

**“ORGANIC BEAUTIES’ WIN A WEEK IN THE RAINFOREST!”
CONTEST RULES AND REGULATIONS**

1. THE CONTEST AND THE CONTEST PERIOD:

The Organic Beauties’ Win a Week in the Rainforest! contest (the “Contest”) commences on November 1, 2011 at 12:00 a.m. (MST/MDT) and concludes on January 31, 2012 at 11:59 p.m. (MST/MDT) (the “Contest Period”).

2. HOW TO ENTER:

Contest participants (the “Participants”) may enter the Contest online at www.littlepotatoes.com by submitting the UPC code from the back of a bag of Organic Beauties and fully completing an online entry form. No purchase is necessary. To enter without purchase, individuals must sign up for The Little Potato Company’s e-newsletter in order to be an eligible Participant.

Entries are limited to two per household and/or per e-mail address and/or per address and/or per phone number each week for the duration of the Contest Period. If it is discovered that more than two entries per week came from the same household and/or email address and/or address and/or phone number, only the first two eligible entries 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. All entries must be received within the Contest Period.

3. PRIZE:

The prize (the “Prize”) is advertised as a “week’s trip for two to the rainforest of Panama.” The Prize will be awarded in the form of a \$5,000.00 CAD gift card from Marlin Travel St. Albert Centre, valid until December 31, 2012. The value of the prize is based on a seven-night stay in Panama, including roundtrip airfare for two people from Edmonton, Alberta; five night-stay in a standard room at the Royal Decameron Golf & Beach Resort (buffet breakfast, lunch and dinner included); two-night stay in a standard cityview room at the Radisson Decapolis Panama City (breakfast included); an excursion to Anton Valley (stroll through the rainforest and visit a picturesque village in the crater of an extinct volcano, a farmers’ market, El Chorro Waterfall, animal rehabilitation centre and botanical garden); a tour of Panama City and Panama Canal; and an excursion to Chagres National Park/Embera Indigenous Community. Transportation for all excursions, transfers at destination and all taxes were included in determining the Prize value. Travel insurance was not included. This particular trip, including excursions, is available from November 13, 2011 to April 18, 2012. The gift card can also be used toward another trip of the Winner’s choice, available through Marlin Travel St. Albert Centre. Trip must be booked through Marlin Travel St. Albert Centre. Prize has no cash value and cannot be redeemed for cash by the Winner.

4. PRIZE DRAW:

The Prize will be awarded by a random computer generated draw to be held at or about 12:00 p.m. (MST/MDT) on February 15, 2012 at the location of PURE Communications, Inc. in Sturgeon County, Alberta from all eligible Contest entries received during the Contest Period. The selected individual (the “Winner”) will be notified by telephone no later than February 17, 2012.

If a selected individual cannot be contacted by telephone within five (5) days and after ten (10) calling attempts following the first attempt to contact the selected individual (using the contact information provided by the entrant at the time of entering the Contest), or if a selected individual or their travel companion(s) fail to return any contest documents within seven (7) days of being sent them, the selected individual will forfeit the prize without recourse towards The Little Potato Company or anyone involved in the Contest and an alternate Winner will be automatically selected.

5. PRIZE VALUE:

The value of the Prize is \$5,000.00 CAD.

6. 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. The participating travel agency, retail stores, and involved marketing agencies and their respective affiliates, associates, employees, employees' immediate family members and persons with whom such employees are domiciled 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.

7. DEADLINE FOR CLAIMING PRIZE:

The Prize must be claimed by 5:00 p.m. (MST/MDT) on March 2, 2012 (the "Deadline"). If an individual fails either to claim their Prize or inform The Little Potato Company of his or her inability to claim their Prize before the Deadline, or does not meet all of the contest conditions, then the Participant forfeits the prize and another eligible Participant may be selected.

8. LIMITATIONS ON TRAVEL:

The Prize trip is subject to the terms and conditions provided by the participating travel agency (including those involving the use of the gift card) and by all service providers associated with the travel agency and with the provision of the Prize trip. The Prize trip gift is valid until December 31, 2012. Travel is subject to availability, blackout dates, and/or change due to circumstances beyond The Little Potato Company's control.

The Winner and travel companion(s) are responsible for ensuring that all travel papers required for travel to the destination are in good order, and are valid prior to, and for the entire duration of, the prize travel period. The Little Potato Company is not responsible if the Winner and/or travel companion(s) are denied entry into any destination country for any reason.

9. EXPENSES:

The Winner is responsible for all expenses incurred for the purpose of taking or during the trip that are not available through the participating travel agency and/or above and beyond the \$5,000.00 CAD gift card. These expenses include, but are not limited to, obtaining valid passports for the Winner and travel companion(s), obtaining valid travel and medical insurance for the Winner and travel companion(s), extra meals, extra excursions and activities, gratuities and items of a personal nature. The Winner understands that he or she may not seek reimbursement for the Expenses from The Little Potato Company, its affiliates, participating travel agency, participating retail stores or their respective marketing agencies.

10. CHANCES OF WINNING:

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

11. NO REPRESENTATIONS OR WARRANTIES:

In accepting the Prize, the Winner, and any travel companion(s), acknowledge that The Little Potato Company, its affiliates, the participating travel agency, 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 and any travel companion(s) understand and acknowledge 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 Winner.

12. DECLARATION AND RELEASE OF PRIZE WINNER:

Before being awarded the Prize:

- a) The Winner must correctly answer, unaided, a time-limited skill-testing mathematical question;
- b) The Winner must complete a publicity release and a declaration confirming that he or she read, understood and accepted these rules and regulations; and,
- c) The Winner and travel companion(s) must sign and submit to The Little Potato Company, within a stipulated time, a release and indemnity agreement confirming, without limitation, that:
 - they understand that acceptance of the Prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, they may suffer damage to personal property, serious personal injury, illness or even death;
 - they nevertheless freely and voluntarily agree and do hereby assume any and all risks of personal injury, illness, death arising out of or connected with their participation in the Contest and winning the Prize; and,
 - they release The Little Potato Company, its affiliates, the participating travel agency, the participating retail stores, and all of their directors, officers, employees, agents as well as their respective advertising and promotional agencies (collectively, the "Releasees") from any and all liability arising in connection with participation in the Contest and acceptance of the Prize, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting the Prize, whether suffered by the Winner or their travel companion(s), or by their heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

13. 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 Winner be unable to claim the Prize as awarded, his or her entry will be forfeited and another eligible Contest Participant will be selected.

14. 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.

15. 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.

16. CONSENT TO USE OF PERSONALITY:

By claiming the prize, the Winner authorizes 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.

17. 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 Winner 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.

18. WHERE CONTEST RULES AND REGULATIONS ARE AVAILABLE:

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

19. 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.

20. 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.

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

21. PUBLIC ANNOUNCEMENT OF WINNER:

The Little Potato Company will announce the Winner on its Facebook page and e-newsletter by March 30, 2012. The name of the Winner can also be obtained by sending a self-addressed stamped envelope to: Marketing, The Little Potato Company, PO Box 33166, Edmonton, AB, T5P 4V8, with a written request by March 30, 2012.