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“Edwards Goes To”™ Contest Fact Sheet

About the Contest

- The makers of *Edwards*® frozen desserts know moms have put themselves at the bottom of the to-do list. Therefore, they want to recognize and reward moms who deserve a little extra “me time” as they juggle kids’ schedules, job demands and family meal time, through the first-ever “*Edwards Goes To*”™ contest.
- From now through April 23, 2010, dessert-loving Americans can log onto Facebook and visit the *Edwards*® Desserts Facebook Fan Page at www.facebook.com/edwardsdesserts. While there, they can nominate a mom they know on Facebook who is deserving of the spotlight, for a once-in-a-lifetime red-carpet experience.
- In May, 2010, Americans will vote to choose the “Facebook Fan Favorite” who will win an awards-viewing party prize pack.
- A separate judging panel will select the grand-prize winner who will receive a first-class trip for two to Hollywood, Calif., including round-trip airfare, five-star hotel accommodations and tickets to an exclusive red-carpet event.

Nominate a Mom:

- To nominate a mom you know on Facebook for the “*Edwards Goes To*”™ contest, submit a short essay from now through April 23, 2010 at www.facebook.com/edwardsdesserts and explain why this mom in your life (mom, grandmother, caretaker, guardian, wife) deserves thanks and recognition for her everyday efforts – both large and small.
- Essays must be no more than 1,000 characters in length; pictures and videos are welcome and strongly encouraged.
- Entries will be judged on poignancy, creativity and originality.
- After submitting a nomination, nominators can print off an e-coupon for \$1 off an *Edwards*® Singles dessert (while supplies last).

Vote for the “Facebook Fan Favorite”:

- Up to 10 finalists will be selected by a panel of qualified judges and awarded a pampering spa experience with a \$500 SpaFinder.com gift card and a freezer stocked of *Edwards*® frozen desserts.
- Starting May 10, 2010, America will get to vote online for their favorite mom finalist at the *Edwards*® Desserts Facebook Fan Page.
- One finalist will be selected by the public as the “Facebook Fan Favorite” and will receive a “party in a box” to host a red-carpet inspired awards show viewing party for up to 20 people at home, complete with enough *Edwards*® frozen desserts to satisfy all of her guests’ sweet-tooth cravings.
- After voting for a favorite finalist, print off an e-coupon for \$1 off an *Edwards*® Singles dessert (while supplies last).

Stay Tuned for the Grand-Prize Winner Announcement:

- The grand-prize winner will be selected by a panel of qualified judges and announced this July, 2010, following the announcement of the “Facebook Fan Favorite.”
- One lucky mom will be treated to a once-in-a-lifetime red-carpet experience. The grand-prize winner will receive a first-class trip for two to Hollywood, Calif., including round-trip airfare, five-star hotel accommodations and tickets to an exclusive red-carpet event, along with a supply of *Edwards*® Singles desserts to indulge in all year long, courtesy of *Edwards*® frozen desserts.

For more information on the “*Edwards Goes To*”™ contest, visit www.EdwardsDesserts.com.

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