

MISS BLUSH SURVEY CONTEST RULES AND REGULATIONS

The Little Potato Company is dedicated to providing wholesome, convenient meals that families across North America will love. As such, we are seeking guidance from our customers on a new potato variety, Miss Blush. This confidential web survey is designed to capture your first impressions of this variety. It takes 1 to 2 minutes to complete.

Your time and feedback are greatly valued. To show our appreciation, once you complete the survey you will be eligible to enter the Miss Blush Survey Contest for a chance to win a new Lagostina cookware set and selection of little potatoes. See the contest Rules below. The survey will close on April 30, 2012.

1. THE CONTEST:

The Miss Blush Survey contest (the "Contest") commences on February 3, 2012 at 12:00 p.m. (MST/MDT) and concludes on April 30, 2012 at 11:59.59 p.m. (MST/MST) (the "Contest Period"). The Contest Sponsor (the "Sponsor") is The Little Potato Company, 11720-170 Street, Edmonton, Alberta, Canada T5S 1J7.

2. HOW TO ENTER:

Go to www.littlepotatoes.com and click on the Miss Blush survey link. Follow the onscreen instructions to complete the survey and entry form. No purchase is necessary.

3. PRIZE:

The prize is a 10-piece Lagostina cookware set and five bags of little potatoes from The Little Potato Company, valued at approximately \$300.00 CAD.

4. PRIZE DRAW:

The winner will be decided by a random computer-generated selection on or about May 1, 2012. The winner will be notified via electronic mail to the email address with which the winner entered the promotion within one (1) week after the winner is verified (Entrants should ensure that their email address is up to date). Winners are subject to eligibility verification.

If the winner should not respond to the electronic mail notifying them that they are a winner within forty-eight (48) hours, the Sponsor will randomly select another winner. Failure to have an active email address will result in forfeiture. In no case shall the Sponsor be liable in any manner where a winner has not received notification sent from the Sponsor or where the Sponsor fails to receive a response from the winner within forty-eight (48) hours.

5. ELIGIBILITY:

The contest is open to residents of Canada who are Canadian citizens or permanent residents, and who are the age of majority in their place of residence. Employees of, members of the immediate family of, or those domiciled with an employee of The Little Potato Company and any of its affiliates (as defined in the *Canada Business Corporations Act*) are excluded from this contest. "Immediate family" is defined as parents, siblings, children or spouse.

The Little Potato Company shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof in a form satisfactory to The Little Potato Company may result in disqualification. All personal and other information requested by and supplied to The Little Potato Company for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Little Potato Company reserves the right, in its sole discretion, to disqualify any Participant should such a Participant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

6. LIMITATION ON NUMBER OF ENTRIES PERMITTED:

Entries are limited to one entry per person. If it is discovered that more than one entry came from the same person and/or email address, only the first eligible entry received will be included in the Contest. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

7. CHANCES OF WINNING:

The odds of being selected as a potential winner are dependent upon the number of entries received during the Contest Period.

8. NO REPRESENTATIONS OR WARRANTIES:

In accepting the Prize, the Winner acknowledges that The Little Potato Company, its affiliates, the participating retail stores and their respective marketing agencies may not be held liable for any loss, damages, injuries or death associated with accepting or using the prize. The Little Potato Company makes no representation or offers any warranty, express or implied, as to the quality or fitness of the services associated with the Prize. The Winner understands and acknowledges that they may not seek reimbursement or pursue any legal or equitable remedy from The Little Potato Company should the prize fail to be fit for its purpose or is in any way unsatisfactory to the Winners.

9. DECLARATION AND RELEASE OF PRIZE WINNERS:

Before being awarded the Prize:

1. The Winners must correctly answer, unaided, a time-limited skill-testing mathematical question; and,
2. The Winners must complete a publicity release and a declaration confirming that he or she read, understood and accepted these rules and regulations.

10. PRIZE TO BE ACCEPTED AS AWARDED:

The decision of The Little Potato Company is final, and the Prize must be accepted as awarded. No portion of the Prize is transferable. The Prize is not redeemable for cash. Should the Winners be unable to claim the Prize as awarded, their entry will be forfeited and another eligible Contest Participant will be selected.

11. SUBSTITUTION OR CHANGE TO THE CONTEST:

The Little Potato Company retains the rights, in its absolute and sole discretion, to make substitutions of equivalent kind or approximate value in the event of the unavailability of any prize or component of the prize for any reason whatsoever. The Little Potato Company reserves the right to suspend, cancel or modify the contest at any time without prior notice, if it determines that for any reason the contest cannot be run as originally planned or if there is any other occurrence compromising the fairness or integrity of the contest. If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more potential winners of prizes than contemplated in these rules, there will be a random draw amongst all eligible prize claimants after the Contest closing date to award the correct number of prizes.

12. OWNERSHIP OF ENTRIES:

All entries shall become the property of The Little Potato Company, which assumes no responsibility for lost, stolen, destroyed or otherwise indecipherable entries or for any failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, poor reception, technical problems, failure of any e-mail or submission to be received by The Little Potato Company on account of technical problems or traffic congestion on the Internet or at any website, or due to any other reason regardless of cause. The Little Potato Company reserves the right, in its sole discretion, to modify or suspend the contest should a virus, "bug" or other cause beyond its reasonable control corrupt the security or proper administration of the contest.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, The Little Potato Company reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. In the event of a dispute between Participants as to who submitted an entry, the entry shall be deemed submitted by an "authorized e-mail account holder" and entries will be declared made by the authorized email account holder of the e-mail address submitted at the time of entry. "Authorized email account holder" is defined as the natural person who is assigned to an e-mail address by Internet access provider, on-line service provider, or other organization (e.g. business, educational institution etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be requested to provide The Little Potato Company with proof that the

potential winner is the authorized account holder of the e-mail address associated with the potentially winning entry.

13. CONSENT TO USE OF PERSONALITY:

By claiming the prize, the Winners authorize the use, without additional compensation, of his or her name and/or likeness and/or voice/photograph, and municipality of residence for promotion and/or advertising purposes in any manner and in any medium (including without limitation, radio broadcasts, newspapers and other publications and in television or film releases, slides, videotape, distribution over the internet and picture data storage) which The Little Potato Company may deem appropriate.

14. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION:

By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, e-mail address, home and office telephone numbers (the "Registrant Information"), each Contest Participant grants permission to The Little Potato Company to the collection, use and disclosure to participating retail stores of the Registrant Information for the purpose of administering the Contest, selecting the Winners and providing Participants with future newsletters or information concerning The Little Potato Company or participating retail stores . Future correspondence may take place between The Little Potato Company and the Participants.

An individual may request that The Little Potato Company refrain from sending that individual any other sweepstakes or contest related mailings. To do so, they can submit a written request via mail to Marketing, The Little Potato Company, PO Box 33166, Edmonton, AB, T5P 4V8. An individual can also reverse the removal request by submitting a written request to receive such promotions to the above address.

15. WHERE CONTEST RULES AND REGULATIONS ARE AVAILABLE:

These rules and regulations are available for viewing online at www.littlepotatoes.com.

16. COMPLIANCE WITH CONTEST RULES:

By entering the Contest, all Participants agree to abide by these Contest Rules and Regulations, which are subject to change at the sole discretion of The Little Potato Company at any time, and the decisions of any applicable independent contest organization, which are final.

Should it be discovered that a Participant is using the aid of computer software programs to auto-fill entries, that Participant will be immediately disqualified from the Contest. The Little Potato Company reserves the right to disqualify all such Participants from future contests it conducts without further notice.

17. COMPLIANCE WITH LAWS:

This Contest is void where prohibited by law, and is subject to all applicable federal, provincial, territorial and municipal laws and regulations of Canada and of each province, territory and municipality of Canada, respectively.