

CHEFS Catalog "\$500 Shopping Spree"

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN

GIVEAWAY PERIOD: Starts Wednesday, August 29, 2011 at 12:00:01 AM Mountain Time and ends Wednesday, September 28, 2011 at 12:00:00PM Mountain Time (the "Giveaway Period").

ELIGIBILITY: To be eligible to enter you must be a legal resident of the United States, and be over the age of majority in the jurisdiction where you live. VOID WHERE PROHIBITED BY LAW. The following categories of individuals are NOT eligible to enter or win prizes: any person who, at any time on or after August 28, 2011, was or is a director, officer, or employee of CHEFS Catalog or associated affiliates or advertising and promotion agencies, and their Immediate Family Members (defined as a parent, child, step-child, sibling or spouse), or those who reside in the same household with them.

ENTERIES: THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK. YOU UNDERSTAND THAT YOU ARE PROVIDING YOUR INFORMATION TO CHEFS CATALOG AND NOT TO FACEBOOK. THE INFORMATION YOU PROVIDE WILL ONLY BE USED BY CHEFS CATALOG FOR ADMINISTERING THIS GIVEAWAY, FULFILLING PRIZES, OR AS YOU OTHERWISE CONSENT.

To enter the Giveaway, an entry must be logged through the following link:

<http://ebm.cheetahmail.com/r/regf2?a=0&aid=2087985885&n=1> All fields of the entry form are required in order to submit a complete entry. Upon submitting the entry, the e-mail address will be added to the CHEFS Catalog e-mail program, and a "Welcome" e-mail will be sent to the same e-mail address. To unsubscribe from the CHEFS Catalog e-mail program, an unsubscribe link is provided on the "Welcome" e-mail.

LIMIT OF ONE (1) ENTRY PER PERSON. If it is discovered that you have entered or attempted to enter the Giveaway more than once or have attempted to enter multiple times using multiple identities, only the first entry will be recognized and any later entries will be declared null and void, and any prize you might have been entitled to from any entry other than the first entry will not be awarded. AN ENTRY MUST BE RECEIVED DURING THE GIVEAWAY PERIOD TO BE ELIGIBLE. No other means of transmission or delivery will be accepted. Late, garbled, incomplete or misdirected entries will be declared void and will be ineligible to win. The sole determinant of time for the purposes of receipt of a valid entry in this Giveaway will be the Giveaway server machine(s). Proof of submission (screen captures, etc.) does not constitute proof of entry. All entries become property of CHEFS Catalog and will not be returned.

WEEKLY DRAWING - \$500 USD CHEFS GIFT CARD: At approximately 4:30:01 PM Pacific Time for each Wednesday of the Giveaway Period, CHEFS Catalog will randomly draw one (1) entry from among all eligible entries previously received from all entry methods. The odds of winning depend on the total number of eligible entries received prior to such weekly drawing. Each selected entrant will, subject to

verification of eligibility and compliance with these Official Rules, be eligible to win a \$500 USD CHEFS Catalog Gift Card (subject to the terms and conditions as stated thereon). No person may win more than one (1) prize. The winner may be announced on Facebook, Twitter, e-mail, or other means as deemed appropriate by CHEFS Catalog.

PRIZE CONDITIONS - CHEFS Catalog Gift Cards will be honored for merchandise through CHEFS Catalog catalogs and outlet store, or online purchases at chefscatalog.com. Gift Cards are not redeemable for cash, except to the extent required by law, and cannot be replaced if lost or stolen. Purchases will be deducted from a Gift Card's balance until the value reaches zero. The use of Gift Cards is subject to CHEFS Catalog's then-current terms and conditions and all applicable laws.

HOW TO CLAIM YOUR PRIZE: Each winner will be contacted by phone, mail, or email with instructions on how to claim his/her prize. If a potential Winner is found to be ineligible or not in compliance with these Official Rules or declines to accept their prize, or if CHEFS Catalog is unable to contact such person within 5 business days, or in the event that a prize notification or prize is returned undeliverable, the prize will be forfeited and, at CHEFS Catalog's sole discretion, that prize may be awarded to an alternate entrant selected at random. Each Winner may be required to furnish proof of identification to determine eligibility. Before being declared an official Winner, a potential Winner (or parent/legal guardian where applicable) may be required to execute and return a Declaration or Affidavit of Eligibility/Liability & Publicity Release and a W9 form (for U.S. residents) no later than ten (10) business days after the time such forms are postmarked as having been sent by CHEFS Catalog or that potential Winner will forfeit his/her prize.

None of the weekly prizes may be transferred or redeemed for cash (except to the extent required by applicable law) and must be accepted as awarded, with no substitutions of any kind, except substitutions made by CHEFS Catalog, who reserves the right, in its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. All federal, provincial, state, local taxes (including income, duty and withholding taxes), if any, as well as any other costs and expenses associated with prize acceptance and use are the Winners' responsibility.

By accepting a prize, a Winner consents to the use of his/her name, address (city and state/province of residence), voice, and statements relating to the Giveaway or CHEFS Catalog, and photographs or other likenesses, without further compensation, notification or permission in any publicity or advertising carried out by CHEFS Catalog or any related entities in any media without territorial or time limitation, except where prohibited by law.

CONDITIONS OF ENTRY

By entering, you (i) acknowledge compliance with these Official Rules including all eligibility requirements, and (ii) agree to be bound by the decisions of CHEFS Catalog which shall be final and binding in all matters relating to this Giveaway. Entrants who have not complied with these Official

Rules are subject to disqualification and all associated entries will be void.

CHEFS Catalog reserves the right to disqualify any entrant's registration in the Giveaway (and void all associated entries) or entitlement to a prize, if, in the sole discretion of CHEFS Catalog, it determines or suspects that the entrant has attempted to undermine the legitimate operation of the Giveaway by cheating, hacking, deception, or other fraudulent, deceptive or unfair playing practices (including any entries generated by script, macro, robotic, programmed, or any other automated means or any other means which subvert the entry process).

If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the authorized account holder of the Facebook account or email address provided at time of entry and he/she must comply with these Official Rules. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

As a condition of entering, you agree: (i) to release Facebook and CHEFS Catalog from any and all liability, loss or damage incurred with respect to participating in the Giveaway or the awarding, receipt, possession, and/or use or misuse of any prize or any travel or activity related thereto; (ii) that under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, punitive, incidental, consequential, or any other damages (other than for actual out-of-pocket expenses) from both CHEFS Catalog and Facebook; (iii) all causes of action arising out of or connected with this Giveaway or any prize awarded shall be resolved individually, without resort to any form of class action; and (iv) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, and in no event will you be entitled to receive attorneys' fees or court costs. Some jurisdictions may not allow certain limitations on damages or the ability to seek damages through a class action, so some of these restrictions may not apply to you.

CHEFS Catalog reserves the right in its sole discretion to cancel, modify or suspend this Giveaway at any time with or without notice if fraud, technical failures (including any network server or hardware failure), viruses, bugs, errors in programming, or any other causes corrupt the administration, security or integrity of the Giveaway. In the event of cancellation, CHEFS Catalog reserves the right to select Winners from among all eligible, non-suspect entries received up to the time of such cancellation.

Neither CHEFS Catalog nor Facebook warrant that access to the Giveaway will be uninterrupted. Neither CHEFS Catalog nor Facebook are responsible for, and you hereby waive any claim arising from, any problems that may arise, including, without limitation: (i) inaccessible or unavailable networks, websites, or other connection or accessibility problems; (ii) failed, delayed or misdirected communications, including any lost, late, stolen, incomplete, illegible or undelivered entries; (iii) technical malfunctions, printing, clerical, or other errors in connection with the administration of the Giveaway or the offering or announcement of any prize; (iv) the incorrect or inaccurate capture of information, or the failure to capture any information in connection with the Giveaway; (v) damage to a

user's system occasioned by participation in this Giveaway; or (vi) any other errors of any kind relating to or in connection with the Giveaway.

MISCELLANEOUS

Any attempt by an entrant or other individual to deliberately damage any website or undermine the legitimate operation of this Giveaway, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should any such an attempt be made, CHEFS Catalog reserves the right to seek remedies and damages (including attorneys' fees) from any such individual, to the fullest extent permitted by law, including criminal prosecution. Any entrant engaging in any of the foregoing activities may be disqualified (and all associated entries will be void) and will forfeit any prize(s) won.

This Giveaway is subject to all applicable federal, state, provincial and municipal laws. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and CHEFS Catalog in connection with the Giveaway, shall be governed by, and construed in accordance with, the substantive laws of the State of Idaho without regard to conflicts of law principles. All entrants consent to the jurisdiction and venue of the Federal, state and local courts of Idaho.

In the event of any conflict with any Giveaway details contained in these Official Rules and Giveaway details contained in other Giveaway materials (including, without limitation, any point of sale, online or print advertising), the details of the Giveaway as set forth in these Official Rules shall prevail.

This Giveaway is sponsored by CHEFS Catalog. Any questions, comments or complaints regarding this Giveaway shall be directed only to CHEFS Catalog, and not to Facebook or any other person or entity. CHEFS Catalog's employees are not authorized to waive, modify or amend any provision or provisions of these Official Rules in any manner whatsoever. All questions, comments or complaints regarding this Giveaway must be submitted in writing either via email to pr@chefscatalog.com or in writing to "\$500 Shopping Spree Giveaway", c/o E-Commerce Department, 5070 Centennial Blvd., Colorado Springs, Colorado, 80919.

You may obtain a list of the Winners' names by sending a self-addressed postage stamped envelope to: "\$500 Shopping Spree Giveaway"-Winner's List, c/o E-Commerce Department, 5070 Centennial Blvd., Colorado Springs, Colorado, 80919. The Winners list will be sent within a reasonable time after all prizes have been awarded.

For more information about how CHEFS Catalog manages your personal information, please see CHEFS Catalog's Privacy & Security Statement found on CHEFS Catalog's website at <http://www.chefscatalog.com/service/security.aspx>. Personal information may be stored on CHEFS Catalog's servers, located in the United States.