

Official Rules:

“Mushrooms on the Menu” Restaurant Photo Contest

NO PURCHASE NECESSARY TO ENTER. PURCHASING WILL NOT IMPROVE YOUR CHANCES OF WINNING.

1. **Eligibility:** “Mushrooms On The Menu” Restaurant Photo Contest (the “Contest”) is sponsored by The Mushroom Council (“The Council”). The Contest is open to all U.S. residents, 18 years of age or older at the time of entry. Employees of The Council or their affiliated or subsidiary companies, their agencies, and their immediate family members, are not eligible to enter the Contest. The Contest is governed by the laws of the USA. All federal, state and local laws and regulations apply. Void where prohibited by law.

2. **Entry/Judging:** The Contest submission begins at 10:00 a.m. Central Time (CT) on October 27, 2010, and ends at 5:00 p.m. on November 17, 2010 (“Entry Period”). To enter, participants must submit a photo of a mushroom dish with a brief description noting the type of dish and the restaurant and location it was served at to either [@mushroomchannel](https://twitter.com/mushroomchannel) or info@mushroominfo.com for a chance to win a \$100, \$75 or \$50 gift card. Voting will be open to visitors of the [Mushroom Channel](#) blog and Twitter users from November 18 12:00 p.m. CT to November 29 at 12:00 p.m. CT (“Voting Period”).

Entry requirements:

- Participants will submit one (1) original photo per mushroom dish where a cultivated mushroom is the dominant ingredient. Participants may enter more than one entry provided different mushroom menu items are photographed.
- Cultivated mushrooms varieties permitted include:
 - Button mushrooms
 - Portabella mushrooms
 - Shiitake mushrooms
 - Enoki mushrooms
 - Crimini mushrooms
 - Oyster mushrooms
 - Maitake mushrooms
 - Beech mushrooms
- Photo must be no larger than 1 MB and capable of being posted on the Mushroom Channel.
- Photo may not contain illegal or inappropriate content as determined by the Sponsor, in its sole discretion.
- Entry must be submitted to the Mushroom Channel by sending either a) a picture via Twitter to [@mushroomchannel](https://twitter.com/mushroomchannel) or b) an e-mail with image attachment to info@mushroominfo.com. Photos that meet entry requirements will be approved at the Mushroom Council’s discretion in order to receive entry and posted on the [Mushroom Channel](#) blog.
- Participants may submit photos of more than one menu item for consideration.

- If the photo is selected to appear on the [Mushroom Channel](#) and meets the other entry criteria, the entrant's submission will be voted on by visitors to the Mushroom Channel during the Voting Period for an opportunity to win a \$100, \$75 or \$50 American Express gift card.
- Entry must be in English.
- Winners of previous Mushroom Council [Grocery Store Challenge](#) contest are not eligible to win again.

Participants who submitted qualifying mushroom photos during the Entry Period will be published on www.mushroominfo.com, promoted on Twitter via [@mushroomchannel](#) and put to popular vote during the Voting Period.

3. **Prizes** There will be three (3) prizes awarded based on the number of votes received. The entry with the most votes will receive a \$100 American Express gift card. The entrant with the second highest number of votes will receive a \$75 American Express gift card and the entrant with third highest number of votes will receive a \$50 gift card. The winners will be notified via email on or about November 29, 2010 and must respond within 48 hours or the entry with the next largest amount of votes will be declared the winner. Terms and conditions of gift card apply. Approximate retail value of prize: First Prize \$100, 2nd Place) \$75, 3rd Place) \$50. Total approximate retail value of prizes \$225. Sponsor may substitute a prize of equal or greater value. Any taxes applicable to the prize are the responsibility of winner. In the event of a tie in voting,

3. **Conditions:** The Council and its agencies are not liable for, late, lost, delayed, damaged, misdirected, incomplete, garbled or jumbled entries or the actions of third parties. The Council is not liable for any technical malfunctions of any telephone network or lines, computer internet system, servers or providers, computer equipment, software, failure of any email on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading/uploading any materials in this Contest, or other technical difficulties or failures or other errors of any kind. The Council is not responsible or liable for any injury or damage to an entrant's or third person's computer and/or its contents, related to or resulting from Contest. The Council reserves the right to terminate or modify the Contest at any time for any reason, or to extend the deadline for entry in the event of insufficient entries. Entrants agree to indemnify the Council, its agencies and their affiliated and subsidiary companies from and against any and all claims and liabilities arising out of or in connection with this Contest. Any dispute regarding submission of entry will be deemed submitted by the authorized account holder of the email address submitted at the time of entry. "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 organizations (e.g. business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted email address. The Council, in its sole discretion, reserves the right to disqualify any person tampering with the operation of the website or the entry process.

4. **Release.** All photos must be original and owned by the entrant. By entering entrant grants permission to The Council and those acting under its authority to use his/her name and submitted photograph for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

5. Consumer Information: If you wish to receive a copy of these rules or have any questions about the Contest, specify your request and send a self addressed stamped envelope to: *“Mushrooms On The Menu” Restaurant Photo Contest*, ATTN: Michelle Green, 200 E. Randolph Street, 65th Floor, Chicago, IL 60601 or submit your request via email to: michelle.green@edelman.com. Any requests must be received by November 29, 2010.