

Official Rules and Prize Details

Athens “Make it Fabulous with Fillo” Recipe Contest

No purchase necessary – a purchase does not increase your chances of winning

Contest Timing & Description

The “Make it Fabulous with Fillo” Recipe Contest (“Contest”) begins 12:01 AM Eastern Time (ET) 8/1/09 and ends 11:59 PM (ET) 2/1/10 (“Contest Period”). Eligibility for the weekly winner concludes every Monday during the contest beginning Monday, September 7th at 11:59 PM ET. The Contest is a contest of culinary skill and entries may only be submitted online. Entrants are invited to submit an original recipe using Athens Fillo Dough and Athens Mini Fillo Shells and complete an Entry Form (together with the recipe, and the Entry Form will be the “Entry”). The Contest will consist of judged weekly, monthly, first prize and grand prize winners and “Fan Favorite” voting. Each week there will also be recipes designated as “Chef’s Choice”. All Entries must be received by 11:59 PM (ET) on 2/1/10 and will be judged based on the judging criteria detailed in the “Winner Selection” section.

A panel of experts will select the weekly winners, “Chef’s Choice” recipes and monthly winners. The experts will conduct the final judging to determine the Grand Prize winner and two First Prize winners in Athens Foods Test Kitchen, on or about 2/15/10. Phyllo.com members visiting www.phyllo.com between 2/15/10 and 3/1/10 will be asked to vote for their favorite recipe from among the Finalist recipes. The Finalist Entry that receives the most votes during the Voting Period will be declared the “Fan Favorite”, subject to verification.

How to Enter & Entry Details

Create an original recipe using Athens Fillo Dough or Athens Mini Fillo Shells as an ingredient (“Recipe”). Submit your Entry online– starting at 12:01 AM (ET) on 8/1/09. Go to www.phyllo.com, sign in or register to submit your Entry. Official Entry Form must be used for entry. Entries that are not on the Official Entry Form will not be accepted.

If Entry includes a photo, it must be submitted in one of the following formats only: .jpg, .tif, .gif (2 mb max). If Entry includes a video, paste a link to the video hosted on YouTube in the “video link” field of the entry form. Entries must be received by 11:59 PM (ET) on 2/1/10. Enter as often as you wish, but each Recipe must be entered separately and each recipe must be substantially different. All Entries become the property of the Sponsor and none will be returned.

Entrant may only enter a Recipe and Photo or Video link to which he/she owns all the legal rights. Photos must be solely of the prepared Recipe and must not include images of people or any intellectual property of third parties including, without limitation, copyrighted material or trademarks. Videos may include people as well as ingredients used to prepare the recipe. Recipe, photo or video can not have won any awards in the past.

Any winning Entry and associated Entrant must be in compliance with the Official Rules prior to winning the award, at the time of award and must remain in compliance throughout the contest.

To be eligible, all entries must further comply with the rules and Terms of Use for the contest-hosting site, www.phyllo.com.

Entry limitations

No mechanically reproduced, illegible, incoherent, unusable, unsuitable, or incomplete entries, or those that do not comply with the criteria will be accepted. Sponsor is not responsible for typographical errors, or any other errors in Entries submitted by Entrants. Modifying, enhancing or altering a third party's pre-existing work does not qualify as an entrant's original creation. Entry may not infringe upon any third party's copyright, patent, trademark, trade secret or other proprietary rights or rights of publicity or privacy, is wholly original with entrant and as of the date of submission, is not the subject of any actual or threatened litigation or claim. Entry may not be obscene, offensive, libelous, pornographic, threatening, abusive or contain otherwise objectionable content according to the phyllo.com Terms of Use. By entering, Entrant forfeits to Sponsor all rights to content of Entry and the concepts embodied therein. Entrant unconditionally assigns and transfers to Sponsor all rights, title interest and claim, which it now has or may in the future have to the Entry or any element(s) thereof including, without limitation the copyright therein. Sponsor has the right, in its sole discretion, to use, alter, assign or dispose of such Entries however it deems fit without approval of Entrants. By entering, Entrants agree that they do not have any right to bring (and they agree not to bring) any claim, action or proceeding of any kind or nature whatsoever against Sponsor, Administrator, or any of their affiliated companies, subsidiaries, agent, or employees in connection with this Contest.

Entrants grant the Sponsor right to use the Entrant's name, images, likeness, voice and biographical materials as well as the Entry for advertising, publicity, and promotional purposes, except where prohibited. Entrants, finalists and winners shall not be entitled to receive any compensation or credit for use of entries, other than that disclosed in these Official Rules. Entrant hereby agrees to indemnify and hold the Sponsor, affiliates, agencies, Administrator and their employees, officers and directors harmless from and against any and all third party claims, actions, or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

Eligibility

The Contest is open to legal residents of the 50 United States and D.C., 18 years of age or older who are registered members of phyllo.com. Any individual is restricted to one forum account. Professional chefs, caterers, food stylists and any other Individuals involved in the professional preparation of food or recipes are not eligible. Employees of Sponsor, Administrator, its affiliates, subsidiaries, sales representatives, advertising, public relations, sales promotion and judging agencies and all other service agencies involved with the Contest, and members of the immediate families (parent, child, sibling and spouse of each) or households of any of the above are not eligible. Entrants agree that any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded, shall be resolved individually, without resort to any form of class action, and shall be governed by the laws of the state of Ohio.

Winner Selection

Entries will be judged by professional chefs. Judges are appointed at the sole discretion of the Sponsor. Judges will select finalist Entries for each weekly prize period, which will then be evaluated by the judges according to the judging criteria below. Recipes will be judged based on the following criteria:

Recipes that do not include Athens Fillo Dough or Athens Mini Fillo Shells or that do not include a recipe name will be disqualified. Recipe must be in exact U.S. measurements, must list **all** ingredients in order of preparation including garnishes, include step-by-step preparation instructions, type of Phyllo product, keywords describing the recipe, serving size, prep time, type of cuisine, occasion, meal, course, and include cooking time and temperature. Recipes may not include any ingredients that may not be legally purchased in the United States.

Mini Fillo Shells recipes must have 8 ingredients or less (includes Mini Fillo Shells, spices, garnishes; prepared ingredients such as seafood salad, guacamole, mousse or pie filling are counted as one ingredient) to be eligible and have a maximum prep time of 15 minutes (excludes chilling and baking time). See point scale below.

Fillo dough recipes are not limited to a specific number of ingredients. The maximum prep time for Fillo Dough recipes is 2 hours (excludes chilling and baking time).

Fillo Dough

- Taste – 0-35 points
- “Fillo flair” – recipe highlights fillo’s key attributes such as shape-ability, flaky texture or low fat – 0-25 points
- Presentation – 0-20 points
- Creativity – 0-20 points

Mini Fillo Shells

- Taste – 0-35 points
- Overall ease of preparation – 0-25 points
- Presentation – 0-20 points
- Creativity – 0-20 points

Both

- 5 bonus point for photo
- 5 bonus points for video

“Fan Favorite”

- Same criteria as above

“Chef’s Choice”

- Same criteria as above

Maximum points: 110

The decisions of the judges will be final and binding on all matters relating to the Contest. Each week there will be two winners selected, one Fillo Dough recipe and one Mini Fillo Shell recipe. These weekly winners will then have the opportunity to be selected by the judges to qualify as the two monthly winners – one Fillo Dough recipe and one Mini Fillo Shell recipe. In the event of a tie by the judges, the Entries involved in the tie will be re-judged by an additional judge who will serve as a tiebreaker and will

evaluate Entries according to the criteria outlined above. The ten (10) monthly winners become the contest finalists (“Finalists”). Each Finalist’s Recipe will be prepared and judged by a professional panel. Becoming a Finalist is subject to validation and verification of eligibility and compliance with the Official Rules. In the event of a tie, the Entries involved will be reviewed by an additional judge who will serve as the tiebreaker, and evaluate the Entries according to the criteria outlined above. The decisions of the judges are final and binding on all matters relating to this Contest. Finalists will be determined on or about 2/12/10.

By participating in the Contest, entrant acknowledges and agrees that if his/her Entry is selected as a Finalist, Sponsor may display the photographs of the Finalists’ Recipes in any order, pattern or format, at its sole discretion.

Weekly Winners Selection

Each week the judges will select one Fillo Dough recipe winner and one Mini Fillo Shell Recipe winner judged according to the criteria listed above.

The first weekly prize will be awarded to entries received August 1, 2009 at 12:01 a.m. EST – September 7, 2009 at 11:59 p.m. EST. Subsequent weekly prizes will be awarded for entries received Tuesday through Monday with the first such period running Tuesday, September 8 at 12:01 a.m. EST through Monday, September 14 at 11:59 a.m. EST. The last period of weekly prizes will be Tuesday, January 26, 2010 at 12:01 a.m. EST through Monday February 1, 2010 at 11:59 p.m. EST. The last weekly prize winner will be announced by 2/12/10.

Recipes are only eligible to win in the week time period that they are entered. After that time period has expired, the recipe can no longer win a prize. There is no limit to the number of recipes a participant can enter, however, any entry awarded a monthly prize precludes that entrant from winning again. Weekly winners will be notified via the mailing address submitted on the Official Entry Form and announced on www.phyllo.com.

Monthly Winners Selection

The weekly winners for each month will be eligible to become monthly winners (September-January). The Fillo Dough recipe with the highest score and the Mini Fillo Shell recipe with the highest score will become the monthly winner. Once the month has passed, entries not selected to be monthly winners are not eligible to be winners the following month. In the event of a tie, an additional judge who will serve as a tiebreaker, will evaluate the entry according to the criteria listed above. The 10 monthly winners become the Finalists. Monthly winners will be notified via the mailing address submitted on the Official Entry Form and announced on www.phyllo.com.

“Fan Favorite” Voting Period

All 10 Finalists’ recipes will be posted, along with a photo (if available) of the prepared recipe and their first name and state of residence, on www.phyllo.com during the Voting Period (12:01 AM (ET) on 2/15/10 – 11:59 PM (ET) on 3/1/10). Finalists will be notified prior to the posting of their Entry prior to the voting. Throughout the Voting Period, registered members of [phyllo.com](http://www.phyllo.com) may vote for their favorite recipe according to the criteria above. Any individual is restricted to one forum account, and therefore, one vote according to the criteria above. Use of multiple forum accounts or other forms of ballot stuffing will invalidate that individual’s votes. Voters must be at least 18 years old. Votes may only be submitted online. Voting is limited to one (1) vote per username per calendar day. Subsequent votes cast by the same username on the same day will be void. Automated methods of voting are prohibited.

“Fan Favorite” Winner Selection

Upon conclusion of the Voting Period, Administrator will tally the votes for each Finalist and determine the potential Fan Favorite winner. The Fan Favorite Winner will be the Finalist with the greatest number of valid votes.

Winning is subject to validation. In the event of a tie, the Entries involved in a tie will be reviewed by an additional judge appointed by the Sponsor who will serve as the tie-breaker and evaluate the tied Entries according to the criteria outlined in the judging criteria above. Fan Favorite winner will be notified by mail on or about 3/15/10 and announced on www.phyllo.com.

Grand Prize and First Prize Winners Notification

Grand prize and first prize winners will be notified by mail and will be required to sign and execute an Affidavit of Eligibility and Liability Release. Where legal, a Publicity Release, and if applicable, a federal and state tax release (IRS Form W-9), and return same, properly executed, within 14 days of issuance of notification. Failure to return any or all documents as specified, or potential winner not complying with any term of these Official Rules, will result in the participant being disqualified and an alternate Finalist chosen. A prize or prize notification being returned as undeliverable will result in the participant being disqualified and the prize may be awarded to an alternate winner. Grand Prize and first prize winners will be notified on or about 3/1/10 via the mailing address submitted on the Official Entry Form and announced on www.phyllo.com and www.athensfoods.com.

Prizes

One Grand prize: \$5,000. Two, first prize winners: \$1,500 each. One “Fan Favorite” Recipe: \$600. Ten monthly winners: \$120 each. Forty-four weekly winners: \$50 each. **“Chef’s Choice” recipes will not be awarded any prizes, only designation on phyllo.com as a “Chef’s Choice” recipe.

No substitutions or transfer of any prizes is permitted. All prizes will be awarded provided they are properly claimed in accordance with these Official Rules and a sufficient number of eligible entries are received. Entrants can win more than one weekly prize, however, once an entrant has been declared a monthly winner/Finalist, he/she is no longer eligible to win additional weekly or monthly prizes in the contest.

Total value of all prizes: \$12,000.00

Additional Terms & Conditions

Any attempt by an entrant or any other individual to deliberately damage any online service or Web site, tamper with the voting process, or otherwise undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages and/or other remedies from any such person to the fullest extent permitted by law. Failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. No correspondence regarding Entries will be entered into with entrants other than the 44 weekly winners, who have the chance to become the monthly winners, finalists, fan favorite, first prize and grand prize winners.

Limitations of Liability

In the event of a dispute regarding the identity of an online entrant, such Entry will be deemed to be made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is deemed as the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Neither Sponsor, Administrator, nor its agencies are responsible for late, stolen, illegible, misdirected, or non-delivered entries; or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website or other connections availability, accessibility or traffic congestion, or miscommunications, or failed computer, network, telephone, satellite, or cable hardware, software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, or computer hardware or software malfunctions, failures or difficulties, or other errors of any kind, whether human, mechanical, electronic or network, or the incorrect or inaccurate capture of Entry or other information or the failure to capture, or loss of, any such information. Neither Sponsor, Administrator, nor its agencies are responsible for any incorrect or inaccurate information, whether caused by Website users, or by any equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of Web site.

Winners List

For the names of prize winners, available after 2/15/10, send a self-addressed stamped business-size envelope with proper postage affixed to: Athens Foods Make it Fabulous with Fillo Contest Winners List, 13600 Snow Road, Cleveland, OH 44142. Requests must be received by 2/26/10.

Sponsor: Athens Foods, 13600 Snow Road, Cleveland, OH 44142

Administrator: Benghiat Marketing & Communications, Inc., 23240 Chagrin Boulevard, Beachwood, OH. 44122.

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