

The Kingsford® Points Chase Contest

2011 Official Rules

KCBS COMPETITION REGISTRATION IS REQUIRED TO PARTICIPATE IN THIS CONTEST. PRIOR OWNERSHIP AND/OR PURCHASE (EXCEPT FOR RESIDENTS OF/PARTICIPANTS IN CO AND VT) AND USE OF A KINGSFORD® CHARCOAL BRIQUET PRODUCT IS REQUIRED TO PARTICIPATE IN THIS CONTEST. NO ADDITIONAL PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. ELIGIBILITY RESTRICTIONS APPLY. VOID WHERE PROHIBITED.

1. Eligibility. The *Kingsford® Points Chase* contest (the “Contest”) is open only to legal residents of the 50 United States and the District of Columbia who are of legal age of majority in their jurisdiction of residence (and at least 18) and registered participants (“**Competitor**”) in at least one (1) of the Kansas City Barbeque Society (“**KCBS**”) sanctioned barbeque competition events (as outlined below in these Official Rules) in the KCBS 2011 Great American BBQ Tour (collectively, “**KCBS Events**”) at the time of entry (each such person, together with members of their respective competition team, shall collectively hereafter be an “**Entrant**”). Entrants must also use at least 20lbs of Kingsford Charcoal product in their fuel source in any qualifying Regional Event competition. Participation in the Contest is subject to the KCBS Events barbeque competition rules and winner judging process(es) (collectively, the “**KCBS Competition Rules**”) as defined by KCBS Events for each of the twenty five (25) regional KCBS events encompassed by this Contest (each a “**Regional Event**”) and listed under Tier 1 and Tier 2 in the schedule in Section 6 below (the “**Regional Event Schedule**”), and otherwise meet the criteria specified in these Official Rules. Specific start and end times for each Regional Event will be as published by KCBS Events.

2. Sponsor and its Agents: This Contest is sponsored by The Kingsford Products Company (“**Sponsor**”) with onsite administration by Sponsor and certain agents of KCBS and/or MMA Creative, Inc., (collectively, “**Sponsor and its Agents**”). This Contest is void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

3. Agreement to these Official Rules: Entrants accept and agree to abide by the terms of these Official Rules, KCBS Competition Rules, which are incorporated herein by reference and the decisions of Sponsor and/or its Agents. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest starts at 12:00 a.m. Eastern Time (“ET”) on March 25, 2011, with the first Regional Event listed on the Regional Event Schedule and ends at 11:59 p.m. ET on October 23, 2011, with the last Regional Event on the Regional Event Schedule (the “**Contest Period**”). Online pre-registration for the Contest opens March 1, 2011, and closes September 30, 2011 (the “**Online Pre-Registration Period**”). Any points accumulated by Competitors in KCBS sponsored events not listed below in the Regional Event Schedule shall not be considered for purposes of awarding a prize in this Contest.

5. Entry.

ONLINE PRE-REGISTRATION: To enter this Contest anytime during the Online Pre-Registration Period, visit www.kcbs.us/kingsfordpoints (the “**Site**”) and register as a KCBS Competitor. Then, locate the link to the *Kingsford Points Chase* and follow the instruction prompts to submit your name (and those of your respective team members, if any), date of birth, email address, telephone number, and a brief team bio (including hometown, favorite recipe, grilling tips, and photo) via the online registration form, plus any additional information as directed. Entrants who pre-register online during the Online Pre-Registration period will receive an email confirmation with their team member names and a verification number (the “**Pre-registration Confirmation**”). For purposes of this Contest, the person having completed the online pre-registration on behalf of his or her team members, if any, will be the designated Entrant and team contact person (the “**Team Contact**”) and responsible for complying with these Official Rules. No other methods of pre-registration will be accepted. Completed online pre-registrations must be sent electronically during the Online Pre-Registration Period and received by 11:59:59 p.m. ET on September 30, 2011,

according to Sponsor’s internal time clock. Proof of submission of an online pre-registration is not proof of delivery or receipt of such pre-registration by Sponsor and/or its Agents. Use of a false email account will disqualify a pre-registration. Pre-registrations generated by script, macro or other automated means or by any means that subvert the entry process are void. Because space and time are limited, Sponsor cannot guarantee that all persons attempting to pre-register online will be able to participate. Pre-registration will be accepted on a first come, first served basis.

In the event of a dispute as to any pre-registration, Entry or the identity of an Entrant, the authorized account holder of the email address used at time of online pre-registration for the Contest will be deemed to be the Entrant (on behalf of his/her competition team members, if any) and he/she must be comply with these Official Rules. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The Entrant may be required to show proof of being the authorized account holder.

ONSITE CHECK-IN; ENTRY CONFIRMATION & REQ. TO USE KINGSFORD CHARCOAL: To complete and confirm an entry in this Contest, the Team Contact must arrive onsite on the day of each Regional Event for which he/she pre-registers, check in during the event’s “cook’s meeting” and present Sponsor and/or its Agents with the printed online Pre-registration Confirmation, a valid, state-issued picture ID, the name of one or more food/cooking categories competing in and certify their use of at least 20lbs of Kingsford Charcoal briquets* to fuel the day’s cooking (the “**Check-in Information**”). Once the Sponsor and/or its Agents verify (i) the Entrant is an eligible KCBS Tour Competitor named in the Pre-registration Confirmation, and (ii) receipt of other requested Check-in Information, the Entrant will be provided a “Cooking with Kingsford® Charcoal” placard and an official acknowledgement of Contest Entry (collectively, the “**Entry**” or “**Entries**”). No other methods of check-in or entry will be accepted.

**If an Entrant is a resident of, or a participant in Regional Events occurring in, the states of CO or VT, 20lbs of Kingsford Charcoal product will be provided to him/her by Sponsor. State residency must be evidenced by a state-issued picture ID.*

LIMITS ON ENTRY: Entrants may enter one (1) or more Regional Events, however only one (1) entry will be accepted per Entrant, per Regional Event. Entrants are required to pre-register online only once during the Online Pre-Registration Period and a single online pre-registration entitles Entrants to enter either or all Regional Events. Regardless of the number of Regional Events entered, all Entrants must confirm entry by presenting themselves for check-in at each Regional Event’s “cook’s meeting.” Completed Entries must be received onsite by the Sponsor and/or its Agents on the day of the particular Regional Event.

Released Parties (as defined below) are not responsible for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, invalid, unintelligible, garbled, lost, illegible, altered, defaced, mutilated, misdirected, intercepted, ineligible lost, late, stolen, damaged or delayed Entries, pre-registrations, or other communications or other technical problems related to website operation(s), or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the registration for, or the administration of, the Contest, the processing or judging of Entries, the tabulation of points, the announcement of the prizes, or in any Contest-related materials. Sponsor and its Agents, in their sole discretion, reserve the right to disqualify any person who tampers with the Entry or pre-registration process, or the operation of the Site, or who otherwise violates these Official Rules and void all associated points.

6. Regional Event Schedule:

Event #	Titled	Occurring In:	On Dates:	# / Teams	Food Categories
TIER 1					
1	Hammond Blues & BBQ Challenge	Hammond, LA	3/25-3/26	50	Ch / PP / PR / Br
2	Grillin' On The River	Columbus, MS	4/8 - 4/9	36	Ch / PP / PR / Br

3	Rock'n Ribs BBQ Festival	Springfield, MO	4/15-4/16	59	Ch / PP / PR / Br
4	Pork in the Park	Salisbury, MD	4/15-4/16	132	Ch / PP / PR / Br
5	Stagecoach Music Festival BBQ Championships	Indio, CA	4/30 - 5/1	27	Ch / PP / PR / Br
6	Inaugural Run for the Ribs BBQ	Louisville, KY	5/6-5/7	71	Ch / PP / PR / Br
8	Morgan Hill No Bull BBQ Cookoff	Morgan Hill, CA	5/6-5/57	52	Ch / PP / PR / Br
9	Great American Barbecue Festival	Bonner Springs, KS	5/20-5/21	190	Ch / PP / PR / Br
10	Bloomin' BBQ and Bluegrass Festival	Sevierville, TN	5/20-5/21	54	Ch / PP / PR / Br
11	Roc City Rib Fest	Rochester, NY	5/28-5/29	69	Ch / PP / PR / Br
13	Iowa State BBQ Championships	Marshalltown, IA	6/24-6/25	62	Ch / PP / PR / Br
14	Safeway National Capital Barbecue Battle	Washington, DC	6/25 - 6/26	57	Ch / PP / PR / Br
15	SC Festival of Discovery	Greenwood, SC	7/8-7/9	64	Ch / PP / PR / Br
16	New Jersey State Barbecue Championship	North Wildwood, NJ	7/8-7/9	67	Ch / PP / PR / Br
17	Krystal 93 BBQ at the Summit	Dillon, CO	8/12-8/13	62	Ch / PP / PR / Br
18	Mainely Grillin' & Chillin' BBQ Festival	Eliot, ME	8/13-8/14	50	Ch / PP / PR / Br
19	7th Annual Pepsi Wyoming State BBQ Championship & Bluegrass Festival	Worland, WY	8/19 - 8/20	31	Ch / PP / PR / Br
20	Decatur Jaycees 16th Annual Riverfest	Decatur, AL	9/16-9/17	78	Ch / PP / PR / Br
21	Praise the Lard	Murphysboro, IL	9/22 - 9/24	65	Ch / PP / PR / Br
23	Bikes, Blues, & BBQ	Fayetteville, AR	10/1-10/2	50	Ch / PP / PR / Br
24	Cherokee Pignic	Canton, GA	10/14-10/15	35	Ch / PP / PR / Br
25	22nd Annual Jack Daniel's World Championship Invitational Barbecue	Lynchburg, TN	10/22	76	Ch / PP / PR / Br
TIER 2					
7	Memphis in May**	Memphis, TN	5/12-5/14	250	PP / PR
12	Great Lenexa BBQ Battle	Lenexa, KS	6/24-6/25	192	Ch / PP / PR / Br
22	American Royal Barbecue Open	Kansas City, MO	9/30-10/1	138	Ch / PP / PR / Br

***With the exception of 'Memphis in May' which is a Pork-only Regional Event, all competition food categories (Chicken, Pulled Pork, Pork Rib and Brisket) are eligible for point scoring.*

7. Contest Format; Scoring System: At the conclusion of each Regional Event, KCBS Event organizers will determine 1st, 2nd and 3rd Place Regional Event winners (“**Competition Winners**”) in each the ‘overall’ and ‘food type’ (chicken, pulled pork, pork ribs, brisket) categories based on KCBS Competition Rules. All KCBS Competition Winners will be selected under the auspices of the KCBS Events, whose decisions are final and binding in all matters relating to KCBS Events. For purposes of this Contest, once KCBS Competition Winners have been determined, this Contest Sponsor will allocate points to winners using the tiered scoring system outlined in the tables below. NOTE: For the Memphis in May Regional Event only the ‘Pork’ categories are eligible for Contest point scoring).

Scoring System and Point Allocation for TIER 1 and TIER 2 Regional Event Winners:

TIER 1 Regional Events		Points Allocation System by Food Category				
KCBS Competition Finishing Placement:	Overall	Chicken	Pulled Pork	Pork Ribs	Brisket	
1 st Place	30	12	12	12	12	
2 nd Place	20	8	8	8	8	
3 rd Place	15	4	4	4	4	
Participation:		1	1	1	1	

TIER 2 Regional Events		Points Allocation System by Food Category				
KCBS Competition Finishing Placement:	Overall	Chicken	Pulled Pork	Pork Ribs	Brisket	
1 st Place	60	24	24	24	24	
2 nd Place	40	16	16	16	16	
3 rd Place	30	8	8	8	8	
Participation:		2	2	2	2	

Entrants’ point standings will be recorded and announced onsite at the conclusion of each Regional Event and an official running tally of Entrants’ points will be published on the Site and may additionally be published on other of Sponsor’s websites, including www.Kingsford.com, Grilling.com and the Kingsford page on Facebook at www.facebook.com/kingsfordcharcoal.

To be eligible to receive points, Entrants must have used Kingsford Charcoal briquet product in their fuel source during competition cooking as determined by Sponsor and/or its Agents, in its/their sole discretion. While Entrants need only compete in one (1) food category to be eligible for points, Entrants must compete in at least two (2) food categories to be eligible for a Kingsford Regional Champion Cash Prize (except for Memphis in May where only the Pork category(ies) are required for eligibility) . Entrants may add flavor and savory enhancers (i.e. wood chips, chunks) and use alternate fuel sources to comprise their remaining fuel materials, however use of liquid gasoline as a fuel accelerant is expressly prohibited.

If an Entrant is disqualified from Regional Event participation at any level, any time and for any reason by KCBS officials, the Entrant will likewise be automatically disqualified from further participation in this Contest. Further, Sponsor reserves the right to disqualify any Entrant from participation in this Contest at any level, any time and for any reason. If the Entrant is one who previously competed in a Regional Event and was allocated points in this Contest, then the Entrant’s accumulated points (up to the time of disqualification) will remain in the official Contest point tally and eligible for prize consideration.

Regardless of whether an Entrant participates in one or more of the Regional Events, all points will be apportioned, potential winners determined, and prizes awarded based on an Entrant’s cumulative point standing as of the conclusion of a Regional Event as described in section 7 below.

By entering, each Entrant acknowledges that Sponsor’s administration of this Contest, and awarding of all prizes, is wholly dependent upon KCBS Event officials’ independent and timely administration of all KCBS activities, including determination of 1st, 2nd and 3rd Place overall, and food type category barbeque competition winners for each Regional Event. By entering, each Entrant further acknowledges that, apart from its reliance on KCBS officials to identify winners at each of the Regional Events for purposes of

Sponsor's apportioning of points to Entrants and ultimate selection of winners in this Contest, Sponsor has no control in the outcomes, or responsibility for cancellations of KCBS Events. In the event of a cancellation of a Regional Event by KCBS, that particular Regional Event, and all corresponding Entries and potential prizes, are voided for purposes of this Contest.

All Entrants must follow Sponsor and/or its Agents' directions. All decisions and rulings of Sponsor and/or its Agents are final.

8. Prizes; Winner Selection: Twenty five (25) Kingsford Regional Champion Cash Prizes and one (1) Kingsford Points Chase Grand Champion Prize are available to be awarded in this Contest as follows and subject to verification of Entrants' compliance with these Official Rules and cumulative point totals. **PURCHASE (EXCEPT FOR RESIDENTS & PARTICIPANTS OF/IN VT AND CO) AND USE OF A KINGSFORD CHARCOAL BRIQUET PRODUCT DURING COMPETITION IS REQUIRED TO COMPETE FOR THESE PRIZES.**

Twenty Five (25) Regional Champion Cash Prizes: At the conclusion of each Regional Event, 1st Place Competition Winners in the 'overall' category (each winner and team member combination, collectively a "Regional Champion") who competed in at least two (2) food categories (pork categories only if Memphis Regional Event), and who used the required amount of Kingsford Charcoal briquet product in their fuel source during competition cooking, will each receive one (1) check in the amount of five-hundred dollars (\$500 USD). Total value of all Regional Champion Cash Prizes: \$12,500 USD. In the event Sponsor is unable to verify a Regional Champion's use of the required amount of Kingsford Charcoal during competition, then no Regional Champion Cash Prize shall be awarded.

One (1) Grand Champion Prize: At the conclusion of the twenty fifth and last Regional Event, Sponsor will tally each Entrant's cumulative point total based on the Entrant's eight (8) top-scoring Regional Events. In the event an Entrant has participated in fewer than eight (8) Regional Events, then all his/her Regional Event scores will be tallied. Once all scores have been tallied, the Entrant with the highest cumulative point total based will be determined the Kingsford Points Chase Grand Champion and will receive one (1) check in the amount of twenty-five-thousand dollars (\$25,000 USD).

Whether a Regional or Grand Champion Winner is represented by a single individual, or a team of persons, only one prize will be awarded and delivered to the winning Team Contact and it will be his or her sole responsibility to distribute prizes equitably among any team members.

In the unlikely event of a tie for the Grand Champion Prize, the winner among the tying Entrants will be determined based on the Entrant with the most 1st Place wins in the 'overall' category over the course of all twenty five Regional Events (inclusive). If after this process a tie still remains, then the winner among the tying Entrants will be determined based on the Entrant with the most 2nd Place wins in the 'overall' category, and so on. This process will be repeated until an ultimate Grand Champion has been determined. Aggregate value of all prizes: \$37,500 USD. Prizes are non-transferable. No substitution of prize is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal or greater value. Only the advertised number of prizes will be awarded. All applicable federal, state and local taxes are the sole responsibility of the individual winners/teams. Winners/teams assume all liability for use of the prize. Any Entrant winning over \$600 in prizes will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS. Sponsor reserves the right to not award all prizes if, at its sole discretion, it does not receive a sufficient number of eligible and qualified Entrants.

9. Winner Notification: Potential winners' Team Contact will be notified onsite following the conclusion of the day's Regional Event activities, or by a message or phone call using the contact information provided at entry and may be required to sign and return a W-9 form and Affidavit of Eligibility and, except where prohibited, Liability/Publicity Release, in the form provided by Sponsor, within seven (7) days of winning in order to claim prize(s) or prize may be forfeited. Potential winners' Team Contact may also be asked to complete and return simple biographical information (including hometown, favorite recipe, grilling tips, and photo) within seven (7) days of winning. If a Team Contact cannot be contacted within a reasonable time period, is contacted and does not respond as directed, refuses the prize within seven (7) days of attempted notification, is ineligible to accept the prize or is not in compliance with these Official Rules, prize may be forfeited. If a prize is forfeited, Sponsor reserves the right to award it to a runner-up. Team Contact(s) may be required to provide a U.S. shipping address to claim prize. Allow 4-6 weeks for delivery of prize.

10. Right to Use Participant Name and Likeness: By entering this Contest, each Entrant agrees to the posting and use of his or her name, hometown, favorite recipe, grilling tips, and/or photograph on Sponsor's and/or its Agents' websites, including Sponsor's Kingsford page on Facebook, its Agents' pages on Facebook, Grilling.com, and in any and all media in and in connection with promotion, publicity and advertising for The Kingsford Products Company, Kingsford Charcoal briquet products, this Contest, or other promotions by Sponsor in any manner and without any further attribution, notification or compensation, except where prohibited by law.

Sponsor and/or its Agents may film, record and/or take photographs during any Regional Event, and may use the resulting footage, recordings or photographs for a range of purposes, including, without limitation, for marketing and promoting Sponsor and/or its Agents' products and services. By attending the Regional Event, each Entrant authorizes Sponsor and its Agents to film, record and/or photograph his or her voice and likeness ("**Image**"), and also grants Sponsor and its Agents the irrevocable right to use any footage, recordings or photographs of him or her recorded or taken during any Regional Event, or any reproduction or modification thereof (collectively, the "**Recordings**") in any manner and medium throughout the world an unlimited number of times in perpetuity for advertising, trade, promotion, exhibition or any other lawful purpose except where prohibited by law. By attending the Regional Event, except where prohibited by law, each Entrant further waives any right of inspection or approval of the uses to which Sponsor may put the Recordings, and releases Sponsor and its Agents from any and all claims arising out of or in connection with the Recordings, the Entrant's Image or Sponsor's and/or its Agents' use thereof. The Contest is governed by the laws of the United States, and all claims must be resolved in the United States.

11. General Conditions; LIMITATION OF LIABILITY: SPONSOR AND ITS AGENTS, FACEBOOK AND THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND ADVERTISING AND PROMOTION AGENCIES AND ALL OF THEIR RESPECTIVE OFFICERS, DIRECTORS, AGENTS AND EMPLOYEES (COLLECTIVELY, "RELEASED PARTIES") ARE NOT IN ANY WAY RESPONSIBLE OR LIABLE FOR DAMAGES, LOSS OR INJURY RESULTING FROM PARTICIPATION IN THIS CONTEST BY ANY PARTICIPANT OR FROM THE ACCEPTANCE, POSSESSION, SHIPPING AND HANDLING, LOSS, USE OR MISUSE OF ANY PRIZE AWARDED IN THIS CONTEST, OR FOR THE TRAVEL TO OR FROM ANY REGIONAL EVENT, OR OTHERWISE IN CONNECTION WITH ANY CONTEST-RELATED ACTIVITY. BY ENTERING, PARTICIPANT ASSUMES SOLE LIABILITY FOR INJURIES, INCLUDING, WITHOUT LIMITATION, PERSONAL INJURIES AND/OR DAMAGE TO PROPERTY, CAUSED OR CLAIMED TO BE CAUSED BY PARTICIPATING IN THIS CONTEST OR THE ACCEPTANCE, POSSESSION, SHIPPING AND HANDLING, LOSS, USE OR MISUSE OF ANY PRIZE AWARDED IN THIS CONTEST, OR FOR THE TRAVEL TO OR FROM ANY REGIONAL EVENT, OR OTHERWISE IN CONNECTION WITH ANY CONTEST-RELATED ACTIVITY. SPONSOR HAS THE RIGHT TO CANCEL, TERMINATE OR MODIFY THIS CONTEST IF IT CANNOT BE COMPLETED AS PLANNED DUE TO COMPUTER VIRUS, BUGS, TAMPERING, UNAUTHORIZED INTERVENTION, TECHNICAL FAILURES, OR OTHER CONDITIONS. RELEASED PARTIES ARE NOT RESPONSIBLE FOR ANY FAILURE TO CONTACT ENTRANTS, WHETHER DUE TO TECHNICAL OR HUMAN ERROR.

12. Use of Personal Information: In the course of this Contest, Sponsor and/or its Agents will be collecting personal information about Entrants, in accordance with applicable laws and their respective privacy policies. By entering and participating in this Contest, each Entrant accepts and agrees to Sponsor and/or its Agents' collection and use of their personal information and to be contacted by Sponsor and/or its Agents by email, mail and/or telephone regarding this Contest subject to Sponsor's privacy policy located at: http://www.clorox.com/global_privacy.php and the KCBS privacy policy located at <http://www.kcbs.us/privacy.php>.

13. Rules and List of Winners: For a copy of the rules, or a list of winners within thirty (30) days of the conclusion of the Contest, please send your request by mail with a stamped, self-addressed return envelope to: Attn: Kingsford Points Chase, The Kingsford Products Company, 1221 Broadway #1705C, Oakland, CA 94612

14. Sponsor. This Contest is sponsored by The Kingsford Products Company, 1221 Broadway, Oakland, California 94612.

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2011 abbreviated, mandatory disclosures for advertising:

KCBS REGISTRATION, PURCHASE (Excl. residents & participants in CO & VT) AND USE OF KINGSFORD® CHARCOAL IS REQUIRED TO PARTICIPATE. NO ADDN'L PURCH. NEC.

Enter select KCBS Events during 3/25/11 – 10/22/11. Open to U.S and D.C residents, 18+. To Enter, view Event schedule and Official Rules visit: <http://www.kcbs.us/kingsfordpoints>. Void where prohibited.

Sponsored by The Kingsford Products Company, 1221 Broadway, Oakland, CA 94612.