

Weekend Buzz | Complete Rules

Screen Team Giveaway – Text to Win

Who Can Enter

1. Entrants must be legal Minnesota or Wisconsin residents who are 18 years of age or older and have lawful access to the methods of entry set forth in these rules.
2. Employees of Border Foods Company and FOX/UTV Holdings, Inc., owner of television stations KMSP and WFTC (collectively, “Sponsor”), their affiliated companies, advertising and promotion agencies, and the immediate family and household members of each are ineligible.

How To Enter

3. No purchase is necessary to enter or win. Only one entry per phone number per codeword and one online entry per email address per codeword. Weekly giveaways will be held every week during the period beginning January 7, 2011, and continuing through December 29, 2011. Each weekly giveaway will run a seven day period beginning on Friday and ending the following Thursday. Each weekly giveaway will begin when announced on Friday and all entries must be received by 11:59 pm local time on each Thursday of each weekly giveaway.
4. To enter, watch the Weekend Buzz, airing Fridays at 11:35 pm on KMSP and Saturdays at 9:30 pm on WFTC, and look for the codeword. Then, either: (i) send a text message to 95173 with the weekly codeword in the body of the message. All text message entrants must have a text messaging two-way capable handset and digital service in order to enter the giveaway using the text messaging method. Entrants will be sent a text message to confirm entry into the giveaway. Entrants entering by text will be charged standard text messaging rates for text messages sent and received from their handset according to the terms and conditions in their wireless calling plan. Text messaging and wireless service are not available in all areas. Sponsor reserves the right in its sole discretion to disqualify any text message entry at any time which in Sponsor’s determination does not comply with these rules; or (ii) entrants may enter online at www.cravingstogo.com by accessing the online entry form and following all instructions to complete the on-line contest entry form.
5. Sponsor is not responsible for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or technical, network, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry, winners or other giveaway information by Sponsor or entrants for any reason whatsoever. Sponsor is also not responsible for any injury or damage to any entrant’s or any other person’s computer related to or resulting from playing or

downloading any materials in the giveaway or for entries that are late, misdirected or incomplete. All entry materials may be maintained as part of Border Food Company's giveaway records. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE GIVEAWAY IS A VIOLATION OF THE CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right to cancel or modify the giveaway if it becomes technically or otherwise corrupted or if the applicable programming is canceled, or rescheduled.

6. A minimum of 5 winners will be selected weekly by random drawing from eligible entries on or about the Friday following each contest week.

The Prizes

7. Each winner will receive a DVD, Blu-ray, or video game, the title and format of which will be announced the Friday of each contest week when entries are solicited on the Weekend Buzz. Each DVD is valued at approximately \$20.00, each Blu-ray at approximately \$30.00, and each video game at approximately \$40.00. The prize is provided by Border Foods Company.

8. The winners will be notified by phone on or about the day of the drawing. The winner will be required to claim the prize in a manner determined by Sponsor in its sole discretion within 7 days of the date of notification or he or she will be disqualified. If a winner cannot be reached, or does not claim the prize within the designated time period, that prize will be awarded to an alternate winner selected by random drawing if, in Sponsor's reasonable discretion, time permits.

9. Prizes cannot be redeemed for cash or substituted for any other items by the winners. The winners cannot assign or transfer prize. Sponsor reserves the right to substitute a comparable prize of like or greater value, including cash, for any prize, for any reason.

10. The winners are responsible for all local, county, state, and federal taxes on prizes based on the value of the prizes set forth in these rules.

11. Only one prize will be awarded per household. Individuals are eligible to win only one prize within any 30-day period, regardless of the number of giveaways entered.

Odds of Winning Miscellaneous

12. Odds of winning depend on the number of correct entries received.

13. Except where prohibited by law, entry constitutes permission to use winners' names, hometowns, likenesses, and photographs for broadcast, online posting, and/or any in any

other media, including for advertising and publicity purposes, without additional compensation.

14. These giveaway rules are available at www.cravingstogo.com and Monday through Friday during normal business hours at Border Foods Company, 965 Decatur Avenue North, Golden Valley, MN 55427 through December 29, 2011.

15. For a complete list of prize winners, send a separate, self-addressed, stamped envelope after December 30, 2011, to: Border Foods Company, 965 Decatur Avenue North, Golden Valley, MN 55427.

16. This giveaway is subject to all applicable laws and regulations and is void where prohibited or restricted by law, including without limitation, in jurisdictions requiring registration, filing, trust account, or posting of a bond, or any other requirements or disclosures that are not expressly satisfied by these rules. Sponsor is not responsible for typographical or other errors in the printing, offering, or administration of the giveaway, or in the announcement of the prize.

17. By entering, participants represent that they are eligible, and agree (a) to be bound by these rules and the decisions of the judges, (b) to release Sponsor, its parent, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any injuries, losses, or damages of any kind caused by any prize or resulting from acceptance, possession, use, or misuse of any prize, and (c) to Sponsor's use of entrants' personal information as described in the Privacy Policy located at www.cravingstogo.com.