



## Kingsford® Tailgate Promotions

The players and owners have finally come to an agreement, and now, football fans can enjoy the best part of the season – tailgating! To celebrate, America’s favorite barbecue brand is connecting with tailgaters in more ways than ever before to provide an outlet for team spirit. Whether it’s making picks on select college football games to win \$10,000 cash, sharing where you’re tailgating with fellow fans for the chance to win great prizes or signing the Tailgater Bill of Rights to protect the all-American tradition, Kingsford® charcoal is uniting tailgaters across the country, no matter who they are cheering for!

### ESPN College Showdown Presented by Kingsford® Charcoal

The makers of Kingsford® charcoal have teamed with ESPN for the fifth consecutive year to give fans the opportunity to test their college football knowledge for a chance to win fantastic prizes, including \$10,000.

<p><b>How to Win</b></p>	<ul style="list-style-type: none"> <li>Contestants will have the opportunity to predict the outcomes of select college football games when they visit <a href="http://games.espn.go.com/collegeshowdown/en/frontpage">http://games.espn.go.com/collegeshowdown/en/frontpage</a> between Aug. 3 and Dec. 3, 2011.</li> <li>Each question will have an assigned point value, and points will be awarded for each correct pick – the more picks you make, the greater chance you have at winning.</li> <li>At the conclusion of the contest (Dec. 3), the entrant with the most accrued points will be declared the winner.</li> <li>Contestants have until the scheduled start time of the game each question is about to submit responses, at which point the selection will be locked.</li> <li>New questions will be posted every Thursday for 14 weeks starting Sept. 1.</li> </ul>
<p><b>Prizes</b></p>	<ul style="list-style-type: none"> <li><b>Grand Prize:</b> At the end of the contest, the overall points leader will win \$10,000 cash.</li> <li><b>Runner Up Prize:</b> The overall points leader from the college/university group with the most members will win a pop-up tailgate tent, sweatshirt hoodie and spatula with their school’s logo as well as Kingsford cozies (\$355 approximate retail value).</li> <li><b>Weekly Prizes:</b> At the conclusion of each week, a Kingsford® barbecue package will be awarded to the week’s top points earner that will include: Snake River Farms meat products, one-year’s supply of Kingsford charcoal, grill tools, ESPN gift card, cookbook, T-shirt and hat (\$390 approximate retail value). The participants with the second, third and fourth most weekly points will be given a signed Mike Golic football and Kingsford® charcoal coupon (\$67 approximate retail value).</li> </ul>
<p><b>Eligibility</b></p>	<p>Open to legal United States’ residents age 13 and over who are current members or become members of ESPN.com or one of its affiliated sites. Membership is free.</p>
<p><b>Winner’s List</b></p>	<p>For a list of winners (available after Dec. 3, 2011), send a self-addressed, stamped envelope for receipt by Jan. 2, 2012 to: College Showdown c/o ESPN Internet Ventures, Marketing Department, 605 Third Ave., 8<sup>th</sup> Floor, New York, NY 10158.</p>



### Kingsford® Game Day Grill Check Sweepstakes

Fans can share where they're tailgating by checking in at the new national grilling map on [Grilling.com](http://Grilling.com). Each week, Kingsford® will be giving away a \$500 "Carnivore Kit" featuring a charcoal grill and high-end cuts of meat to one lucky tailgater who shares their location.

<b>How to Win</b>	<p>To enter the Sweepstakes any week during the promotion period (Sept. 1 to Dec. 4), visit <a href="http://www.grilling.com/sports">www.grilling.com/sports</a> and follow the onscreen prompts to Put Your Grill On The Map by completing the following steps:</p> <p><i>Step 1:</i> Register for a new Grilling.com online account (or access your existing account) by providing your email address, password and other required information, then;</p> <p><i>Step 2:</i> Check in for a chance to win by inputting a zip code or nearest cross street and city to tell us (i) Where are you grilling on game day? and (ii) What's on the grill by clicking on one of the available food icons (e.g., steak, chicken, fish, hot dogs, burgers, etc); and then just (iii) click the "CHECK IN" button.</p> <p>Once you complete the requested steps to check in any week during the Promotion Period, you will be automatically entered one time into that week's random prize drawing.</p>
<b>Prizes</b>	<p>Each week, one lucky tailgater who shares their location will be randomly selected to receive a "Carnivore Kit" prize package (\$500 approximate retail value), which includes everything needed to grill the perfect steak, including:</p> <ul style="list-style-type: none"><li>• One SNAKE RIVER FARMS® fine meat assortment;</li><li>• A Kingsford® 30" Barrel Grill;</li><li>• 10 Kingsford® Charcoal product coupons;</li><li>• One grilling tool set;</li><li>• One KC Masterpiece® product coupon.</li></ul>
<b>Eligibility</b>	<p>Open to legal United States' residents age 18 and over who are current members or become members of <a href="http://www.Grilling.com">www.Grilling.com</a>. Membership is free.</p>
<b>Winner's List</b>	<p>For a list of Sweepstakes winners, within thirty (30) days of the conclusion of the Promotion Period, mail your request for receipt by or before June 4, 2012, addressed as follows: The Kingsford Products Company, ATTN: Req. Kingsford Game Day Grill Check Winners' List, 1221 Broadway / Mail Stop #1703C, Oakland, California, 94612.</p>



### Tailgater Bill of Rights

In recent years, stadiums across the country have enacted strict rules such as shortening the time parking lots are open before games, requiring a ticket to tailgate in parking lots and even banning grills. The makers of Kingsford® charcoal understand that football was made for grilling and are giving fans a voice to save the tailgate with the Tailgater Bill of Rights.

<b>How to Sign the Petition</b>	Visit the Kingsford Facebook page at <a href="http://www.Facebook.com/KingsfordCharcoal">www.Facebook.com/KingsfordCharcoal</a> and click on the “Save the Tailgate” tab. To sign the petition, you will need to provide your first and last name as well as current city and state.
<b>Tailgater Bill of Rights</b>	<p>Following are the rights fans will be fighting for by signing the online petition:</p> <ol style="list-style-type: none"> <li>1. Stadium parking lots shall be open for all tailgaters at least 24 hours before kick-off.</li> <li>2. Anyone with a passion for football or grilling shall be allowed to tailgate in the stadium parking lot, not just fans with tickets to the game.</li> <li>3. Fans can always bring their own grills to the stadium, preferably ones that use charcoal. Gas is for cars, not food!</li> <li>4. Each tailgate spot should be allowed to have a table and tent as long as you bring enough grub to share with neighbors.</li> <li>5. Tailgating tunes can (and should!) be played. Turn up the music and fire up the grill!</li> <li>6. Tailgaters shall be allowed to bring a cooler of food and cold beverages to the parking lot to enjoy before heading into the stadium.</li> </ol>
<b>Every Signature Counts</b>	Once 10,000 signatures are collected, the makers of Kingsford® charcoal will present the Tailgater Bill of Rights to the professional football commissioner as well as the management teams of pro and college football stadiums across the country in an effort to persuade them to save the all-American tradition. Although tailgating at stadiums is becoming increasingly difficult, there is one place fans can still grill with family and friends before the game without worrying about increased rules and restrictions – the backyard.
<b>Eligibility</b>	Open to legal United States’ residents who are current members or become members of Facebook.

For more details about the Kingsford® College Showdown, Kingsford® Game Day Grill Sweepstakes and the Tailgater Bill of Rights, visit [www.Grilling.com](http://www.Grilling.com) or connect with us at [www.Facebook.com/KingsfordCharcoal](http://www.Facebook.com/KingsfordCharcoal). Or, contact:

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