

**“CAPTION THIS” 2009 CONTEST
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE your CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. OPEN TO INDIVIDUAL LEGAL RESIDENTS OF THE UNITED STATES (EXCLUDING PUERTO RICO AND U.S. TERRITORIES AND POSSESSIONS) WHO, AT THE TIME OF ENTRY, ARE 13 YEARS OF AGE OR OLDER.

1. **Eligibility:** The “Caption This” 2009 Contest (the “Contest”) is open to individual legal residents of the United States (excluding Puerto Rico and U.S. territories and possessions) who are 13 years of age or older as of the date of entry into the Contest. Employees of Kraft Soccer LLC (“Sponsor”), NPS LLC, and each of their respective affiliates, officers, directors, employees, agents, distributors, advertising, public relations and promotion agencies, and members of each of their immediate families (i.e., spouses, parents, children and siblings, and their respective spouses) and those living in the same household of each are not eligible to enter.

2. **How to Enter:** One method of entry for each Prize Period below. During the Prize Period, entrants must (i) visit <http://blog.revolutionsoccer.net> (the “Blog”); and (ii) submit a photo caption that is no more than 2,000 characters in length (the “Caption”), by following the prompts to “Leave a Comment” on the Blog. Captions must be original, unpublished and in English. **ONLINE ENTRIES FOR EACH PRIZE PERIOD MUST BE RECEIVED NO LATER THAN 11:59 PM (ET) ON THE FINAL DATE OF THE PRIZE PERIOD.** Limit: One (1) entry per person or email address, per Prize Period. All entries become the exclusive property of Sponsor and will not be returned or acknowledged.
 - a. Prize Period 1: June 1, 2009 10:00 AM – June 2, 2009 11:59 PM (ET)
 - b. Prize Period 2: June 8, 2009 10: AM – June 9, 2009 11:59 PM (ET)
 - c. Prize Period 3: June 22, 2009 10 AM – June 23, 2009 11:59 PM (ET)
 - d. Prize Period 4: June 29, 2009 10 AM – June 30, 2009 11:59 PM (ET)
 - e. Prize Period 5: July 13, 2009 10 AM – July 14, 2009 11:59 PM (ET)
 - f. Prize Period 6: July 20, 2009 10 AM – July 21, 2009 11:59 PM (ET)
 - g. Prize Period 7: August 3, 2009 10 AM – August 4, 2009 11:59 PM (ET)
 - h. Prize Period 8: August 10, 2009 10 AM – August 11, 2009 11:59 PM (ET)
 - i. Prize Period 9: August 24, 2009 10 AM – August 25, 2009 11:59 PM (ET)
 - j. Prize Period 10: August 31, 2009 10 AM – September 1, 2009 11:59 PM (ET)
 - k. Prize Period 11: September 8, 2009 10 AM – September 9, 2009 11:59 PM (ET)
 - l. Prize Period 12: September 28, 2009 10 AM – September 29, 2009 11:59 PM (ET)
 - m. Prize Period 13: October 13, 2009 10 AM - October 14, 2009 11:59 PM (ET)
 - n. Prize Period 14: October 19, 2009 10 AM – October 20, 2009 11:59 PM (ET)

By entering the Contest, entrants give their express permission to be contacted by Sponsor, or an authorized representative acting on behalf of Sponsor, by telephone and/or e-mail. Entrants must provide a valid e-mail account to enter online. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. Should multiple users of the same e-mail account enter the Contest and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. An “authorized account holder” is defined as the natural person who is assigned to the e-mail address by an Internet access provider, online service provider, or other

organization (e.g. business, educational institution, etc.) which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Proof that an entrant is the authorized account holder may be required.

By submitting the Caption to Sponsor, entrant (i) represents that the Caption is his or her original work and that such Caption does not infringe upon any third party's proprietary or other rights, and (ii) unconditionally assigns and transfers to Sponsor any and all rights which entrant now has or may in the future have to such Caption including, without limitation, the copyright therein, in any medium whatsoever. Sponsor will have the unrestricted right to use, publish, display or otherwise distribute the Caption however Sponsor deems fit without further approval of, or payment to, the entrant. By entering this Contest, entrant acknowledges and agrees that Sponsor may create on its own or obtain many Captions under this Contest and that such Captions may be similar or identical in theme, idea, format or other respects to others submitted under this Contest and/or other contests staged and/or sponsored by Sponsor, and entrant waives any and all claims entrant may have had, may have, and/or may have in the future, that any Captions and/or other works accepted, reviewed and/or used by other entrants and/or Sponsor (or its designees) may be similar to entrant's Submission.

3. **Contest Period:** The Contest begins at 10:00 a.m. ET on June 1, 2009 and ends at 11:59 pm ET on October 20, 2009.
4. **Judging/Awarding:** The Contest will consist of fourteen (14) separate Prize Periods. All eligible entries received during a Prize Period will be included in the drawing for such Prize Period. Non-winning entries will NOT be carried forward to subsequent Prize Period drawings. Entrants may enter more than one Prize Period, however, Winners will not be eligible to win the Prize in subsequent Prize Periods.

Entries will be judged by the Sponsor, who will select a winning Caption for each Prize Period. The decisions of Sponsor regarding the Contest and all related matters are final. The Sponsor will select a winning Caption for each Prize Period, based equally on the following criteria: (i) humor, (ii) creativity, and (iii) originality. The entrant who authored the winning Caption for such Prize Period (the "Winner") will be notified by email as soon as practicable after the close of the Prize Period.

5. **Prize: Fourteen (14) Prizes.** One (1) autographed New England Revolution player's card. ARV of each Prize: \$ 25.00. Total Retail Value of all Prizes: \$350.00. Odds of winning are based on the number of eligible entries received. Sponsor reserves the right to substitute a prize of equal or greater value. Sponsor reserves the right not to award the prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Captions. Sponsor responsible only for prize delivery; not responsible for prize utility, quality or otherwise. Taxes and fees, if any, are the sole responsibility of Winner.
6. **Prize Acceptance:** Winner may be contacted to participate in future media and promotional events and materials. Winner will be required to sign and return an Affidavit of Eligibility/Release of Liability and Publicity (except where prohibited by law) within seven (7) days of notification, or prize may be forfeited and awarded to an alternate winner. If Winner is a minor in his or her state of residence, the Prize will be awarded to a parent or legal guardian. The parent or legal guardian will be required to sign the Affidavit of Eligibility/Release of Liability and Publicity. By accepting prize, Winner consents to use of such Winner's name, biography and likenesses for promotional purposes without limitation and without additional compensation, in any form of media, worldwide, except where prohibited by law.

By accepting the prize, Winner further acknowledges that the Sponsor has neither made, nor is in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied in fact or in law, relative to the prize, including but not limited to its quality, merchantability, utility or fitness for a particular purpose.

7. **General:** By participating in the Contest, each entrant releases Sponsor, NPS LLC and each of their respective advertising, marketing and public relations agencies and the officers, directors, employees, agents, consultants and advisors (the "Released Parties") from any and all claims of any nature arising from the Contest, entrant's participation in the Contest, entrant's entry, and the use thereof in any manner by any person; agrees that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Sponsor and NPS LLC in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts without giving effect to any choice of law or conflict of law rules which would cause the application of the laws of any jurisdiction other than the Commonwealth of Massachusetts; and consents to the jurisdiction and venue of the federal, state and local courts located in Massachusetts. By accepting prize, Winner further agrees to release the Released Parties from any and all liability, loss or damage of any kind arising out of or in connection with their participation in prize-related activities, or with respect to awarding, receipt, possession, use and/or misuse of the prize.

The Released Parties are not responsible for late, incomplete, or misdirected entries, or communications, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Further, the Released Parties are not responsible for electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages. The use of automated software or computer programs to register or to enter the Contest is prohibited and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Each of the Released Parties disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, the Contest, and reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Contest should any virus, bug, technical failures, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. In the event of any such cancellation, termination or suspension, a notice will be posted and a random drawing will be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any entrant (and his or her Contest entry) from the Contest or any other promotion conducted now or in the future by Sponsor or any of its affiliates if s/he tampers with the entry process or if his or her fraud or misconduct affects the integrity of the Contest. Sponsor reserve the right to correct clerical or typographical errors in promotional materials. Sponsor reserves the right, in its sole discretion, to disqualify and or remove from the Blog any Caption at any time during the Contest it is determined by Sponsor that such Caption is offensive, inappropriate, not in keeping with Sponsor's image, or if it is otherwise determined that the entrant has not otherwise complied with these Official Rules. By participating in the Contest, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges and warrants that s/he is eligible to participate in the Contest.

8. **CAUTION. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**
9. **Winners List:** Contest results will be posted online at <http://blog.revolutionsoccer.net> and/or may be obtained by mail at the following address: Kraft Soccer LLC, One Patriot Place, Foxborough, MA 02035. Requests for the winners list must be received by November 1, 2009.

Sponsor: Kraft Soccer LLC, One Patriot Place, Foxborough, MA 02035

Abbreviated Rules:

Caption This 2009 Contest

NO PURCHASE NECESSARY. A purchase does not increase your chances of winning. Void where prohibited or restricted by law. Open to legal residents of the United States (excluding Puerto Rico and U.S. territories and possessions) who are age 13 or older at the time of entry into the Contest. The Contest begins at 10:00 AM (ET) on June 1, 2009 and ends at 11:59 PM (ET) on October 20, 2009. See Official Rules for details at <http://blog.revolutionsoccer.net>.