

The following promotion is intended for viewing in the United States only (including its territories, possessions, and commonwealths, except Puerto Rico) and will be construed and evaluated according to United States laws. Do not proceed in this site if you are not a legal U.S. resident, 21 years or older, and accessing this site in the United States, its territories, possessions, or commonwealths (except Puerto Rico).

**SEAPAK'S "COASTAL GETAWAY" SWEEPSTAKES
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.
ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS
APPLY**

How to Enter: Beginning at 9:00 a.m. Eastern Time ("ET") on January 4, 2010 until 5:00 p.m. ET on April 30, 2010, you may enter the "SeaPak's "Coastal Getaway" Sweepstakes (the "Sweepstakes") online by visiting www.seapak.com (the "Web Site,") and completing the online entry form [limit one (1) online entry per valid email address, per eligible person per day].

When you enter at the Web Site, there will be an "Opt-in" box you may select which will entitle you to receive promotional e-mails and reminders for upcoming promotions and information about SeaPak Shrimp Company, a brand of Rich Products Corporation (the "Sponsor"). Consenting to receive such promotional e-mails (via the "Opt-in" box) is optional and does not have to be agreed to in order to be eligible to enter the Sweepstakes for the Grand & First Prize drawing and does not improve your chances of winning a Grand or First Prize. In the event you do consent to receive these promotional e-mails (via the "Opt-in" box), the use of such e-mails shall be subject to the privacy policy of Sponsor, which is available at their Web Site.

Rich Products Corporation (the "Sweepstakes Entity"), its respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents, and any and all Internet servers and access provider(s) are not responsible for: any incorrect or inaccurate entry information, human error, technical malfunctions, failures, omission, interruption, deletion, or defect of any telephone network, computer online systems, computer equipment, server providers, or software, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes, inability to access the Web Site, theft, tampering, destruction, or unauthorized access to, or alteration of entries, transactions that are processed late or incorrectly or are incomplete or lost, misdirected, mutilated, illegible or any combination thereof, due to computer or electronic malfunction or traffic congestion on the Internet or at any web site, or any printing or production errors, and any entries which are late, lost, incomplete, misdirected, stolen, mutilated, illegible or any combination thereof. Proof of online submission is not considered proof of delivery or receipt. A purchase of product will not increase the chances of winning.

How Winners will be Determined: There will be two (2) separate, random drawings held. One (1) random drawing will be held to select four (4) Grand Prize winners and one (1) random drawing to select two hundred (200) First Prize winners from among all eligible entries received via the Web Site. The two (2) separate drawings will be held on approximately May 15, 2010, by an independent judging organization (the “Judges”), and winners will be contacted by phone, e-mail, and/or mail on or about May 24, 2010. The Judges’ decisions, with respect to the winners and other matters pertaining to the Sweepstakes, shall be final and binding. The prospective Grand and First Prize winners will be required to sign an Affidavit of Eligibility and Release of Liability and Publicity (where permitted), and return same, properly executed, within 14 days of issuance of prize notification. The Grand Prize is non-transferrable. If Sponsor is unable to contact the prospective winners, if the prospective winners fail to complete and return all requested forms by the specified date, or if the prospective winners fail to comply with any of the requirements as stated in these Official Rules, his/her prize will be forfeited and an alternate prospective winner shall be selected by the Judges by a random drawing from among all remaining eligible entries received during the Sweepstakes period. By entering into the Sweepstakes, all entrants consent to the use of their name, photograph, likeness, biography, voice and/or video for advertising and promotional purposes, including online announcements, worldwide, without limitation and without additional compensation, except where prohibited by law. The odds of winning depend upon the number of eligible entries received for the applicable drawing.

Entries that have been tampered with in any way or altered are void. If, in the Judges’ opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, the Judges reserve the right in their sole discretion to disqualify any individual who so tampers with the entry process and void any entries submitted fraudulently, to modify or suspend the Sweepstakes, or to terminate the Sweepstakes and conduct a random drawing to award prizes using all eligible, non-suspect entries received, for each applicable drawing, as of the termination date. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Web Site. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entries will be declared made by the authorized account holders of the e-mail address submitted at time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY’S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

Eligibility: To enter the Sweepstakes you must be a lawful, permanent resident of the 50 United States or the District of Columbia and be 21 years of age or older. Sweepstakes is void outside of the 50 United States (and the District of Columbia), in Puerto Rico, U.S. territories, possessions and commonwealths, and where restricted or prohibited by law. The Sweepstakes, and any web site pages and advertisements relating thereto, is intended for viewing only within the United States. You are not authorized to participate in the Sweepstakes if you are not located within the United States or the District of Columbia. Employees of the Sweepstakes entities, other participating Sponsors, and Sweepstakes Administrator (as defined below herein), their affiliated companies, parents, subsidiaries and advertising and promotion agencies, and their immediate families and members of their households, are ineligible to participate in this Sweepstakes.

Prizes: Four (4) Grand Prize Winners will win a trip for two (2) to St. Simons Island, Georgia Departing Thursday, Sept. 9, 2010 and returning on Sunday, Sept. 12, 2010. Trip is non- transferrable and must be taken on the above dates referenced. Trip includes the following: (a) round trip, coach class airfare for Grand Prize Winner and one (1) guest between closest major airport to Grand Prize Winner's home and Jacksonville, Florida; (b) \$450.00 towards rental of compact car for three (3) days (winner must qualify under rental car agency eligibility rules, such as possession of valid driver's license, payment with major credit card, etc.); (c) Condominium accommodations for three (3) nights ("Condominium") (double occupancy room rate and tax only); (c) \$300 spending money or food allowance; (d) Invitation to for Grand Prize winner and one (1) guest to attend a group catered Friday evening dinner at St. Simons Heritage Center (e) Invitation for Grand Prize winner and guest to participate in a group Salt Marsh Nature Boating Tour (f) Invitation for Grand Prize winner and guest to participate in a group SeaPak tasting and cooking class; (e) St. Simons Island Trolley Tour for Grand Prize winner and one (1) guest; and (f) "Escape Pass" to enjoy designated amenities on neighboring Jekyll Island Georgia for Grand Prize winner and one (1) guest Approximate Retail Value ("ARV") of total prize package: \$4,500.

The Condominium accommodations are equipped with a full kitchen, but do not include any meals that are not indicated above, incidentals, tips, telephone calls, or any other personal expenses incurred during the trip. All other expenses not specifically identified as included in the prize are the sole responsibility of Prize Winner. Grand Prize Winner is solely responsible for any and all meals, ground transportation between winner's residence and airport of departure, ground transportation in St. Simons Island if they are unable to utilize rental car prize, gratuities, travel upgrades, personal incidentals and any other expenses not specified herein. Grand Prize Winner must travel on Thursday, Sept. 9, 2010 and return on Sunday, Sept. 12, 2010. In the event Grand Prize Winner cannot travel on designated dates, the Prize will be forfeited and awarded to an alternate winner.

Prizes: Two hundred (200) First Prize Winners will each receive full year subscription to Coastal Living Magazine. The approximate retail value is \$50.00 per annual subscription.

All costs, taxes, fees, and expenses associated with any element of any prize not specifically addressed above are the sole responsibility of the Prize Winner. All federal, state and local taxes on prizes, if applicable, are the Prize Winner's responsibility. Grand winners will be issued a 1099 tax form for the ARV of their respective prizes. The specifics of all aforementioned elements of the prizes in the Sweepstakes shall be solely determined by Sponsor. Some restrictions may apply. Departure and arrival times for air transportation are subject to availability and will be arranged at the sole discretion of sponsor. Travel companion of Grand Prize Winner will be required to sign publicity and liability releases, and return same, properly executed, prior to issuance of travel documents. Prizes cannot be transferred, substituted or redeemed for cash except at Sponsor's sole discretion. Sponsor reserves the right to substitute any prize, or portions thereof, with a prize of equal or greater value. All prizes will be awarded.

Release: By entering this Sweepstakes, entrants agree to release and hold harmless, the Sweepstakes Entities, and any promotional partners, each of their related companies, and each of their respective officers, directors, owners, parents, subsidiaries, affiliates, employees, and agents (collectively, the "Releasees") from and against any losses, damages, rights, claim or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Sweepstakes or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Sweepstakes, including without limitation, personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

Limitations of Liability: Releasees are not responsible for: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (v) any injury or damage to persons or property, including but not limited to entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt of any prize awarded.

Disputes: Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than the administration of the Sweepstakes or the determination of winners, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of New York or the appropriate New York State Court located in Erie County, New York; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York

Winners' List: Beginning on or about June 1, 2010 you may obtain the names of the winners, either by going to the Web Site or mailing a self-addressed, stamped envelope to: SeaPak's "Coastal Getaway" Sweepstakes -- Winners' List Request, 127 Airport Road, St. Simons Island, Georgia 31522. Requests received after June 15, 2010 will not be honored.

Sponsor: Rich Products Corporation, 127 Airport Road, Saint Simons Island, GA 31522.

Sweepstakes Administrator: The Butin Group, Inc. 1331 Ocean Blvd., St. Simons Island, Georgia 31522.