



The consumer award “KitchenInnovation of the Year® 2012”

Conditions of Entry to Competition

1. Preamble

The cross-industry consumer award “Kitchen Innovation of the Year® 2012” was launched to help promote the long-term improvement of the innovation and quality standards of products in the relevant market sectors. It also aims to raise consumer awareness of the importance of this field and the value of innovative quality products. Entry to the competition is subject to these conditions. Costs incurred by entry to the competition “Kitchen Innovation of the Year® 2012” including transport costs shall be borne by the competitor. There is no right of entry to the competition “Kitchen Innovation of the Year® 2012”.

2. Promoter

The initiator, promoter and proprietor of all copyright, trademark and marketing rights for the European Union, and for Germany in particular, is FOODVISION Deutschland GmbH.

3. Participation

Any manufacturer of products in the following categories may take part in the competition:

- ___Kitchen furniture
- ___Large electrical appliances
- ___Small electrical appliances
- ___Cooking and kitchen utensils
- ___Kitchen accessories.

In order to be valid, entry to the competition shall entail the following:

- ___Registration of the products in the above categories and acceptance of these conditions of entry via a valid signed declaration of consent (**see registration form**).
- ___Submission of one or more complete products from the above categories (with the exception of kitchen furniture) with a **product description, picture material and logo**.

For kitchen furniture or prototypes, a detailed written and illustrated description of the products is required instead of the product submission, along with details of a showroom where the described items of furniture can be viewed.

___In case of nomination by the expert jury for the consumer vote: full payment of the nomination fee of € 3,000.– on receipt of invoice from FOODVISION Deutschland GmbH.

4. Expert jury

The jury of recognised and renowned experts shall advise the promoter throughout the running of the competition and, in particular, shall select from among all the products the best in each category, which shall then be nominated for the consumer vote.

The selection criteria are defined as follows:

- ___Functionality/User-friendliness
- ___Product benefit
- ___Innovativeness
- ___Design
- ___Ecology/Sustainability

Further criteria can be considered if necessary according to product performance.

5. Registration

Any manufacturer of products from the above listed categories is entitled to register one or more products. Registration and submission of the products is free of charge. The registered products should be sent in fully functional condition to:

Initiative LifeCare
c/o FOODVISION Deutschland GmbH
“KitchenInnovation des Jahres® 2012”
Thomas-Wimmer-Ring 11
80539 München
Germany





Exception:

Bulky items delivered by carrier (e.g. large-scale electrical appliances) should be sent by prior arrangement to the following address:

FOODVISION Servicecenter
Aitranger Straße 14
87640 Ebenhofen
Germany

closing date: 31 October 2011

The qualifying date shall be the date of full registration and submission of the product to the above address.

The registration procedure shall commit the participant to payment of the nomination fee in the event of their nomination by the expert jury.

6. Competition procedure

In the first stage of the competition, a competent jury of experts shall select from all the submitted products those which it deems eligible to proceed to the second-stage consumer vote.

In the second stage, the surveyed consumers shall decide the final winner. The online survey shall be conducted by the recognised market research institute K&A Brand Research.

The presentation of the award shall take place at the “ambiente” trade fair in Frankfurt.

7. Rights of use of awards

The award winners shall receive, in return for a one-off fee of € 5,000.–, the right to use the awarded distinctions “Kitchen Innovation of the Year® 2012” for sales, advertising and other purposes both nationally and internationally. The appellation can be used for an unlimited period of time, but only for the award-winning product. In the event of gross infringement and/or after at least two written warnings, the promoter shall have the right to withdraw the right of use without notice.

8. Special jury award

Entry is open to any manufacturer of products in the categories kitchen furniture and equipment, large electrical appliances, small electrical appliances, cooking and kitchen utensils and kitchen accessories. Registration and application for the

special jury award are effected by submission of the registration form linked to the acceptance of these conditions of entry.

Products considered for the award are those which cater to the specific needs of older people or children for example, and which thus provide assistance in everyday life. Possible criteria include:

— Outstanding user-friendliness

— Outstanding ergonomic design

In view of the wide range of requirements, the criteria are established and defined according to individual product performance.

The product for evaluation must be submitted in fully functional condition along with a detailed description. Application is free of charge. Winners of the award will be granted the right, in return for a one-off fee of € 1,950.– to use the awarded title without restriction and for an unlimited period for sales, advertising and other purpose.

9. Auction of submitted products

After the presentation of the award, the submitted products shall be auctioned for charity. For the purpose of the auction, ownership of the submitted products shall be transferred with the participant's consent to FOODVISION Deutschland GmbH.

10. Exclusion of liability

FOODVISION Deutschland GmbH shall not be liable for damage arising from wilful or negligent violation of pre-contractual and contractual obligations by a participant or their vicarious agent. This exclusion of liability shall not apply to damage arising from injury to life, body or health. Agreements deviating from these conditions of entry shall not be binding on FOODVISION Deutschland GmbH.

11. Final provisions/court of jurisdiction

These conditions shall be subject exclusively to German law. The judges' decision is final; this applies in particular to warranty and/or liability claims vis-à-vis FOODVISION Deutschland GmbH. The court of jurisdiction shall be Munich.

Munich, September 2011