

"Draw a Rainbow in Your Cart"

SWEEPSTAKES COMPLETE RULES

Enter by mailing entry form to a P.O. Box

The "Draw a Rainbow in Your Cart" Sweepstakes

begins on March 1, 2005, and ends on October 24, 2005.

Entries must be postmarked by October 24, 2005 and received by October 31, 2005.

The drawing will be held on or about November 10, 2005.

Sweepstakes is sponsored by Dole Food Company, Inc.,

One Dole Dr., Westlake Village, CA 91362.

1. No purchase necessary. Must be between the ages of 4 and 12 to enter. To enter the "Draw a Rainbow in Your Cart" Sweepstakes: (1) Draw a picture of the fruits and vegetables you'd like to see in your family's shopping cart in the space provided on the entry form and complete the official entry form or create your drawing and hand-print your name, address, parent or guardian's name, child's age, date of birth and home phone number on an 8 1/2" x 11" piece of white paper; (2) Mail to "Draw a Rainbow in Your Cart" Sweepstakes, P.O. Box 5500, Thousand Oaks, CA 91359, postmarked no later than October 24, 2005 and received by October 31, 2005. (Note: addresses of entrants will not be retained, shared, or used for any other purpose beyond the scope of the sweepstakes.) Incomplete entries will be void. Limit one entry per outer mailing envelope and one entry per person. Dole Food Company, Inc. will not be responsible for lost, late, damaged, misdirected, defaced, mutilated, illegible, incomplete, or postage-due entries. All entries become the property of Dole Food Company, Inc. and will not be returned. Sweepstakes open to all legal residents of the continental U.S. (except Hawaii and Alaska), between the ages of 4 and 12 as of March 1, 2005, except for employees of Dole Food Company, Inc., Binney & Smith, and the Produce for Better Health Foundation, their respective subsidiaries, dealers, franchisees, distributors, retailers, sales representatives, affiliates, advertising and promotion agencies, printing company, judging organization and the household or immediate family members of any of the above. Void in Hawaii and Alaska and wherever prohibited.

2. Five (5) randomly selected Grand Prize Winners will be awarded the equivalent of a year's supply of fruits and vegetables in the form of a \$950 gift certificate from a participating retailer. Grand Prize will be awarded in the name of the child's parent or guardian. Retail value of Grand Prize: \$950 each. Five (5) randomly selected First Prize Winners will be awarded a Crayola® Gift Pack (Approximate retail value: \$49 each). Total retail value of all prizes approximately: \$4,995. Odds of winning depend upon the total number of eligible entries received. Prizes are nontransferable except as provided herein and cannot be redeemed for cash. Sponsor reserves the right to substitute a prize of equal or greater value if featured prize becomes unavailable. All taxes on prizes are responsibility of the winner. Any required tax reporting forms will be furnished to the Internal Revenue Service.

3. Winners will be selected in a random drawing conducted by the Sponsor on or about November 10, 2005 from all eligible entries received. Decisions of the Sponsor are final on all matters relating to this sweepstakes. Odds of winning depend on the number of eligible entries received. Prize winners will be notified by mail. All prizes will be awarded provided a sufficient number of eligible entries are received. Limit of one prize per person/family/household. Grand Prize Winners' parent or guardian shall be required to sign and return an Affidavit of Eligibility and a Liability Release/Advertising Consent and to provide his/her Social Security number (for tax reporting purposes). If prize notification letter or prize is returned as undeliverable, the corresponding prize will be forfeited and awarded to an alternate winner. Affidavit of Eligibility and Liability Release/Advertising Consent must be executed and returned within fifteen days of the cover letter date or prize will be forfeited and awarded to an alternate winner. By accepting a prize, winner consents to the use of his/her name and/or likeness for advertising and publicity purposes by Dole Food Company, Inc. and/or its parent, related, affiliated and subsidiary companies without further compensation, except where prohibited by law. By accepting prize, winner further agrees that Dole Food Company, Inc. and/or its parent, related, affiliated and subsidiary companies and their respective directors, employees, agents and advertising and promotion agencies and promotion partners are not liable for any injury, damage, liability, expense, accident, delay, irregularity, loss or claim arising from or in connection with acceptance, possession or use of the prize or participation in any prize-related activity, and acknowledges that none of said parties have made or are in any manner responsible for any warranty, representation or guarantee, express or implied, relative to any prize, including without limitation, its quality or fitness for a particular purpose.

4. This offer is subject to applicable federal, state and local laws and regulations. For the names of the winners, send a self addressed, stamped envelope to "Draw a Rainbow in Your Cart" Sweepstakes, P.O. Box 5500, Thousand Oaks, CA 91359. Winners List available after December 15, 2005. VT residents need not include return postage.