

“The Flavor Living,”
SPA GETAWAY WEEKEND Contest
Enter to Win at www.leangenerationdeli.com

Official Rules and Regulations

PRIZES:

Grand Prize: (1) Spa Getaway Weekend (includes 2 nights hotel stay and 2 spa treatments, and \$500 Visa gift card. An approximate retail value of \$1,700.00

Runner Up Prize: (10) \$100.00 Sporting Goods gift cards

The potential Grand Prize and Runner Up winners must verify his or her eligibility or prize will be forfeited and an alternate winner will be selected. The Grand Prize and Runner Up winners are responsible for the reporting and payment of all taxes (if any) as well as any other costs and expenses associated with acceptance and use of a prize not specified herein as being awarded. Grand Prize winner will receive a Form 1099.

ELIGIBILITY:

Contest is open only to legal United States residents eighteen (18) years of age or older as of 01/01/10. Void in Puerto Rico, the U.S. Virgin Islands and where prohibited by law.

The following individuals are not eligible to enter and their entries will not be considered: Employees of Smithfield Foods, Inc., or any other sponsors of the Contest or any of their respective parents, subsidiaries and affiliated companies, or any promotion, advertising, judging or public relations company doing business with any of the above, or any of their respective parents, subsidiaries and affiliated companies, or a member of the immediate family (parent, children, siblings, spouse, regardless of where

they live) or any individual living in the same household of such employees (whether related or not).

ENTERING THE CONTEST:

NO PURCHASE NECESSARY. Starting at 8:00 AM Eastern Time on January 1, 2010 and ending 11:59 Eastern Time on February 28, 2010. Drawing will be held on March 1, 2010. To enter, participants must log onto the Lean Generation website at <http://www.leangenerationdeli.com> during the promotional period and complete and submit the online entry form, including their name, address, telephone number with area code, e-mail address and birth date. To be eligible, each online entry must be received no later than 11:59 ET on February 28, 2010. All entries must be submitted in the name of an individual person and the prize can only be awarded to the person whose name is on the winning entry. Entries generated by script, macro, or other automated means will be void. The Contest Sponsor (Smithfield Packing, Inc.) is not responsible for misdirected, incomplete, lost, late, illegible, undelivered, inaccurate or delayed entries, or for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems which may limit or affect a person's ability to participate in the Contest, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prizes or in any Contest-related materials. In the event of sabotage, acts of God, terrorism or threats thereof, computer virus or other events or causes beyond the Sponsor's control, which corrupt the integrity, administration, security or proper operation of the Contest, Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Contest. In the event of cancellation, Sponsor reserves the right to award prizes from among all eligible, non-suspect entries received prior to the event requiring such cancellation. False or deceptive entries or acts will render the entrant ineligible. All entries become the property of the Sponsor and will not be acknowledged or returned. Limit one (1) entry per person, e-mail address or household per twenty-four (24) hour period.

General Rules and Regulations:

By entering this Contest, participants grant Contest Sponsor (Smithfield Packing, Inc.) and their designees the right, unless prohibited by law, to use their names, cities and states of residences, voices, pictures and likenesses, without compensation, notification or approval, for the purpose of advertising and publicizing the goods and services of the Contest Sponsor and all matters related to the Contest, in any manner or medium, now or hereafter known, throughout the world in perpetuity. Winner and traveling guest may be required to execute an affidavit of eligibility, liability release, tax acknowledgment form and, except where prohibited by law, a publicity release, and return the executed document within five (5) business days of issuance of notification. Noncompliance within this time period or failure of potential winner to respond to three (3) notification attempts may result in disqualification and, at Sponsor's discretion, an alternate winner may be selected. If: (i) any prize or prize notification is returned as undeliverable, (ii) a potential Winner declines his or her prize, or (iii) a potential Winner fails to comply with any of the Official Rules as outlined herein, such potential Winner will be disqualified and an alternate winner will be selected by random drawing at the Sponsor's sole discretion. The Contest Sponsor expressly disclaims any responsibility and entrants agree to indemnify and hold harmless the Contest Sponsor from and against any and all claims, actions, demands and/or liability for injury, damage or loss whatsoever relating to or arising in connection with participation in this Contest (regardless of the cause of such injury, damage or loss) and/or the delivery and/or subsequent use or misuse of any of the prizes awarded (including any travel or activity related thereto). By participating in this Contest, entrants agree to release and hold harmless Sponsor and each of their respective parent companies, affiliates, subsidiaries, officers, directors, representatives, agents and employees, from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly: 1) the awarding, acceptance, receipt, possession, use and/or misuse of prizes awarded herein; or 2) participation in the Contest or any prize related activities, including but not limited to traveling to or from any prize related activity.

Winners acknowledge that the Sponsor, their parent companies, affiliates and all other companies concerned with this Contest and their agents do not make, nor are in any manner responsible for, any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions or fitness of any aspects of the merchandise prizes except that the merchandise prizes shall be subject to manufacturer's standard warranty.

LIST OF OFFICIAL RULES OR WINNERS' NAME:

For a copy of the Official Rules or the Winners List (available on or about March 15, 2010), send a self-addressed, stamped envelope to the following address by December 1, 2010 to:

The Flavor of Living Spa Getaway Weekend
C/O: Walker In-Store
3161 Dalton Court
Monticello, MN 55362

SPONSORS:

Smithfield Packing, Inc.