



2011-2012 Rules For Participation

1. Eligible schools/organizations may participate in the *Labels for Education*® program ("Program") and submit Participating Product UPCs, beverage/sauce caps, and Bonus Certificates for redemption. Eligible schools/organizations are public and private schools, and home school associations (K-12) that comply with laws and regulations for the state in which they operate, licensed child care centers, public libraries, religious educational centers and Head Start centers having any of the grades K through 12 and preschools located in the 50 United States, District of Columbia, Puerto Rico and the U.S. Virgin Islands and any school located on any U.S. military installation (regardless of location).
2. Only product UPCs, beverage/sauce caps, and Bonus Certificates from eligible products distributed for sale in the U.S. and through commissaries on U.S. military installations are eligible for redemption in the *Labels for Education* 2012 Program Year beginning August 1, 2011, and ending June 1, 2012. Submissions will be determined to qualify at the sole discretion of Campbell Soup Company or its designee ("Campbell") and become the property of Campbell.
3. All product UPCs and beverage/sauce caps have a redemption value of one point with the exception of specially marked products, which will be worth the points indicated on the package. See the complete Participating Products list at LabelsForEducation.com. Value of Bonus Certificate is noted on each individual Bonus Certificate.
4. UPCs and beverage/sauce caps that have not been removed from packages sold in commerce and Bonus Certificates not legitimately obtained are void. Campbell will make such determination in its sole discretion.
5. By submitting Participating Product UPCs, beverage/sauce caps, and Bonus Certificates, schools/organizations accept and agree to be bound by these rules and consent to the use of their names and/or photographs for advertising purposes without additional compensation, unless prohibited by law. Proof of eligibility and compliance with these rules may be required. Subject to all applicable federal, state and local laws and regulations.
6. Participating Product UPCs, beverage/sauce caps, and Bonus Certificates must be submitted for redemption according to the banking instructions found online at LabelsForEducation.com and must be postmarked by June 1, 2012, and received by June 15, 2012. Merchandise redemptions are not valid until verified by Campbell whose decisions are final. No facsimiles, mechanically reproduced or seriously damaged, contaminated or filthy submissions will be accepted. Bonus Certificates that have expired at the time of Campbell's receipt will be void. All redemption materials, order forms, etc., become the property of Campbell and will not be returned.
Effective only for points deposited on or after August 1, 2009, accounts that have had no deposit or withdrawal activity for three consecutive Program years will forfeit any points deposited in their account after August 1, 2009 on the first day of the fourth Program year. Points deposited before August 1, 2009 will remain in the account as a balance.
7. Participating Product UPCs, beverage/sauce caps, and Bonus Certificates may be redeemed only for items listed in the 2011-2012 Merchandise Catalog at the designated point quantities and units specified. Participating Product UPCs, beverage/sauce caps, and Bonus Certificates are not redeemable for cash. The number of points required for any merchandise included in the Merchandise Catalog is subject to change at Campbell's sole discretion. Campbell is not responsible for merchandise description or printing errors in the Merchandise Catalog, including errors, which incorrectly describe the item, make or model number or incorrectly list the number of points required for each item. Participating schools or organizations are responsible for checking the accuracy of the point balances of their account. If you believe there is a discrepancy, you must call 1-800-424-5331 or write to us at the address in Paragraph 15 within 90 days of questioned account activity.
8. There can be no special orders, substitutions, cash payments or requests to break up sets, except as provided in Paragraph 12. Merchandise is not transferable and no substitutions will be permitted except by Campbell due to unavailability or obsolescence of merchandise. Merchandise cannot be shipped to a coordinator's home address or a P.O. Box. Campbell, its officers, directors, subsidiaries or affiliates, its product partnerships, and their agencies and employees shall not be liable for any claims, injuries, losses or damages resulting from the *Labels for Education* Program or acceptance or use of any merchandise awarded. Payment of taxes, if any, on the merchandise is the sole responsibility of the school/organization. Schools/organizations are responsible for all expenses ancillary to and associated with merchandise such as installation, etc. Campbell reserves the right to substitute items of equal or greater value for items that are discontinued or become unavailable or technologically obsolete during the course of the Program.
9. Schools/organizations may submit multiple orders during the Program Year. Schools/organizations may submit product UPCs, beverage/sauce caps, and Bonus Certificates for banking. School's/organization's account balances are not transferable unless specifically approved by Campbell. Online orders will be accepted only if the school's/organization's bank account balance covers the total amount of the merchandise order.
10. The terms and conditions of the *Labels for Education* 2011-2012 Merchandise Catalog including, but not limited to, point redemption and banking instructions are available at LabelsForEducation.com. Proof of mailing is not proof of receipt. We suggest you keep a copy of the *Labels for Education* Order and Banking Form before the submission is mailed along with your shipping/mailling receipt.
11. Please allow approximately 10 weeks from the date that your order is mailed for delivery of your merchandise (see the Merchandise Redemption section on the Order & Banking Instructions at LabelsForEducation.com for complete details). Merchandise may be shipped throughout the year from various locations and may arrive separately. Merchandise can only be redeemed by and will only be shipped to the school/organization whose name is listed on the merchandise order form.
12. Please allow up to 16 weeks for delivery of a van. Special orders by schools/organizations for additional options not included in standard van models offered as merchandise in the Merchandise Catalog will require additional delivery time as determined by the automobile manufacturer. Additional costs for nonstandard options must be paid by the school in cash prior to or at the time of delivery of the van. The school/organization must present an original tax-exempt certificate at the time a van is ordered. Orders will not be processed without an original tax-exempt certificate; no photocopies.
13. Complaints regarding merchandise (shipment damage, operation, etc.) must be made in writing within 90 days of receipt of merchandise to the address in Paragraph 15 of these Official Rules. Claims for nonreceipt of merchandise must be made in writing within 90 days of the date of order or date of submission to the address in Paragraph 15.
14. The Merchandise Catalog expires on June 1, 2012. Campbell reserves the right to determine eligibility and change these Official Rules without notice. Void where taxed, restricted or prohibited by law.
15. All correspondence and questions pertaining to this program should be directed to:

LABELS FOR EDUCATION®
ATTN: CUSTOMER SERVICE
P.O. Box 3130
Grand Rapids, Minnesota 55745-3130
Telephone: 1-800-424-5331