

# OFFICIAL RULES FOR THE “FRIGO® CHEESE HEADS® GOOSEBUMPS™ PROMOTION”

**8/25/2015**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL ENTER, FEW WILL WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED. BY PARTICIPATING IN THIS PROMOTION YOU DECLARE THAT YOU HAVE READ THE OFFICIAL RULES BELOW AND THAT YOU ACCEPT AND AGREE TO THE TERMS AND CONDITIONS HEREIN.**

**DATES OF PROMOTION:** The Saputo Cheese USA Inc. Frigo® Cheese Heads® Goosebumps™ Promotion (the “**Promotion**”) starts at 12:00:01 AM Eastern Time (“**ET**”) on August 25, 2015, and ends at 11:59:59 PM ET on October 23, 2015 (the “**Entry Period**”).

**ELIGIBILITY:** Promotion is open to all legal US residents physically residing in the 50 United States and District of Columbia who are at least 18 years of age or older, as of August 25, 2015, and have reached the age of majority in their state of residence (19 in Alabama and Nebraska). Employees and their immediate family members (parents, children, siblings or spouse, regardless of where they live; or persons living in same household, whether related or not) of Saputo Cheese USA Inc. (the “**Sponsor**”), Columbia TriStar Marketing Group, Inc. (“**CTMG**”), and each of their respective parent companies (as applicable), affiliated companies, contractors, employees, subsidiaries, distributors, sales representatives, vendors, advertising and promotion agencies, and any other entities directly associated with this Promotion (collectively, “**Released Parties**”) are not eligible to participate, enter or win. Void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries and where prohibited, or restricted by law. This Promotion is limited to three (3) Instant Win Game Plays (as defined below) per person/e-mail address per day during the Entry Period and three (3) Promotion Entries (as defined below) per person/e-mail address per day during the Entry Period. All federal, state and local laws and regulations apply. Winning the Grand Prize, as defined below, is contingent upon fulfilling all requirements set forth herein.

Entries from anyone who has been a prize winner in any instant win game, contest, sweepstakes, or other promotion sponsored by the Sponsor in the twelve (12) months prior to the Promotion start date will NOT be considered.

**HOW TO ENTER:** The Promotion consists of a daily instant win game (“**Instant Win Game**”) and a grand prize sweepstakes (“**Grand Prize Sweepstakes**”)

To play the Instant Win Game, purchase any specially-marked package of Frigo® Cheese Heads® Brand Cheese, which will be available in participating stores from August 25, 2015 through October 16, 2015, while supplies last. Look for an official **unique** entry code inside the product packaging (“**Code**”). Open

the packaging carefully to avoid accidentally tearing the Code inside. Log on to the Promotion microsite at [www.ebookinstantwin.com](http://www.ebookinstantwin.com) (“**Website**”) and follow the instructions to enter the Code. The first time you play, you must register providing your full name, residential address (no PO boxes allowed), date of birth, and e-mail address. After entering the Code, you will receive an on-screen message notifying you whether or not you are the potential winner of a prize (“**Instant Win Game Play**”).

**To obtain a Code by e-mail without making a purchase**, mail a stamped envelope containing a 3x5 card with your full name, residential address, date of birth, and e-mail address to: Code Request, PO Box 2124, Grand Rapids, MN 55745-2124. Mail-in entrants will receive one (1) free Code per valid free Code request via e-mail to the e-mail address provided. Code requests must be postmarked by October 16, 2015 and received by October 23, 2015. **Limit one (1) free Code per request per separate postmarked outer envelope.** Each request must be in a separate postmarked outer envelope. If more than one request is received in a single mailing, all requests submitted from that mailing may be disqualified. Once you have obtained your Code, log on to the Website and follow the instructions to enter the Code. The first time you play, you must register by providing your full name, residential address (no PO boxes allowed), date of birth, and e-mail address. After entering the Code, you will receive an on-screen message notifying you whether or not you are the potential winner of a prize (included in the definition of “**Instant Win Game Play**”). No responsibility is assumed by Sponsor for lost, late, illegible, incomplete, stolen, postage-due or misdirected mail. Requests become the property of the Sponsor, and none will be returned. No mechanical reproductions of requests allowed.

You will also receive one (1) entry into the Grand Prize Sweepstakes (hereinafter referred to as a “**Promotion Entry**” or “**Promotion Entries**”) for each Instant Win Game Play, up to three (3) Promotion Entries per day of the Entry Period.

All Instant Win Game Plays must be submitted no later than 11:59:59 PM ET on October 23, 2015 to be eligible. For the purposes of this Promotion, a “day” is defined as 12:00:01 AM to 11:59:59 PM ET.

**LIMIT:** Entrants shall respect the following limit otherwise they may be disqualified: up to three (3) Instant Win Game Plays per person per e-mail and/or mailing address per day during the Entry Period and up to three (3) Promotion Entries per person per e-mail and/or mailing address per day during the Entry Period. In the case of disputes, Instant Win Game Plays and/or Promotion Entries will be deemed made by the Authorized Account Holder (as defined below) of the e-mail address submitted at the time of participation. Incomplete Instant Win Game Plays and/or Promotion Entries, or Instant Win Game Plays and/or Promotion Entries not complying with these Official Rules are subject to disqualification. No correspondence regarding Instant Win Game Plays and/or Promotion Entries will be acknowledged or entered into with entrants. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. Sponsor reserves the right to void all Instant Win Game Plays and/or Promotion Entries made through any robotic, automatic, mechanical, programmed or similar entry duplication method and to disqualify any individual using such method. Entrants may not enter with multiple e-mail addresses nor may entrants use any other device or artifice to enter multiple times or as multiple entrants. Any entrant who attempts to enter with multiple e-mail addresses under

multiple identities or uses any device or artifice to register multiple times may be disqualified and forfeits any prize(s) for which entrant may be eligible, in Sponsor's discretion.

**INTERNET LIMITATIONS OF LIABILITY:** Released Parties are not responsible for: failures or malfunctions of phones, phone lines or telephone or data transmission systems; interrupted or unavailable network, server or other connections; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or any technical problem, including but not limited to any injury or damage to any person's computer related to or resulting from Promotion participation; or other problems or errors of any kind whether computer, network, mechanical, human, electronic, typographical, printing or otherwise relating to or in connection with the Promotion.

**PRIZES:**

Instant Win Prizes (5,000): Each Instant Win Game winner ("**Instant Prize Winner**") will receive one (1) free *Goosebumps* eBook download via the BookShout app (app available for free from the Apple App Store or Google Play Store) ("**Instant Win Prize**"). Approximate Retail Value ("**ARV**") of Instant Win Prize: \$6.99 each. eBook downloads are subject to the terms and conditions set by the app/publisher, and may be downloaded only once. Limit one (1) Instant Win Prize per person/e-mail address/household for the entire Entry Period. The eBook download must be completed by 11:59:59 PM ET on November 30, 2015.

Sweepstakes Grand Prize (1): The Sweepstakes Grand Prize Winner ("**Grand Prize Winner**") will receive a private theatrical screening of the film *Goosebumps* ("**Picture**") for the winner and up to 199 guests (theater capacity) at a theater near the winner's home before December 31, 2015 ("**Grand Prize**"). ARV of Grand Prize: \$2,500.00.

Grand Prize does not include the cost of travel to and from the screening event. All screening event details not specified in these Official Rules will be determined in Sponsor's sole discretion. Certain date restrictions may apply; exact screening event dates and arrangements are subject to availability. Grand Prize Winner and guest(s) agree to comply with all applicable venue regulations in connection with the private screening event. Theater tickets are subject to the conditions set by the issuer. Any additional guests in excess of theater capacity will not be admitted to the screening event. Sponsor and the applicable venue representatives reserve the right to remove or to deny entry to winner and/or any of his/her guests who engage in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the private screening event, or in any other objectionable behavior. A minor may accompany winner as a guest to the screening event only if the minor is accompanied at all times during the screening event by the minor's parent or legal guardian. Sponsor shall not be responsible for any cancellations, delays, or substitution or any act or omissions whatsoever by the venue operator or any other persons providing any Grand Prize-related services. Guests will be required to sign a release on-site prior to admission to the screening event. Food items, drinks, and other concessions; gratuities; fees; and any travel-related expenses not specified herein are the sole responsibility of the Grand Prize Winner and his/her guests.

Instant Win Prizes and Grand Prize are subject to availability and other restrictions, including state, local, municipal, and federal laws and limitations that may apply. All federal, state and local taxes, including,

but not limited to, any taxes imposed on the income of an Instant Prize Winner or Grand Prize Winner as a result of winning an Instant Win Prize or Grand Prize and all other expenses not specifically mentioned herein as part of the Instant Win Prize or Grand Prize are solely the responsibility of the Instant Prize Winner or Grand Prize Winner.

Instant Win Prizes and Grand Prize are non-transferable and no cash redemption or substitution allowed, except at Sponsor's sole and absolute discretion. Sponsor reserves the right at any time to substitute an Instant Win Prize, Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, at the Sponsor's sole discretion, a cash award.

Total ARV of all prizes: \$37,450.00.

**GENERAL RULES OF PARTICIPATION:** This Promotion is subject to all applicable federal, state, local and municipal laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity in the Promotion or these Official Rules. Sponsor is not responsible for lost, late, misdirected, undeliverable or incomplete Instant Win Game Plays and/or Promotion Entries.

Sponsor reserves the right to disqualify any entrant that Sponsor determines, in its sole discretion, violates these Official Rules. Sponsor reserves the right, in its sole discretion, to cancel, terminate, suspend and/or modify the Promotion, or any part of it, at any time, without notice, and to cancel, terminate, modify or suspend the Promotion in whole or in part, at any time, without notice and award Instant Win Prizes or the Grand Prize using all non-suspect eligible Instant Win Game Plays or Promotion Entries received as of the termination/suspension date, if any computer virus, tampering, fraud or any other cause beyond Sponsor's control, affects the integrity or proper conduct of the Promotion.

In the event of a dispute regarding the identity of an individual who actually submitted an online Instant Win Game Play and/or Promotion Entry, the Instant Win Game Play and/or Promotion Entry will be deemed submitted by the Authorized Account Holder of the e-mail account provided in the Entry. "**Authorized Account Holder**" is defined as the natural person who is assigned to an e-mail account by an Internet access provider, online 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. Potential Instant Prize Winners and Grand Prize Winner may be required to show proof of being the Authorized Account Holder.

If for any reason this Promotion is not able to be conducted as planned, including, but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion and randomly select Instant Prize Winner(s) and/or Grand Prize Winner from those non-suspect, eligible Instant Win Game Plays and/or Promotion Entries respectively, received up to the cancellation/suspension date.

No more than the intended number of prizes outlined in these Official Rules will be awarded. If for any reason more prize claims are received than there are prizes listed in these Official Rules, the intended number of prizes will be awarded through a random drawing from among all outstanding prize claims received. In the event that an Instant Win Game Play is confirmed to have been erroneously deleted, lost or destroyed, entrant's sole remedy shall be another Instant Win Game Play. Liability for printing or other errors that render a Code invalid due to any type of malfunction, technological or otherwise, is limited to replacement with a Code (via the mail-in method above), while supplies last. Codes are void if obtained where prohibited by law.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION 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 ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

Each Instant Prize Winner and the Grand Prize Winner consents to the use of his/her name and/or photograph for promotional purposes, including online announcements, without additional compensation, except where prohibited by law.

Participation in the Promotion via mobile device may be subject to standard data/text messaging rates, which are solely the responsibility of the entrant. Codes are for promotional use only, are not for resale, have no cash value, and are valid in the United States only. Codes become void if transferred, resold or repurposed. Codes are subject to the terms and conditions set forth by the Sponsor in these Official Rules.

This Promotion is void where prohibited by law.

**NO LIABILITY:** By entering, entrants, Instant Prize Winners, and Grand Prize Winner agree to comply with all Official Rules, as stated, and to release the Released Parties from any and all loss, cost, damage and/or liability as a result of their participation in this Promotion, as well as acceptance and/or usage of Instant Win Prize and/or Grand Prize awarded and any travel related thereto (including without limitation to claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light). By participating, entrants agree to release, discharge, indemnify and hold harmless the Released Parties and each of their respective officers, directors, employees, representatives and agents from and against any claims made by Instant Prize Winner(s), Grand Prize Winner, entrants, or any other third parties, related in any way to the operation of this Promotion as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Grand Prize or participation in any Promotion-related activity or participation in this Promotion. All third-party trademarks are used herein for identification purposes only, and are the property of their respective owners. Information supplied by entrants is used for the purpose of administering this Promotion,

including notifying Instant Prize Winner(s), as applicable, and notifying Grand Prize Winner, and will not be sold or shared in any manner by Sponsor, or any third parties.

**WINNER SELECTION:**

Instant Win Game/Instant Prize Winner Selection: Instant Win Prizes will be randomly assigned to specific times during the Entry Period (each a “**Winning Time**”). The first person to submit an Instant Win Game Play at or after one of the randomly generated Winning Times (as recorded by the Website software) will be a potential Instant Prize Winner, subject to verification of Instant Win Game Play, eligibility, and compliance with these Official Rules. The odds of winning an Instant Win Prize depend upon the time of day at which an Instant Win Game Play is recorded by the Website software during the Entry Period, the number of Instant Win Game Plays received, and the order in which they are received. Proof of receipt of a winning message (screenshots, etc.) does not constitute proof of a winning Instant Win Game Play. If multiple submissions are received at exactly the same time, the Instant Win Game technology will assign each a different, next-available, unused time. If no submission is received at one of the computer-generated, randomly predetermined Winning Times, then the first submission received immediately following such time will be the potential winner of the Instant Win Prize. All relevant dates and times during the Promotion will be determined in accordance with the Sponsor’s computer, the official timekeeping device for the Promotion. Potential Instant Prize Winners will be notified on-screen and by e-mail at the e-mail address provided upon entry. The receipt of an e-mail does not constitute proof of a winning Instant Win Game Play or confirm the recipient’s eligibility as a winner. If the message “CONGRATULATIONS, YOU’RE AN INSTANT WINNER.” appears instantly on-screen, you are a potential winner of an Instant Win Prize, subject to verification of Instant Win Game Play, eligibility, and compliance with these Official Rules. If the message “SORRY, YOUR CODE IS NOT AN INSTANT WINNER.” or any other message appears instantly on-screen, you are not a winner. **You are not a winner of any Instant Win Prize unless, and until, your eligibility, Instant Win Game Play and compliance with full Official Rules are verified and confirmed.**

Grand Prize Winner Selection: One (1) potential Grand Prize Winner will be determined through random computer generation methodology on or about November 2, 2015 from among all eligible Promotion Entries received prior to the end of the Entry Period. Odds of winning the Grand Prize depend on the number of eligible Promotion Entries received during Entry Period. Sponsor will attempt to notify the potential Grand Prize Winner by e-mail and/or mail using the coordinates provided at the time of entry within ten (10) days of the drawing. If a potential Grand Prize Winner cannot be reached within three (3) days of initial attempt and/or fails to respond to any notification attempt within three (3) days, or if any attempted notification or prize delivery is returned as undeliverable, the Grand Prize will be forfeited. Sponsor will select an alternate potential Grand Prize Winner in his/her place at random from among all eligible Promotion Entries received. Many will enter, only a few will win.

**TO CLAIM PRIZE:** Except where prohibited, Grand Prize Winner will be required to complete and return to Sponsor, within seven (7) days of being notified, documentation as reasonably requested by Sponsor (“**Winner Documents**”), including for example a Prize Acceptance, Affidavit of Eligibility, mutually acceptable Release of Liability, photocopy of driver’s license or government ID and/or, if legally

permissible, a Publicity Release in order to claim the Grand Prize. If potential Grand Prize Winner cannot be contacted within seven (7) days of the first attempt to contact him/her or if he/she fails to return Winner Documents as requested, within the required time period, potential Grand Prize Winner forfeits his/her right to the Grand Prize and an alternative Grand Prize Winner will be selected. Sponsor is not responsible for any change of e-mail or mailing address of entrants.

**FACEBOOK:** This Promotion is in no way sponsored, endorsed or administered by or associated with Facebook. The participants understand that they are providing information to the Sponsor and not to Facebook. The information provided will only be used for the administration of this Promotion. Facebook is completely released of all liability by each entrant in this Promotion. Any questions, comments or complaints regarding the Promotion must be directed to the Sponsor and not Facebook.

**TWITTER:** This Promotion is in no way sponsored, endorsed or administered by or associated with Twitter. All participants understand that they are providing information to the Sponsor and not to Twitter. The information provided will only be used for the administration of this Promotion. Twitter, Inc. is completely released of all liability by each participant in this Promotion. Any questions, comments or complaints regarding the Promotion must be directed to the Sponsor and not Twitter.

**PUBLICITY RELEASE:** Each Instant Prize Winner and the Grand Prize Winner consents to the use of his/her name, likeness, biographical information, and voice in advertising worldwide without additional compensation (TN residents will not be required to sign a publicity release as a condition of winning an Instant Win Prize and/or the Grand Prize).

**OFFICIAL RULES REQUEST:** To request a copy of the Official Rules, please send a self-addressed, stamped business size envelope by November 23, 2015, to: "Frigo® Cheese Heads® Goosebumps" Promotion Rules Request, Saputo Cheese USA Inc., 1240 North Avenue, West Chicago, IL 60185, ATTN: C. Rago. VT & WA residents may omit return postage.

**WINNERS LIST REQUEST:** To request the names of the Instant Prize Winners and Grand Prize Winner, please send a self-addressed, stamped business size envelope by November 23, 2015, to: "Frigo® Cheese Heads® Goosebumps" Promotion Winners List, 1240 North Avenue, West Chicago, IL 60185, ATTN: C. Rago. VT & WA residents may omit return postage.

**SPONSOR:** Promotion is sponsored by Saputo Cheese USA Inc., One Overlook Point, Suite 300, Lincolnshire Corporate Center, Lincolnshire, IL, 60069, which is solely responsible for all aspects of this Promotion.

**PRIVACY NOTICE:** Personal information collected during the Promotion may be used by Sponsor and its affiliates for purposes of Promotion administration, winner identification and qualification, winner notification and prize award.

**DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action. Any and all claims, judgments and awards shall

be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, excluding attorneys' fees. Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for out-of-pocket expenses. This Promotion is governed by the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules.

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