

Prairie Farms Dairy "PEEPS® Milk is Back for Spring!" Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility for Grand Prize: Prairie Farms PEEPS® Milk is Back for Spring! Sweepstakes (the "Sweepstakes") is open only to legal residents of the United States who are at least eighteen (18) years old as of the last day of the month prior to entry.
2. Eligibility for Runner-up Prize: Prairie Farms PEEPS® Milk is Back for Spring! Sweepstakes (the "Sweepstakes") is open only to legal residents of Illinois, Indiana, Eastern Iowa, Kentucky, Michigan, Mississippi, Eastern Missouri, Western Ohio, Tennessee and Wisconsin who are 18 years of age or older and who have reached the legal age of majority in their state jurisdiction or territory of residence at the time of entry.
3. Employees of Prairie Farms Dairy, Inc., as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decision, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.
4. Sponsor: Prairie Farms Dairy, Inc., 1100 Broadway, Carlinville, IL 62626
5. Timing: The Sweepstakes begins on March 11, 2017 at 12:00 p.m. Central Standard Time ("CST") and ends on April 16, 2017 at 11:59 p.m. CST (the "Promotion Period"). A random drawing Sweepstakes will take place each week for four (5) weeks (each a separate and distinct "Weekly Promotion Period") during the Promotion Period. See chart below for Weekly Promotion Period Dates.
6. How to Enter: During the Weekly Promotion Period, visit Prairiefarms.com/Peeps and follow the links and instructions to complete and submit the registration, including a valid home address (P.O. Boxes are not permitted). You automatically will receive one (1) entry into the weekly Sweepstakes for the Grand Prize. Residents of Illinois, Indiana, Eastern Iowa, Kentucky, Michigan, Mississippi, Eastern Missouri, Western Ohio, Tennessee and Wisconsin will receive one (1) entry for the Grand Prize and one (1) entry for the Runner-up prize Sweepstakes. All runner-up prizes are subject to product availability.
7. Limit: Each participant may enter one (1) time per day during the Weekly Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential

winner may be required to show proof of being the authorized account holder.

8. Prize Drawings: Sponsor will randomly select one (1) potential Weekly Grand Prize Sweepstakes winner and ten (10) potential Runner-up Prize Package winners from all eligible entries received during the Promotion Period. Each potential winner will be notified by mail or email. If a potential winner of a prize cannot be contacted, or fails to provide any requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Prizes will be fulfilled approximately 2 weeks after the conclusion of the Weekly Promotion Period. Sponsor’s decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners is final and binding in all matters related to the Sweepstakes.

Promotion Period and Entry Chart – Grand Prize			
Week #	Weekly Promotion Period Dates:	Winners notified on or around:	# Prize Packages Awarded
Week 1	3/11/17-3/19/17	3/27/17	1
Week 2	3/20/17-3/26/17	4/3/17	1
Week 3	3/27/16-4/2/17	4/10/17	1
Week 4	4/3/17 -4/9/17	4/17/17	1
Week 5	4/10/17 -4/16/17	4/24/17	1

Promotion Period and Entry Chart – Runner-up Prize Packages			
Week #	Weekly Promotion Period Dates:	Winners notified on or around:	# Prize Packages Awarded
Week 1	3/11/17-3/19/17	3/27/17	10
Week 2	3/20/17-3/26/17	4/3/17	10
Week 3	3/27/16-4/2/17	4/10/17	10
Week 4	4/3/17 -4/9/17	4/17/17	10
Week 5	4/10/17 -4/16/17	4/24/17	10

9. Prizes:

- a. FIVE (5) WEEKLY GRAND PRIZE PACKAGES: One (1) \$100 Visa or Master Card Gift Card
- b. FIFTY (50) WEEKLY RUNNER-UP PRIZE PACKAGES: Free Prairie Farms products will be given in the form of one (1) “free coupon” for each product category listed in the table below for a total of five (5) “free coupons” per winner; coupons are non-transferable. Products may not be available in all areas; no substitutions are permitted.

PRAIRIE FARMS	16 OUNCE	COTTAGE CHEESE – ANY VARIETY
PRAIRIE FARMS	PINT	CHOCOLATE PEANUT BUTTER OR SEA SALT CARAMEL MILK
PRAIRIE FARMS	12 OUNCE	CHEF’S SPLENDOR DIP – ANY VARIETY
PRAIRIE FARMS	16 OUNCE	BUTTER QUARTERS
NORTH STAR	6 OR 12 COUNT	FROZEN NOVELTY

For All Prizes: All terms and conditions of coupons apply. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received for each prize during each Entry Period. Total ARV of all prizes: \$1,250. Limit: One (1) prize per person.

10. Release: By receipt of the prize, winner agrees to release, discharge and hold harmless Prairie Farms, North Star and all subsidiaries from any actions, claims, damages or liabilities including damages to property or personal injury or death arising from participation in the sweepstakes and in the acceptance and use or misuse of the prize.

11. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner’s consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming

associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

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