

Prairie Farms Dairy "Milk Snack Payback" Sweepstakes Official Rules

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

1. Eligibility: Prairie Farms "Milk Snack Payback" Sweepstakes (the "Sweepstakes") is open only to legal residents of Illinois, Indiana, Eastern Iowa, Eastern Arkansas, Kentucky, Michigan, Mississippi, Eastern Missouri, Western Ohio, Tennessee and Wisconsin, who are at least eighteen (18) years old as of the last day of the month prior to entry. 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.

2. Sponsor: Prairie Farms Dairy, Inc., 3744 Staunton Road, Edwardsville, IL 62025

3. Timing: The Sweepstakes begins on January 11, 2018 at 12:00 p.m. Central Standard Time ("CST") and ends on January 21, 2018 at 11:59 p.m. CST (the "Promotion Period"). A random drawing Sweepstakes will take place each day for eleven (11) days (each a separate and distinct "Daily Promotion Period") during the Promotion Period. See chart below for Daily Promotion Period Dates.

4. How to Enter: During the daily Promotion Period visit: <https://www.prairiefarms.com/milksnacks> and follow the instructions to complete and submit the registration. You automatically will receive one (1) entry into the daily Sweepstakes. Duplicate entries per day and automated entries will be removed from consideration. An entry throughout the Sweepstakes automatically qualifies you for a chance to win the Grand Prize package and a coupon for a "free" Prairie Farms Milk Snack Single. Limit one (1) prize per household during the promotion period. All entries will be reviewed by the Sponsor and may, at the Sponsor's sole discretion, be posted on prairiefarms.com and then shared through Prairie Farms' accounts on various social media services, including but not limited to Facebook, Twitter, Instagram and Pinterest.

Limit: Each participant may enter one (1) time per day during the Daily 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.

5. Prize Drawings: Sponsor will randomly select the eleven (11) potential Grand Prize Package Sweepstakes winners from all eligible entries received during the Daily Promotion Period, on or around dates stated in Promotion Period and Entry Chart. Each day, Sponsor will randomly select up to one hundred (100) potential second prize winners from all eligible entries received during the Daily Promotion Period to receive a coupon for a free Prairie Farms Milk Snack Single. 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. Prize packages will be fulfilled approximately 6 weeks after the conclusion of the Daily 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.

| Daily Promotion Period and Entry Chart | | |
|--|-------------------------------|-------------------------------------|
| Day | Daily Promotion Period Dates: | # Milk Snack Single Coupons Awarded |
| Day 1 | 1/11/18 | 100 |
| Day 2 | 1/12/18 | 100 |
| Day 3 | 1/13/18 | 100 |
| Day 4 | 1/14/18 | 100 |
| Day 5 | 1/15/18 | 100 |
| Day 6 | 1/16/18 | 100 |
| Day 7 | 1/17/18 | 100 |
| Day 8 | 1/18/18 | 100 |
| Day 9 | 1/19/18 | 100 |
| Day 10 | 1/20/18 | 100 |
| Day 11 | 1/21/18 | 100 |

| Grand Prize Promotion Period and Entry Chart | | |
|--|------------------------|--------------------------------|
| Grand Prize Promotion Period Dates: | # Grand Prizes Awarded | Winners notified on or around: |
| 1/11/18 – 1/21/18 | 11 | 2/12/18 |

6. Prizes:

- a. ELEVEN (11) GRAND PRIZE PACKAGES: \$100 toward Prairie Farms products will be given in the form of TWENTY (20) "\$5 Gift Coupons" valid for any combination of Prairie Farms and/or North Star brand products; FIFTY-TWO (52) "Free" Prairie Farms Milk Snack Single coupons; coupons are nontransferable.
- b. ONE HUNDRED (100) PRAIRIE FARMS MILK SNACK SINGLE COUPONS: Free Prairie Farms Milk Snack Single will be given in the form of ONE (1) "free coupon" for a total of ONE (1) "free coupon" per winner; coupons are non-transferable. All coupons will be awarded provided that a sufficient number of eligible entries are received.

For All Prizes: All terms and conditions of coupons apply. Prizes are non-transferable and no substitution will be made. Prairie Farms Milk Snacks and/or other Prairie Farms/North Star products may not be available in all areas; no substitutions are permitted. 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 Milk Snack Pack Grand Prize Package: \$152. Limit: One (1) prize per person. Total ARV Prairie Farms Milk Snack Single "Free" Coupon: \$1.00. Limit: One (1) prize per person.

7. 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.

8. 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.

9. 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. Sweepstakes may be withdrawn without prior notice.

10. 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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