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NOW THAT'S A BAGEL THAT...

***Tell Us What Lender's® Bagels Does For Your Family and You
Could Win \$1,000!***

Deadline: March 31, 2010

MOUNTAIN LAKES, NJ (November 2009)—Lender's® Bagels —America's favorite, authentic bagel—is a brand that's brought good food and good memories to people for over 82 years. From now through March 31, 2010, **Lender's Bagels** invites anyone ages 18 and up to enter the, "***Now That's A Bagel That...***" contest by submitting a sentence that completes that phrase, along with a photo that illustrates what the iconic brand brings to your family's life, whether at breakfast, lunch, dinner or any time of day.

It's easy to enter! Anyone 18 years and older can submit a sentence that completes the phrase, "***Now That's a Bagel That...***" by describing what **Lender's Bagels** does for their family. Each entry should be accompanied by a photo that brings the sentence to life. For example, an entry could read: "***Now That's a Bagel That...***" is the centerpiece to our Sunday brunch every week!" The accompanying photo might be a family gathered around the table at Sunday brunch. To enter, go to www.lendersbagels.com, click on the "Now That's a Bagel That..." banner and follow instructions. Entries can also be mailed to, "***Now That's A Bagel That...***" Contest, c/o BHG PR, 546 Valley Rd., Upper Montclair, NJ 07043, postmarked no later than March 31, 2010. All online entries must be received no later than March 31, 2010. No purchase is required. See attached rules or log onto www.lendersbagels.com for details.

The entrant with the winning entry is in for treat! This year's grand-prize winner will receive \$1,000 and a year's supply of **Lender's Bagels**. All entrants will receive one free package of **Lender's Bagels**.

“Over the years, people have developed an emotional connection to the **Lender’s** brand,” said Ray O’Brien, Vice President of Lender’s Bagels. “In the 82 years its been around, **Lender’s** has become a dependable brand—something people know they can count on—bringing families together and giving people something to smile about, which is particularly important when facing difficult times as many are today.”

For more information or media inquiries, please contact Lee Makofsky at 973.744.0707 or lee.mako@bhgpr.com

The “Hole” Story

When he started boiling and baking bagels in the garage behind their family home in New Haven, CT, Harry Lender brought a bit of the old world to the new. Coming from a small town in Poland, his aspirations were to put a roof over his head and feed his family. Little did Mr. Lender know back in 1927 that he would start a bagel revolution and have his name reside in the grocery aisles of almost every town in America, making Lender’s THE name that consumers across the country associate with bagels.

Today, Marvin Lender of Woodbridge, CT, son of founder Harry Lender is delighted that Pinnacle Foods is so excited by the wildly popular brand: “I am very pleased to see the marketing support that Pinnacle Foods is giving to the Lender’s brand that consumers have identified with for over 82 years. The brand continues to represent quality and confidence in a long standing family name.”

Lender’s Bagels is a product of Pinnacle Foods Group LLC., a leading seller and manufacturer of nationally branded food products. Pinnacle is known for new product innovation and commitment to growth and has a strong portfolio of leading brands including Duncan Hines® Baking Mixes and Frozen Brownies, Vlasic® Pickles, Log Cabin® Syrup, Mrs. Butterworth’s® Syrup, Hungry-Man® Entrées, Mrs. Paul’s® Seafood, Van de Kamp’s® Seafood, Lender’s® Bagels, Armour® Canned Meats, Swanson® Frozen Meals, Aunt Jemima® Frozen Breakfasts, Celeste® Pizza, and Open Pit® Barbeque Sauce.

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Official Rules for the “Now That’s A Bagel That...” Contest

NO PURCHASE NECESSARY. Void in Puerto Rico and where prohibited by law. Purchasing a product will not improve your chances of winning.

1. **Eligibility:** This Contest is only open to legal U.S. residents (excluding Puerto Rico and U.S. territories and possessions), 18 years of age or older at the time of entry. Employees, officers, directors, agents, representatives and their immediate families or members of Pinnacle Foods Group, LLC, Bender Hammerling Group; their parent companies, subsidiaries; advertising; design; publicity agencies; law firms and anyone connected with the production and distribution of this Contest are ineligible to participate. Previous winners from any other Pinnacle Foods Group LLC contests held in 2009 are ineligible. No purchase is required to win. This Contest is limited to one entry per person, email and/or household.

2. **Contest Period:** The Contest Period (“Contest Period”) is from 12:00 a.m. EST on November 2, 2009 to 11:59 p.m. EST on March 31, 2010.
3. **How to Enter:** Log onto www.lendersbagels.com and submit a sentence that completes the phrase, “Now That’s a Bagel That...” by describing what **Lender’s Bagels** does for their family. Each entry should be accompanied by a photo that brings the sentence to life. **Submitted photos must be of you and/or your spouse or children only; no other non-family members may be depicted. Entrants must review and agree to the photo upload terms on the Lender’s® website.**
4. **Winner Selection:** One (1) winner will be selected based on creativity and adherence to theme by a panel of judges from Lender’s®.
5. **Prizes:** One (1) “Now That’s A Bagel That...” Grand Prize Winner will receive the following: a) one-thousand dollars (\$1,000); b) a one-year supply of Lender’s® Bagels consisting of approximately 52 bags (ARV \$200). ARV of Grand Prize: \$1,200. Any difference between stated ARV and actual value will not be awarded. Sponsor reserves the right to substitute prizes of equal or greater value. No other substitution or transfer of prizes is permitted. Sponsor is responsible only for delivery of prize and is not responsible for prize utility, quality or otherwise. Taxes and fees, if any, are the sole responsibility of the winner.
6. **Verification Of Winners And Delivery Of Prizes:** Prize award subject to verification. Winner required to sign an affidavit of eligibility and liability release and, where permitted, publicity release. Any prize may be awarded to alternate winner if affidavit and release(s) are not returned within 14 days after mailing to winner or if prize notification letter or prize is returned as undeliverable.
7. **General:** No copies or mechanical reproductions will be accepted. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, misdirected or postage due mail. All entries become the property of Sponsor and none will be returned. Neither Sponsor nor its agents are responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, incomplete, garbled or delayed computer transmissions, whether caused by Sponsor, entrants or by any of the equipment or programming associated with or utilized in this promotion or by any human or technical error which may occur in the processing of entries which may damage an entrant’s system or limit an entrant’s ability to participate in this promotion. Entry constitutes permission, where lawful, to use name and/or likeness and/or voice of winner in any manner by the Sponsor, or its agents, without further compensation. Entrants agree to be bound by these Official Rules and photo upload terms. Entrants are responsible for all costs or charges involved in accessing the World Wide Web and warrant that the cost of accessing the Internet, if any, is part of a larger agreement with an Internet Service Provider or some other means, and that the cost of this access and/or the time spent, if any, to configure their website is not an incremental cost in order to participate in the contest. Sponsor is not responsible for those who cannot access the Internet or cannot click-through for any period of time regardless of technical, hardware, software, telephone, Internet, virus contamination, or network problems, for delay, failure or malfunction for any reason. Sponsor reserves the right to cancel or modify the Contest if, in Sponsor's sole determination, it believes that the integrity of the Contest has been, or could be compromised or that the Contest is not capable of running as planned for any reason, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes. Sponsor reserves the right, in its sole discretion, to disqualify any entrant from the Contest if, in Sponsor's sole judgment, entrant has not complied with these Official Rules and photo upload terms. Sponsor also reserves the right, in its sole discretion, to disqualify any entrant from the Contest or any other promotion conducted now or in the future by Sponsor or any of its affiliates if the entrant attempts (i) to enter the Contest through any means other than as described in these Official Rules; or (ii)

provides information that is inaccurate or fraudulent; or (iii) attempts to disrupt the Contest or circumvent the terms and conditions of these Official Rules. Sponsor and its respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, illegible, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the control of Sponsor, or (d) any printing or typographical errors in any materials associated with the Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS 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. Only the number of prizes listed in the Official Rules will be awarded. If prize or prize notification is returned as undeliverable or Sponsor cannot contact winner for any reason, prize will be forfeited and an alternate winner selected. All entries become the property of Sponsor and will not be returned. By accepting prize, winner agrees that the Sponsor, its parent company, subsidiaries, affiliates, judges or agencies shall have no liability whatsoever, for any injuries or damage incurred in whole or part from participation in this promotion. All federal, state and local taxes on prizes are the responsibility of the winner. Void outside the United States and where prohibited, restricted or limited. Subject to all Federal, State and Local laws and regulations. For a list of prize winners, send a self-addressed stamped envelope to "**Now That's A Bagel That...**", c/o BHGPR, 546 Valley Road Upper Montclair, NJ, 07043. Residents of WA and VT may omit return postage. Requests must be received by April 15, 2010.

8. Sponsor: Pinnacle Foods Group, LLC.