



THE INCREDIBLE HULK



SWEEPSTAKES



Enter for your chance to win a trip to Universal Orlando® Resort and RIDE The Incredible Hulk Coaster® or one of 100 first prizes of "The Incredible Hulk" video game from Sega®

See below for details.

To enter for your chance to win:

Mail entry to:
Incredible Hulk Sweepstakes
P.O. Box 11488
Bozeman, MT 59719-1488

Preferred Video Game Format (if you're a prize winner):

Pick One: _____ Playstation 2 _____ Xbox 360®
 _____ Playstation 3 _____ Wii™
 _____ PC _____ Nintendo DS®

PLEASE PRINT:

Name _____ Age _____

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Daytime Phone # _____

"The Incredible Hulk" Sweepstakes sponsored by Sargento Foods Inc. No purchase necessary. Void where prohibited. Open to legal U.S. residents. Sweepstakes ends 8/31/08. Eligibility: Sweepstakes open to legal U.S. residents, except employees of Sargento Foods Inc. ("Sponsor"), its subsidiaries, affiliates, divisions, all coordinating agencies and the immediate families of any such employee. Sweepstakes governed by U.S. law and subject to all federal, state and local laws. Participant (and parent or legal guardian if participant is under 18) (a) agrees to be bound by the complete Official Rules and the decisions of judges and Sponsor, which shall be final in all respects, and (b) releases Sponsor and its affiliates, divisions, subsidiaries and all coordinating agencies from any and all liability, claims or damages arising out of their participation and the acceptance and use of any prize. Void where prohibited. How To Enter: Fill out entry form on specially marked packages of select Sargento cheese products and mail it to "Incredible Hulk Sweepstakes", P.O. Box 11488, Bozeman, MT 59719-1488, or hand print your name, age, mailing address and telephone number on a 3.5" x 5" stamped postcard and mail it to the entry address above. All entries must be postmarked by 8/31/08 and received by 9/7/08. Sponsor not responsible for any lost, late, illegible, misdirected, postage due, incomplete or mutilated entries. Limit one entry per household address. Prizes & Approximate Retail Value "ARV": (1) Grand Prize: Trip for up to four (4) to Universal Orlando Resort in Orlando, FL, including: round-trip coach air transportation for four (4) between gateway airport nearest winner's residence and Orlando, FL; 4-day/3-night hotel accommodations (one room; quad occupancy) at Universal Orlando Resort; admission to Universal Studios Theme Park for three (3) days. ARV: \$5,000.00. (100) First Prizes: Incredible Hulk Video Game from SEGA. ARV: \$50.00. Winners are solely responsible for all expenses not included in prize and for all taxes. Random Drawing & Certain Restrictions: On or about 9/30/08, a random drawing will be conducted from all valid entries. Odds of winning a prize depend upon the number of valid entries received. Grand Prize Winner will be notified by mail on or about 10/15/08 and winner (and parent or legal guardian if winner is under 18) will be required to sign, within 14 days of prize notification, an Affidavit of Eligibility/Release of Liability and, where lawful, a publicity release as a condition of prize award. Prizes cannot be assigned or transferred. No prize substitution permitted, except at Sponsor's sole option. Winner's List: Send a SASE to "Sargento/Incredible Hulk Winner's List", P.O. Box 11487, Bozeman, MT 59719-1487 to be received by 10/31/08. Sponsor: Sargento Foods Inc., One Persimmony Pl., Plymouth, WI 53073. Universal elements and all related indicia™ & © 2008. All rights reserved. SEGA is a registered trademark of Sega of America, Inc. INCREDIBLE HULK is a registered trademark of MFLFLO,™ and © 2008 Marvel. Neither Sega of America, Inc. nor Marvel is a sponsor of this promotion. This promotion is not endorsed by or affiliated with Kellogg Company. Complete rules available at sargento.com or by sending a SASE to "Incredible Hulk Rules Request", P.O. Box 11487, Bozeman, MT 59719-1487. Nintendo DS and Wii are registered trademarks of Nintendo of America Inc. Xbox 360 is a registered trademark of the Microsoft Corporation. ©2008 Sargento Foods Inc. ® Registered trademark and ™ trademark of Sargento Foods Inc.