

**GONE DIPPING SWEEPSTAKES
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF MONEY IS
NECESSARY TO ENTER OR WIN.
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES AND
DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OF AGE AS OF DATE OF ENTRY.**

1. TO ENTER: The “Gone Dipping Sweepstakes” (“Promotion”), consisting of fifty-seven (57) Daily Sweepstakes and a Grand Prize Sweepstakes, starts on 9/3/09 at 12:00 P.M., ET and ends on 12/27/09 at 11:59:59 P.M., ET (“Promotion Period”). Each day during the Promotion Period that you enter the Daily Sweepstakes by visiting www.gonedipping.com (the “Website”) and submitting all of the required information, including your street address and a valid email address, you will also automatically receive an entry into the Grand Prize Sweepstakes. NOTE: On the Registration Page, be sure to add **noreply@lm.heinzketchup.com** to your contacts list in order to prevent any Sweepstakes notification emails from being caught in your spam filters. Limit of one (1) entry per email address each calendar day during the Promotion Period. Entries must be received no later than 11:59:59 P.M., ET, on 12/27/09. The computer of H. J. Heinz, LP shall be deemed to be the official Promotion clock. A calendar day shall be deemed to start at 12:00 A.M., ET of a given day and end at 11:59:59 P.M., ET on that day except that on 9/3/09, a calendar day shall be deemed to start at 12:00 P.M. ET.

2. RANDOM DRAWINGS: (A) Daily Sweepstakes: There will be a total of fifty-seven (57) Daily Sweepstakes random drawings. The first Daily Sweepstakes Winner will be selected on 11/2/09 from among the total number of all eligible entries received between 12:00 P.M., ET on 9/3/09 through 11:59:59 P. M., ET on 11/1/09. The fifty-seventh (57th) Daily Sweepstakes Winner will be selected on 12/28/09 from among the total number of all eligible entries received between 9/3/09 at 12:00 P.M., ET through 12/27/09 at 11:59:59 P.M., ET. More specifically, the fifty-seven Daily Sweepstakes Winners will be selected by Biggs Gilmore, an independent agency, in accordance with the Table below. **Note:** Although no Daily Sweepstakes drawings will be conducted until 11/2/09; all entries received between 9/3/09 at 12:00 P.M., ET and 11/1/09 at 11:59:59 P.M., will be entered into the appropriate respective Daily Sweepstakes random drawings to be conducted between 11/2/09 and 12/27/09 as well as being automatically entered into the Grand Prize Sweepstakes.

Table

Daily Sweepstakes Drawings	Daily Sweepstakes Start Date	Daily Sweepstakes End Date	Approximate Random Drawing Date	Approximate Notification	Approximate Prize Claim & Winner Acceptance Date
Drawing #1	9/3/09 12:00 P.M.	11/1/09 at 11:59:59 PM	11/2/2009	11/3/2009	Ten (10) days following notification
Drawing #2	9/3/09 12:00 P.M.	11/2/09 at 11:59:59 PM	11/3/2009	11/4/2009	Ten (10) days following notification
Drawings #3 - #57	9/3/09 12:00 P.M.	The End Date for each Drawing #3 though #57, will occur one (1) calendar day following the preceding End Date listed in this Table ; one (1) Drawing for each of Fifty-Seven (57) days, the last End Date being 12/27/09.	The subsequent business day following the Daily Sweepstakes Drawing End Date	Each subsequent Monday following the Random Drawing Date	Ten days(10) following notification

(B) Grand Prize Sweepstakes: As stated above, all eligible entries received during the Promotion Period will be entered into the Grand Prize Sweepstakes. On or about 1/4/10, the name of the potential Grand Prize Sweepstakes Winner will be selected from among all eligible entries received during the Promotion Period in a random drawing conducted by PrizeLogic, LLC ("PrizeLogic"), an independent judging agency. The potential Grand Prize Winner will be notified by e-mail/phone or mail on or about 1/8/10 and will be required to sign and return a notarized Affidavit of Eligibility/Compliance (including providing his/her Social Security Number for tax purposes) and a Liability/Publicity Release, as allowed by state law, by the return date specified in the prize notification, or s/he will forfeit the Grand Prize in its entirety and an alternate potential Grand Prize Winner will be selected. The Grand Prize Winner will also be issued a Form 1099 in the amount of the actual retail value of the Prize as required by law.

3. PRIZES & ODDS OF WINNING: Daily Sweepstakes Prize (57)/ One Winner for each Daily Sweepstakes: Each Daily Sweepstakes Winner will receive a "Tackle Box" containing one (1) Gorton's® Sudoku Game; one (1) Gorton's Magnet; one (1) Heinz® Magnet; one (1) Heinz® Ketchup Foodservice Bottle; one (1) Sticker Sheet; a fifty-seven day supply of Gorton's® Fish Sticks and Heinz® Ketchup, in the form of two (2) Gorton's VIP coupons and one (1) Heinz VIP coupon (Total ARV: \$78.24). **NOTE:** Winners of a Daily Sweepstakes Prize must claim and accept their Prize as stated in the Table above or the Prize will be forfeited and awarded to an alternate potential winner. **Grand Prize (1):** The Grand Prize Winner will receive One Thousand Dollars (\$1,000), one Tackle Box as described above and a one (1) year's supply of Gorton's® Fish Sticks and Heinz® Ketchup, in the form of twelve (12) Gorton's VIP coupons and twelve (12) Heinz VIP coupons (Total ARV: \$1,306). **NOTE:** Regardless of Prize won, it is not redeemable for cash; non-transferable or substitutable except by Co-Sponsors, who reserve the right, in their sole discretion, to substitute a Prize or portion of a Prize with a prize of equal or greater value. All costs and expenses not specifically included above, e.g., all federal, state and local taxes, are solely the responsibility of the Grand Prize or Daily Sweepstakes Prize Winner. Odds of winning a Daily Sweepstakes depend on the total number of all eligible entries received for that respective Daily Sweepstakes random drawing; odds of winning the Grand Prize Sweepstakes depend upon the total number of all eligible entries received during the Promotion Period. **Limit:** Only one (1) Prize per individual or household address regardless of email address used or Prize won.

4. ELIGIBILITY: Open to all legal residents of the 50 United States and District of Columbia, who are at least 18 years of age as of the date of entry, except officers, directors, and employees of H. J. Heinz Company, L.P., Gorton's, Inc., (collectively referred to as "Co-Sponsors"), their respective subsidiaries, members, franchisees, licensees, affiliates, distributors, sales representatives, advertising, promotion and web design agencies, including without limitation Biggs Gilmore, PrizeLogic, and their respective affiliates, assigns or representatives; and any other individuals or entities associated with the development, administration, promotion, execution of, or supply to this Sweepstakes (hereinafter referred to as "Co-Sponsor & Others") and members of their household or immediate family, i.e., parents, children, spouse, siblings and/or the "steps" of each and persons residing in such immediate family members' household.

5. INTERNET/LIMITATIONS OF LIABILITY: Co-Sponsors & Others are not responsible for interrupted or unavailable network server or other connections; for miscommunications; failed telephone or computer transmissions; for jumbled, scrambled or misdirected entries or transmissions; for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties; for other errors, omissions, interruptions, or deletions of any kind, whether human, typographical, mechanical or electronic; or for any damage to any person's computer related to participating in the promotion. Sponsor & Others are not responsible for illegible, unintelligible, late, lost or stolen entries; for incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Promotion; or for any typographical, technical or human errors which may occur in the processing of any entries in this Promotion. Persons found tampering with or abusing any aspect of this Promotion, as solely determined by Co-Sponsors will be disqualified and may be subject to prosecution. Any person attempting to enter using multiple e-mail addresses, multiple identities, any bot, robotic or any other device or artifice to enter multiple times or to interfere with the proper play of this Promotion or to be otherwise behaving in an unsportsmanlike manner as determined by Co-Sponsors will be disqualified from

participation in the Sweepstakes. If in the judgment of Co-Sponsors, the Promotion is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Co-Sponsors, which corrupts the administration, security, fairness or proper play of the Promotion, Co-Sponsors reserve the right, in its sole discretion, to discontinue, suspend or terminate the Promotion and proceed to select potential winners in a manner it deems fair and reasonable, including the selection of potential winners in a random drawing from among entries received prior to any such discontinuation, suspension or termination. Any personally identifiable information collected during an entrant's participation in this Promotion will be collected by Co-Sponsors or their designee and used by Co-Sponsors and their designees for purposes of the proper administration, fulfillment, publicizing and promotion of the Promotion as described in these Official Rules, as stated in Co-Sponsors' respective Privacy Policies at www.heinz.com/privacy.aspx and http://www.gortons.com/privacy_policy.htm or as otherwise expressly consented to by entrant during any separate opt-in opportunity provided to entrant during entry into the Promotion. If an entrant does not fully agree to the terms of the Privacy Policies, such entrant should not provide any personal information on the website or enter the Sweepstakes on-line. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE CO-SPONSORS EACH RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of a Winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an 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.

6. RELEASE: By participating in the Promotion, each entrant releases and agrees to indemnify and hold harmless Co-Sponsors & Others from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Promotion, or arising out of participation in any Promotion-related activity, or the receipt, use or misuse, of any Prize.

7. GENERAL: By entering the Promotion, entrants agree to be bound by these Official Rules. By accepting a Prize, each winner grants Co-Sponsors and their designees the right to use his/her individual name, address, biographical information, photograph, and likeness for advertising, publicity & promotion purposes and for any other such purposes as they so determine, in any and all media worldwide without limitation, without further compensation, permission or notice, except where prohibited by law. Co-Sponsors & Others are not responsible for incomplete, lost, damaged, stolen, misdirected, late, illegible, or mutilated entries or mail received by Co-Sponsors or entries or mail not received by Co-Sponsors. **CO-SPONSORS & OTHERS MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT AS REGARDS ANY PRIZE. AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF DAMAGES OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, YOU WOULD HAVE TO CHECK YOUR LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.** The interpretation of these Official Rules shall be governed by the laws of the Commonwealth of Pennsylvania. Any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any Prize awarded shall be resolved individually and without resort to class action, in the appropriate courts in the Commonwealth of Pennsylvania exclusively. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or a party's rights and obligations, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania, without giving effect to any

choice of law or conflict of law rules of any other jurisdiction. All federal, state and local laws and regulations apply. Void in Puerto Rico and where prohibited or restricted by law.

8. WINNERS LIST: To obtain the names of the Winners, visit www.gonedipping.com between 11/16/09 and 1/29/10.

CO-SPONSORS: H. J. Heinz Company, L.P. 357 6th Ave, Pittsburgh, PA 15222; Gorton's Inc. 128 Rogers St., Gloucester, MA 01930.

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