

Prairie Farms Dairy 2025 “SPECIAL EDITION PINT MILK– INDY 500” Sweepstakes Official Rules

NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE CHANCES OF WINNING. ODDS DEPEND ON THE NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED.

1. Eligibility: Prairie Farms “Special Edition Pint Milk – Indy 500” Sweepstakes (the “Sweepstakes”) is open only to legal residents of Illinois, Indiana, Iowa, Eastern Arkansas, Kentucky, Michigan, Minnesota, Mississippi, Eastern Missouri, South Dakota, 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 March 24, 2025 at 12:00 p.m. Central Standard Time (“CST”) and ends on May 25, 2025 at 11:59 p.m. CST (the “Promotion Period”). A random drawing Sweepstakes will take place each week during the Promotion Period.

4. How to Enter: NO PURCHASE NECESSARY, PURCHASES DO NOT INCREASE YOUR CHANCES OF WINNING. During the weekly Promotion Period visit: <https://www.prairiefarms.com/indy500>

follow the instructions to complete and submit the registration. You automatically will receive one (1) entry into the weekly Sweepstakes. Duplicate entries per day and automated entries will be removed from consideration. 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 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.

5. Prize Drawings: Sponsor will randomly select the ten (10) potential Weekly Prize Package Sweepstakes winners from all eligible entries received during the Weekly Promotion Period. Sponsor will randomly select one (1) potential Grand Prize Sweepstakes winner from all eligible entries received during the Promotion Period on or about June 1, 2025. 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 six (6) 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.

6. Prizes:

- a. TEN (10) WEEKLY PRIZE PACKAGES: One Hundred Dollar Dairy Prize Package (\$100) toward Prairie Farms products will be given in the form of TWENTY (20) "\$5 Gift Coupons" valid for any combination of Prairie Farms brand products.
- b. ONE (1) GRAND PRIZE PACKAGE: FOUR (4) TICKETS TO THE INDIANAPOLIS 500, 2026 RACE, and a One Hundred Dollar Dairy Prize Package (\$100) in the form of Twenty (20) "\$5 Gift Coupons" valid for any combination of Prairie Farms brand products. Grand Prize will be awarded by certified mail with dairy prize coupons to the winner at the physical address provided at the time of registration. Winner will receive an IRS Form 1099-MISC from the sponsor.

7. For All Prizes: All terms and conditions of coupons apply. Prizes are non-transferable and no substitution will be made. Prairie Farms and/or 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 of Grand Prize: \$700. Limit: One (1) prize per person. All taxes relating to the value of any prize are the sole responsibility of the winner. Winner(s) may be required to complete IRS forms required by Sponsor and by law. Expenses not specifically stated in any/all prize packages outlined above are the sole responsibility of the winner(s). No prize substitution, cash substitution, or assignment or transfer of prize is permitted, except by Sponsor for reason of unavailability, in which case a prize of equal or greater value will be awarded.

8. How to claim the Grand Prize: An Entrant who receives a winning Notification is subject to verification of eligibility and compliance with these Official Rules. If any potential winner is disqualified, determined to be ineligible, or found not to be in compliance with these Official Rules, the Grand Prize will be forfeited. The potential grand prize winner will be required to sign and return a Certificate of Eligibility/Release Form (except where prohibited), submit a copy of a valid government-issued photo identification document, and complete, sign and return IRS Form W-9 (Request for Taxpayer Identification Number and Certification) within five (5) business days after grand prize notification is

received in order to claim his/her prize or the grand prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. After verification, the grand prize winner will be contacted to make arrangements to receive the grand prize. If a prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible non-winning entries.

9. 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.

10. 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.

11. 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.

12. 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.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or Illinois State Court located in Bloomington, IL; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. 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 Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

14, Entrant's Personal Information: Information collected from entrants is subject to Sponsor's privacy policy which can be found at [Prairie Farms Privacy Policy](#)

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