

Vincent Giordano Video Chef Contest Rules and Regulations

Contest runs thru July 31, 2009

Welcome to the Vincent Giordano Video Chef Contest!

Here is your opportunity to become an award-winning chef and take home \$4,000.

Simply follow these guidelines

- Record a three-minute homemade video creating a unique and delicious sandwich
- Entrants are encouraged to use Vincent Giordano brand Premium or STEAKHOUSE Roast Beef, Corned Beef or Pastrami from your local ACME deli counter
- All video entries to be received by July 31

Judging will be based on:

Originality of sandwich

Presentation appeal

Work station setting

Appearance of participant

Presentation skills

Entertainment value

Videos must be in good taste

Mention of Vincent Giordano brand Premium or

STEAKHOUSE Roast Beef, Corned Beef or Pastrami

Video submission options:

1. email to contest@vgiordano.com
2. upload video at
www.vgiordano.com/videochef
3. mail it to:
Vincent Giordano Corporation
2600 Washington Avenue
Philadelphia, PA 19146
ATTN: Video Chef Contest

All video submissions must have appropriate contact information:

Name, Address, Phone Number, email address

CONSUMER PRIZE: First prize is \$4,000.00. Four honorable mention prizes of \$100 Vincent Giordano Gift Certificate each are not transferable and are not redeemable for cash.

DRAWING: All decisions by the judges of all aspects of the Vincent Giordano Video Chef Contest will be final and binding.

ELIGIBILITY: No proof of purchase necessary. Contest is open to all legal residents of the United States who are 18 years of age or older except employees and immediate family members of Vincent Giordano Corporation, Idea Lab Marketing, ACME, and its marketing/advertising/public relations firms. Void where prohibited. All federal, state, and local taxes on the prize are the sole responsibility of the winner. Winner will receive a 1099 tax form reporting winnings in the amount of \$4,000.00

NOTIFICATION: The grand prizewinner of \$4,000 will be notified by phone or mail within 7 days of final judging. The winner must claim the prize within 5 days of notification by signing and returning an affidavit of eligibility and liability/publicity release. In the event that the affidavit and the release are not returned within 5 days, the prize will be forfeited and an alternate winner will be selected from all remaining entries. Upon forfeiture, no compensation will be given. By participating in the contest and accepting the prize, winner agrees to release Vincent Giordano Corporation, lone sponsor of the Video Chef Contest, its participating retailers, subsidiaries, affiliates, suppliers, agents and advertising and promotional agencies from any and all liability, loss, harm, damage, and cost or expense whatsoever, including all reasonable counsel fees and court costs incurred and including without limitation property damage, personal injury, and death which may occur in connection with participation in contest and acceptance and use of prize. Entry and acceptance of prize constitutes full permission for promotion sponsor and its respective affiliates to broadcast and/or to photograph or publish the participant's name, voice, recorded comments, biographical information, face and likeness for advertising/promotional purposes without compensation.

Set the stage! Be creative, clever, funny! Win \$4,000!