

**OFFICIAL RULES FOR THE FRIGO® CHEESE HEADS® CHOMP VS PEEL
SWEEPSTAKES**
**NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL
NOT INCREASE YOUR CHANCES OF WINNING.**

BY PARTICIPATING IN THIS SWEEPSTAKES YOU DECLARE THAT YOU HAVE READ
THE OFFICIAL RULES BELOW AND THAT YOU FULLY AGREE TO ALL OF THESE
TERMS AND CONDITIONS.

DATES OF PROMOTION: The Saputo Cheese USA Inc. Frigo® Cheese Heads® Chomp vs. Peel Sweepstakes (the “**Sweepstakes**”) starts at 12:00:01 AM Eastern Time (“**ET**”) on January 3, 2020 and ends at 11:59:59 PM ET on March 31, 2020 (the “**Entry Period**”).

ELIGIBILITY: Sweepstakes is open to all legal US residents physically residing in the 50 United States and District of Columbia who are 18 years of age or older, as of the date of entry, and have reached the age of majority in the state of residence. Employees and their immediate family members (parents, children, siblings or spouse, regardless of where they live and persons living in same household, whether related or not) of Saputo Cheese USA Inc. (the “**Sponsor**”), Southern Made Services, LLC (the “**Administrator**”), their subsidiaries and affiliated companies and any other entities directly associated with this Sweepstakes are not eligible to participate, enter or win. Void in Puerto Rico, U.S. territories, U.S. military installations in foreign countries, and where prohibited or restricted by law. Winning a prize is contingent upon compliance with these official sweepstakes rules (“**Official Rules**”) and fulfilling all requirements set forth below.

Entries from anyone who has been a prize winner in any contest or sweepstakes sponsored by the Sponsor in the twelve (12) months prior to the Sweepstakes start date are not eligible to win.

HOW TO ENTER: Log on to <http://www.likeacheesehead.com/> (“**Sweepstakes Website**”) during the Entry Period and provide your complete first name, last name (no initials), ZIP code, phone number (including area code), e-mail address, date of birth and select whether you chomp or peel string cheese in the spaces provided (“**Entry Form**”). Once all required fields are completely filled out, submit your Entry Form by clicking the “Submit” button. A thank you message will be displayed to confirm that your Entry Form was successfully submitted. Each entrant who fully completes the Entry Form will receive one (1) entry towards the Grand Prize (“**Grand Prize Entry**”). First time visitors must complete the entire Entry Form in order to successfully enter into the Sweepstakes. No correspondence regarding entries will be acknowledged or answered. You may return each day during the Entry Period and earn one (1) additional Grand Prize Entry by submitting your email address and indicating whether you chomp or peel string cheese.

FACEBOOK: This Sweepstakes 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. Facebook is completely released of all liability by each entrant in this Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not Facebook.

INSTAGRAM: This Sweepstakes is in no way sponsored, endorsed or administered by or associated with Instagram. The participants understand that they are providing information to the Sponsor and not to Instagram. Instagram is completely released of all liability by each entrant in this Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not Instagram.

TWITTER: This Sweepstakes is in no way sponsored, endorsed or administered by or associated with Twitter. The participants understand that they are providing information to the Sponsor and not to Twitter. Twitter is completely released of all liability by each entrant in this Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not Twitter

LIMIT ON ENTRIES: Please respect the following limit or your Entry may be disqualified. A maximum of one (1) Grand Prize Entry per person or per e-mail per day during the Entry Period. Each “day” starts at 12:00:01 AM ET and ends at 11:59:59 PM ET on each calendar day during the Entry Period. If more than one (1) qualifying Grand Prize Entry is received from the same person or e-mail address during a day, only the first Entry received will be considered valid.

MOBILE DEVICES: If you participate via a smart phone or other mobile device, message and data rates may apply. Not all cellular service providers offer the service necessary to participate in this Sweepstakes through a mobile device. Please check with your provider for specific capabilities, charges and pricing plans.

PRIZES: Forty (40) grand prize winners (“**Grand Prize Winner**”) will receive free cheese in the form of twenty four (24) coupons, each with a face value of \$6.00 USD towards Frigo[®] Cheese Heads[®] products (the "**Grand Prize**").

The retail value (“**ARV**”) of each Grand Prize is \$144.00.

The total ARV of all prizes available in this Sweepstakes is \$5,760.00.

Coupons are subject to the following limitations and restrictions: Each coupon valid at participating retail locations and redeemable for any one Frigo[®] Cheese Heads[®] product. Coupons expire on 4/30/2021. Terms and conditions of coupon apply. All prizes are subject to availability and other restrictions. Prizes 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 a 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.

DRAWING:

Potential Grand Prize winners will be chosen in a random drawing from all eligible Grand Prize Entries received on or before March 31, 2020. Winners will be drawn on or about April 5, 2020, by an independent judging organization whose decision with respect to the selection of the

winner and the interpretation of these rules and regulations will be final. Odds of winning depend on the number of eligible Entries received during Entry Period. Many will enter, only few will win.

In the event of dispute concerning the identity of an entrant, the Entry will be deemed submitted by the natural person who is the authorized holder of the email account or text account used to submit the Entry. Sponsor and its agencies are not responsible for notifications that are misdirected because of email addresses that are no longer correct, or for any other reason beyond the control of the Sponsor. Return of any prize notification as "undeliverable" will result in disqualification. If for any reason any prize is not claimed or a winner is disqualified, the prize will be forfeited and an alternate winner will be selected from among all eligible entries received during the Entry Period.

NOTIFICATION: Sponsor will attempt to notify the potential prize winner by e-mail or phone using the information provided on the Entry Form within ten (10) days of the drawing. If a potential prize winner cannot be reached within seven (7) days of initial attempt and/or fails to respond to any notification attempt within seven (7) days, or if any attempted notification or prize delivery is returned as undeliverable, the prize will be forfeited. Sponsor will select an alternate potential prize winner at random from all eligible Entries received during the Entry Period. Sponsor and its agencies are not responsible for notifications that are misdirected because of email addresses that are no longer correct, or for any other reason beyond the control of the Sponsor.

TO CLAIM PRIZE: Except where prohibited, Grand Prize Winner will be required to complete and return to Sponsor, within seven (7) business days of being notified, documentation as reasonably requested by Sponsor (“**Winner Documents**”), including an Affidavit of Eligibility, Release of Liability, photocopy of driver’s license or government I.D., and, where legally permissible, a Publicity Release, in order to claim the Grand Prize. If potential Grand Prize Winner fails to return Winner Documents as requested, within seven (7) business days after being sent to potential Grand Prize Winner, potential Grand Prize Winner forfeits all rights to the Grand Prize and an alternative Grand Prize Winner will be selected.

Sponsor will attempt to notify the potential winners as set forth above, but Sponsor is not responsible for any undelivered emails, including without limitation e-mails that are not received because of a winner’s privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. Each prize will only be awarded to a verified winner. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded.

In no event will more than the stated number of prizes be awarded. If for any reason, more prize notices are sent, or more prizes are claimed, than are intended to be awarded, Sponsor reserves the right to award the actual number of prizes through a random drawing from among all verified and validated prize claims received.

ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

GENERAL RULES OF PARTICIPATION: No purchase necessary to enter Sweepstakes or win a prize. This Sweepstakes is subject to all applicable federal, state, local and municipal laws. By participating, you agree to be bound by these Official Rules and the decisions of the Sponsor, and waive any right to claim ambiguity in these Official Rules. Sponsor is not responsible for lost, late, misdirected, undeliverable or incomplete 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 Sweepstakes, or any part of it, at any time, without notice. If for any reason this Sweepstakes 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 Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes, or any part of it, and award the prize from valid Entries received up to the termination or suspension date.

In the event of a dispute regarding the identity of an individual who actually submitted an online Entry, the Entry will be deemed submitted by the Authorized Account Holder of the e-mail account provided in the Entry Form. "**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 winner may be required to show proof of being the Authorized Account Holder.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A 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.

INTERNET LIMITATIONS OF LIABILITY: Sponsor is not responsible for: failures or malfunctions of phones, tablets, computers or other hardware or devices (each a "**Device**"); phone lines, cellular systems or telephone or data transmission systems; interrupted or unavailable networks, 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 Device related to or resulting from Sweepstakes participation.

NO LIABILITY; RELEASE AND INDEMNIFICATION: By entering, entrants and winners agree to release, discharge, indemnify and hold harmless the Sponsor and its / Administrator and their respective subsidiaries and affiliated companies, contractors, distributors, sales representatives, vendors, advertising and promotion agencies, prize providers and any other entities directly associated with this Sweepstakes, and each of their respective officers, directors,

employees, representatives and agents (collectively, the “**Released Parties**”) from and against any claims made by entrants, or by any third parties, related in any way to the operation of this Sweepstakes, as well as any other claims, damages, charges, fines or liability due to any injuries, damages or losses to any person (including death) or property of any kind, or any claims of violation of rights of publicity or privacy, defamation or portrayal in a false light, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize or participation in this Sweepstakes or in any Sweepstakes-related activity. The Released Parties shall have no liability for any problems or errors of any kind whether computer, network, mechanical, human, electronic, typographical, printing or otherwise relating to or in connection with the Sweepstakes.

DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF ILLINOIS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN COOK COUNTY, ILLINOIS. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. PARTICIPANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY PARTICIPANT AND/OR RELEASED PARTIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

PUBLICITY RELEASE: Each prize winner consents to the use of his/her name, likeness, biographical information, and voice for promotional purposes and in advertising worldwide without approval rights or additional compensation, except where prohibited by law (TN residents will not be required to sign a publicity release as a condition of winning a prize).

OFFICIAL RULES REQUEST: To request a copy of the Official Rules, please send a self-addressed, stamped business size envelope by April 1, 2020 to: Frigo Cheese Heads Chomp vs. Peel Saputo Cheese USA Inc., PO Box 280267, Nashville, TN 37228.

WINNERS LIST REQUEST: To request the name of the prize winners, please send a self-addressed, stamped business size envelope by May 15, 2020 to: Frigo Cheese Heads Chomp vs. Peel Saputo Cheese USA Inc., PO Box 280267, Nashville, TN 37228.

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

PRIVACY NOTICE: Personal information collected during the Sweepstakes may be used or disclosed by Sponsor and its affiliates and Administrator as stated in these Official Rules, for purposes of Sweepstakes administration, winner identification and qualification, winner

notification and prize award, and otherwise as described in our Privacy Policy at www.saputo.com/en/Privacy-Policy.

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