

**US Sweepstakes & Fulfillment**  
**The *Southern Living* “What’s Philly Got Cookin” Sweepstakes**  
**12/9/11 to 2/10/12**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**Eligibility:** The *Southern Living* “What’s Philly Got Cookin” Sweepstakes (the “Sweepstakes”) is open to legal residents of the 48 contiguous United States, and the District of Columbia, age 18 or older at the time of entry. Void outside the U.S., in HI, AK, Puerto Rico and where prohibited by law. Employees of *Southern Living* (the “Sponsor”), Kraft Foods Inc., marketing partners/prize providers involved in the Promotion, and their respective parent companies, subsidiaries, affiliates, retailers, distributors, advertising and promotion agencies, and members of the immediate families of the foregoing (parent, child, sibling and their respective spouses) and same households of each (collectively the “Sweepstakes Entities”) whether or not related, are not eligible to enter or win. Sweepstakes is governed by U.S. law. Sweepstakes is subject to all applicable federal, state, local laws and regulations.

**Entry Period:** The *Southern Living* “What’s Philly Got Cookin” Sweepstakes begins at 12:01 a.m. Eastern Time (“ET”) on **12/9/11** and ends at 11:59 p.m. (“ET”) on **2/10/12** (the “Sweepstakes Entry Period”).

**How to Enter:** There are Two (2) ways to enter.

**Method #1:** Purchase any Kraft Philadelphia Cream Cheese product and mail product UPC Code in envelope along with 3x5 card with name, address, email and phone number to **The *Southern Living* “What’s Philly Got Cookin” Sweepstakes, 1271 Avenues of the Americas, Southern Living FL 20-2026, c/o Emily Boehling, New York, NY 10020. Each entry must be mailed separately and must be postmarked between 12/9/11 and 2/10/12, and received by 2/17/12.** Sponsor is not responsible for lost, late, damaged, illegible, garbled, inaccurate, invalid, mutilated, misdirected, undelivered, delayed or postage due mail/entries. No photocopied or mechanically reproduced, altered or incomplete entries will be accepted. All entries, regardless of entry method, become the Sponsor’s property and will not be returned or acknowledged. **Limit one mail-in entry per person per day.**

**Method #2:** Mail a 3x5 card with your name, address, email and phone number to: **The *Southern Living* “What’s Philly Got Cookin” Sweepstakes, c/o The US Sweepstakes & Fulfillment Co, 625 Panorama Trail (Suite 2100), Rochester, NY 14625. Each entry must be mailed separately and must be postmarked between 12/9/11 and 2/10/12, and received by 2/17/12.** Sponsor is not responsible for lost, late, damaged, illegible, garbled, inaccurate, invalid, mutilated, misdirected, undelivered, delayed or postage due mail/entries. No photocopied or mechanically reproduced, altered or incomplete entries will be accepted. All entries, regardless of entry method, become the Sponsor’s property and will not be returned or acknowledged.

**Prize/Approximate Retail Value:** There is **One (1) Grand Prize** awarded of a trip to *Southern Living’s* Test Kitchen in Birmingham, AL. Trip includes round-trip domestic airfare for two (2), round-trip airport transfers, double occupancy hotel accommodations for three (3) days and two (2) nights. Grand Prize Winner and Guest to each receive one (1) \$200 gift card. Grand Prize Winner and Guest will also receive a

tour of the Southern Living Test Kitchen and Southern Progress Campus, cooking demos with Test Kitchen chefs, lunch or dinner with *Southern Living* editorial contributors and *Southern Living* cooking materials and cookbooks.

**Total Prize Package ARV: \$2,500.00**

**Random Drawing:** The Winner will be selected in a random drawing from among all eligible entries received during the Sweepstakes Entry Period, on or about **Friday, February 24, 2012** at the offices of ***Southern Living* ("Sponsor")**, **1271 Avenues of the Americas, New York, NY 10020**, whose decisions are final. Odds of winning are dependent upon the total number of eligible entries received

**Grand Prize winner will be confirmed via email and/or phone, and will be required to sign and return, within ten (10) days of notification, an Affidavit of Eligibility, a Liability Waiver, a W-9 Form and where allowable, a Publicity Release (collectively, "the Releases"). Travel companion of winner will also be required to sign a travel liability waiver. Noncompliance will result in disqualification and an alternate winner being selected. Trip must be taken by February 28, 2013. The prize package will be awarded within approximately 45 days after the winner is verified.**

If a winner is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, the prize will be awarded in the name of winner's parent or legal guardian who will be required to execute and return Affidavit/Release on minor's behalf. If Affidavit/Release is returned as undeliverable or if the selected winner cannot accept or receive the prize for any reason, or he/she is not in compliance with these Official Rules, the prize will be forfeited and an alternate winner will be selected in a separate random drawing.

**Prize Conditions: All travel related expenses for ground transportation to and from home, airfare, taxes, gratuities, incidentals, upgrades, insurance, service charges, airport surcharges, departure taxes, hotel, resort or property fees, food & beverage and personal expenses such as telephone/Internet charges, and gift shop purchases are the sole responsibility of prize winner. Winner and travel companion must travel on same itinerary. Prize must be used on dates specified or prize will be forfeited. Dates are subject to change.**

All hotel reservations are based on availability and all holidays are excluded. Accommodations are subject to availability at time of reservation. Blackout dates, advance booking requirements and travel restrictions may apply. Availability is subject to factors such as weather, seasonality and space availability. Reservations are subject to availability. If weather affects the ability for winner and his/her guest to redeem any portion of prize during the scheduled date and time, then the Sponsor shall have no further obligation to the winner and/or guest other than to supply the remaining elements of the prize package minus the unused portion of prize. If for any reason whatsoever, winner and/or guests are unable to travel after all travel arrangements have been made and paid, the Sponsor shall have no further obligation to the winner. If Grand Prize is forfeited prior to Sponsor finalizing and paying for travel, and there is sufficient time to notify an alternate winner, the prize will be awarded to an alternate winner in a separate random drawing from among all non-winning eligible entries. Winner and guest are responsible for obtaining the proper travel documentation (e.g., valid photo ID) prior to travel. Winner's guest must be legal U.S. resident, 18 years or older and must complete and return a Liability/Publicity/Travel Release prior to travel as noted above.

If a prize notification or prize is returned as undeliverable, or if winner is found to be ineligible or not in compliance with these rules that winner will be disqualified, and the prize will be awarded to an alternate winner in a separate random drawing.

Prize is not redeemable for cash. Prize is non-assignable or transferable. No substitution is permitted except if prize is unavailable, in which case a prize of equal or greater value will be awarded. No cash in lieu of prize and no exchange or substitution of prize, except at the sole discretion of the Sponsor. Any other incidental expenses on prize not specified herein are the winner's sole responsibility.

Winner is responsible for all federal, state, local and income taxes associated with winning prize. Winner will be required to furnish his/her social security number for the sole purpose of preparation of any tax forms as required by law. Except where prohibited by law, entry and acceptance of prize constitute permission to use winner's name, prize won, hometown, likeness, video tape, photographs, and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission. Prize is guaranteed to be awarded.

Winner acknowledges that the Official Sponsor, Kraft Foods Inc. and all other businesses affiliated with this Sweepstakes and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that each merchandise prize shall be subject to its manufacturer's standard warranty (if any).

**General:** Participating entrants agree to these Official Rules and the decisions of The US Sweepstakes & Fulfillment Company, *Southern Living*, the Sponsor, and release the Sweepstakes Entities, their parent companies, subsidiaries, affiliates, distributors, retailers, advertising and promotion agencies and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each, from any and all liability, claims, lawsuits, costs, expenses, fees, injuries, losses (including death), and damages which may be sustained either directly or indirectly from; 1) the awarding, acceptance, receipt, possession, use and/or misuse of prize awarded herein; or 2) participation in the Sweepstakes or traveling to or from any prize-related activity. Sponsor is not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Grand Prize Winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Sweepstakes or use or redemption of prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

**Privacy:** By entering and providing the required entry information, Entrants acknowledge that *Southern Living* may also send information, samples or special offers it believes may be of interest to Entrant, or other information or goods offered by its marketing partners. Personal information collected from online entrants is subject to the Privacy Policy, which can be found at [www.southernliving.com](http://www.southernliving.com).

**Winner Confirmation:** For a written confirmation of the Winner (available **after February 24, 2012**), send a stamped, self-addressed envelope (no later than April 6, 2012) to: The *Southern Living* "What's Philly Got Cookin" Sweepstakes, Winner Confirmation Request, C/o USSC, PO Box 25497, Rochester, NY 14625.

**Sponsor:** *Southern Living*, a division of the Time Inc. Lifestyle Group, 1271 Avenue of the Americas, New York, NY 10020.

### SWEEPSTAKES FACTS

PRIZE	RETAIL VALUE	NUMBER OF PRIZES	ODDS
<p>One (1) Grand Prize awarded of a trip to <i>Southern Living's</i> Test Kitchen in Birmingham, AL. Trip includes round-trip domestic airfare for two (2), round-trip airport transfers, double occupancy hotel accommodations for three (3) days and two (2) nights. Grand Prize Winner and Guest to each receive one (1) \$200 gift card. Grand Prize Winner and Guest will also receive a tour of the Southern Living Test Kitchen and Southern Progress Campus, cooking demos with Test Kitchen chefs, lunch or dinner with <i>Southern Living</i> editorial contributors and <i>Southern Living</i> cooking materials and cookbooks.</p>	\$2,500	1	1 in 10,000

**You Have Not Yet Won. All entries have the same chance of winning.** No one will know who the Winner is until after the Sweepstakes ends.

**Entry Is Free.** You don't have to buy anything to enter.

**Enter as Often as You Like by Mail.** Simply mail a card including your name, complete address, telephone number and email address to: **The *Southern Living* "What's Philly Got Cookin" Sweepstakes**, C/o US Sweepstakes & Fulfillment Co., 625 Panorama Trail (Suite 2100), Rochester, NY 14625. **Mailed entries must be postmarked between 12/9/11 and 2/10/12, and received by 2/17/12.** Each card must be mailed separately. It is not necessary to await receipt of an entry form.

**Buying Won't Help You Win.** Chances of winning without making a purchase are the same as the chances of someone who buys something.

**Entry Deadline/Sweepstakes Closing Date.** To be eligible to win the prize offered in this Sweepstakes, your entry must be received by the applicable entry dates stated in this communication. If there is no Entry Deadline stated, your entry must be received by the Final Sweepstakes Closing Date of 02/10/12.

**Void in HI, AK, Puerto Rico, outside the U.S., and where prohibited by law.**