&G Foods, Inc., Parsippany, NJ 07054. The administrator is Promotion Associates, Inc., East Setauket, NY 11733.