

BARILLA "THAT'S WHOLE GRAIN?" TASTE CHALLENGE

REDEMPTION FORM

Purchase a box of Barilla Whole Grain pasta between 7/6/09 and 12/31/09. If not completely satisfied with the Barilla Whole Grain product, complete this redemption form and mail it, along with:

- a) The **original** store-identified cash register receipt (copies not accepted) showing purchase of a box of Barilla Whole Grain between 7/6/09 and 12/31/09 with the purchase price circled, and
- b) The **original** UPC symbol found on the Barilla Whole Grain pasta package.

To: Barilla "That's Whole Grain?" Taste Challenge
PO Box 2055
Grand Rapids, MN 55745-2055

Your submission must be postmarked by 1/15/10 and received no later than 01/30/10 to be eligible. Properly submitted and eligible entries will receive a coupon good for one (1) complimentary 1 lb box of regular Barilla pasta.

Name (Please print): _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Please provide a brief description of why you weren't completely satisfied with the product:

Please tell us how you heard about "That's Whole Grain Taste Challenge", **circle the one that best applies:**

Food Network Website	Magazine	Grocery Register Tape
Food Network TV	Online Ad	Farmer's Market
Food Network Magazine	Packaging	Celebrity/Expert
Newspaper	Brochure in grocery store	Friend

Terms and Conditions and Eligibility Requirements: Offer limited to one redemption request per household or address and valid only for the person who purchased the Barilla Whole Grain product. Completed original redemption form, original store-identified cash register receipt and original UPC symbol from the Barilla Whole Grain package must be included. Multi-Pack UPC codes are not eligible. Requests from clubs, groups and organizations will not be honored. US Mail Fraud Statutes prohibit acts to obtain money or property by means of false pretense. This includes use of names or addresses (18 U.S.C. 1341 and 1342). Void where taxed, prohibited or restricted by law. Allow 6 to 8 weeks for mailing of coupon.

SPONSOR: Barilla America, Inc.

See www.TryBarillaWholeGrain.com for official rules