

*Morningstar Farms*<sup>®</sup> Veggie Creations Contest  
Official Entry Form for RECIPE and PHOTO/VIDEO Submissions

Abbreviated Rules: No Purchase Necessary. Contest ends on 6/27/07. Open to legal U.S. residents 18 and older. Void where prohibited. Please read the Official Rules at <http://www.seeveggiesdifferently.com> before entering this contest.

By entering this contest, the entrant gives Kellogg North America Company the right to use, edit or publish the entry without further compensation and winner assigns all rights, title and interest in the submission to Kellogg, and, if required, will sign any documents necessary to transfer copyright and rights of publicity. Your contact information will be used if you are selected as a contest winner.

Please mail completed application and entry with sufficient postage to: Morningstar Farms<sup>™</sup> Veggie Creations – Veggie Creations Photo/Video Contest, c/o Hunter Public Relations, 41 Madison Ave., 5<sup>th</sup> Floor, New York, NY 10010. Entries must be postmarked by 6/27/2007 and received by 7/7/2007.

**Contact Information:**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Address 1 \_\_\_\_\_  
Address 2 \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone Number (daytime) \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
Date of Birth \_\_\_\_\_

You may enter the contest in one of two categories: Recipe or Photo/Video. Both submission methods are included in subsequent pages.

Please check the appropriate category:

- Veggie Creations Recipe  
 Veggie Creations Photo/Video (starts on page 3)

**Veggie Creations Recipe Category**

Submission Guidelines

- Your recipe must include a minimum of one Morningstar Farms<sup>®</sup> product, one vegetable and any additional ingredient(s) of your choice.
- Recipes must include all ingredients with exact U.S. measurements and other complete directions, with all required utensils, timing, serving amount, and other relevant information.
- Recipes may be edited for content.
- Do not use names of brands that are outside of the Kellogg<sup>®</sup> family.
- Do not reference links to other Web sites for ingredients and/or preparation instructions.
- Do not use alcoholic beverages as an ingredient or as part of the preparation.

- Do not submit a recipe that already exists in our Recipe section.
- Do not submit recipes that have been published in cookbooks, magazines or newspapers.

Please provide the following information for the **recipe** category:

Title of Recipe \_\_\_\_\_

Recipe type (Please check the appropriate categories)

- |   |                                    |                                 |
|---|------------------------------------|---------------------------------|
| <input type="checkbox"/> Appetizers         | <input type="checkbox"/> Dip       | <input type="checkbox"/> Snacks |
| <input type="checkbox"/> Breakfast          | <input type="checkbox"/> Entrée    | <input type="checkbox"/> Soup   |
| <input type="checkbox"/> Breads and Muffins | <input type="checkbox"/> Salads    | <input type="checkbox"/> Other  |
| <input type="checkbox"/> Dessert            | <input type="checkbox"/> Side Dish |                                 |

Total Time (total hours/minutes to complete the recipe, including prep time, cooking, refrigeration, baking, etc.) \_\_\_\_\_

Number of servings \_\_\_\_\_

Note: Please do not send actual food for consideration. Only written recipes will be accepted.

Recipe Ingredients

Note: Please list ingredients in order of use. Ingredients should be listed as Quantity-Measurement-Ingredient (e.g., 2 tbsp. lemon juice)

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Recipe Directions

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Additional Notes for Recipe (optional)

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## Veggie Creations Photo/Video Category

### Submission Guidelines

- Name your photo/video submission, and remember that creativity counts.
- Do not upload or include copyrighted material for which you don't own the rights or have permission from the owner, including music, brand names, logos, images, photographs, sounds, trademarks or other materials owned by a third party (or which you do not own), etc.
- All submissions must be the original creation of the submitter, must not have won previous contests or awards, and must not have been previously published.
- Your submissions should not contain images of anyone other than you, the registered submitter.
- Your content and its title must not contain offensive, violent, derogatory, sexually suggestive or explicit language or imagery.
- Not all submissions will be posted. Whether your submission will be posted is at the sole discretion of Kellogg.
- If your submission is posted, you will be notified by e-mail.
- If your video is approved for the gallery, it will be converted to Flash to display on the Web site.
- Photos and videos will be "approved" or "not approved."

Please complete the following submission requirements for the **photo/video** category:

Title \_\_\_\_\_

Tell us what inspired your entry. (Required; attach an additional page if needed.)

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In which format are you submitting? Please check one, and include the appropriate printed photo or CD/DVD.

Photo (hard copy of color photo must be no larger than 8"x10")

Video (must be no longer than 2 minutes, in mov., avi. or .mp4 format, and no larger than 5 MB)

Remember, you can create amazing things when you see veggies differently. Good luck!

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