

***MILK MOOVES YOU 2017**

OFFICIAL RULES & REGULATIONS

The Milk MOOVes You Contest (the 'Contest') is sponsored by the BC Dairy Association, Alberta Milk, Saskatchewan Milk Marketing Board (SaskMilk) and Dairy Farmers of Manitoba (collectively the 'Contest Sponsor'). CONTEST IS OPEN ONLY TO LEGAL RESIDENTS OF BRITISH COLUMBIA, ALBERTA, SASKATCHEWAN, MANITOBA, YUKON TERRITORY, NORTHWEST TERRITORIES, NUNAVUT TERRITORY AND NORTHWESTERN ONTARIO (CONSISTING OF THE DISTRICTS OF KENORA, RAINY RIVER AND THUNDER BAY) WHO ARE 16 YEARS OF AGE OR OLDER AS OF MARCH 20, 2017. SEE BELOW RULE 7 FOR ADDITIONAL ELIGIBILITY CRITERIA.

1. CONTEST PERIOD

The Contest is open from 12:00:00 a.m. PST on March 20, 2017 and closes at 11:59:59 p.m. PDT on June 25, 2017 (the 'Contest Period').

During the Contest Period there will be a total of approximately twenty-eight (28) million specially-marked participating Milk MOOVes You milk packages of 1L carton, 2L carton and 4L jug formats available for retail sale in the provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Yukon Territory, Northwest Territories, Nunavut Territory and Northwestern Ontario consisting of the districts of Kenora, Rainy River and Thunder Bay (while supplies last).

The number of participating packages is approximate at the time of printing and subject to trade demand & regional fluctuations.

2. HOW TO PLAY

NO PURCHASE NECESSARY.

There are two (2) methods to enter the Contest. Go to MilkMOOVesyou.ca (the 'Website'), select your method and follow the on-screen instructions to submit your entry (the 'Entry').

CODE ENTRY INSTRUCTIONS

To enter using this method you must submit a valid Code (the 'Code') that can be found on specially-marked participating milk packages (see no purchase entry details below in Rule 3).

On cartons, the Code will either be on the top of the carton (next to the best before date) or on the side of the carton. On jugs, the Code can be found on the back of the jug label.

All Codes submitted are subject to verification in the sole and absolute discretion of the Contest Sponsor.

Once you have fully completed the entry form with all required information (including the Code), click the 'Enter' button to complete your entry.

You will be sent an email confirmation after the entry has been processed.

RECEIPT ENTRY INSTRUCTIONS

To enter using this method, customers must purchase a specially-marked participating package of milk in a participating region, and follow the on-screen instructions to submit a receipt online for validation (see no purchase entry details below in Rule 3).

If qualifying products are present or found on the receipt, the transaction will be approved, entries will be applied to the user account, and an email confirmation will be sent to acknowledge entry.

If the qualifying products are not present or found on the receipt, the transaction will be rejected and entries will not be credited to the users account. An email will be sent notifying you that the transaction has been rejected.

If the receipt is illegible, the receipt will be placed in a pending queue for manual verification.

If the system fails or is unable to process a receipt, the receipt will be placed in a pending queue for manual verification.

IMPORTANT NOTE

Different sizes of participating milk packages will entitle you to a different number of entries (the "Entry/Entries") as follows:

- - **A valid Entry from a participating 4L milk jug equals four (4) entries.**
- - **A valid Entry from a participating 2L milk carton equals two (2) entries.**
- - **A valid Entry from a participating 1L milk carton equals one (1) entry.**

To be eligible, your Entry must be received within the Contest Period. Each eligible Entry received during the Contest Period in accordance with these Official Rules and Regulations (the "Rules") will result in the number of Entries corresponding to the Code or Receipt submitted with the applicable Entry (as outlined above).

REGARDLESS OF THE METHOD OF ENTRY THERE IS A LIMIT OF TWO (2) ENTRIES PER PERSON/EMAIL ADDRESS, PER DAY (defined as 12:00:00 a.m. PT to 11:59:59 p.m. PT) permitted during the Contest Period.

EACH ENTRY REQUIRES THE SUBMISSION OF A CODE OR RECEIPT FOR VALIDATION. For greater certainty, you can only use one (1) email address to enter the Contest. If it is discovered that any person has attempted to:

- I. obtain more than two (2) Entries per person/email address, per day (as defined above) during the Contest Period; and/or
- II. use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then (in the sole and absolute discretion of the Contest Sponsor) he/she may be disqualified from the Contest.

Your Entry will be rejected if (in the sole and absolute discretion of the Contest Sponsor) the Entry form is not fully completed (including submission of a Code or receipt), submitted and received during the Contest Period. Use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Contest Sponsor.

Neither the Contest Sponsor nor Releasees (defined below) are responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

3. NO PURCHASE NECESSARY

For a chance to play without purchasing a specially-marked participating carton or jug of milk, hand-write, in fifty (50) words or more, a unique and original essay about 'My favourite snack with a glass of milk' and send it along with a self-addressed, stamped envelope with sufficient postage to:

Milk MOOves You 2017 – No Purchase Entry 1111 Davis Drive, PO Box 93130 Newmarket, ON L3Y 8K3

Essays must be original, not duplicated and received before May 30, 2017 to be eligible. There is a limit of one (1) no purchase necessary request per unique and original essay per envelope with sufficient postage.

A Code from a 4L jug will be returned to you in the self-addressed stamped envelope provided. Once you receive the Code, follow the instructions in Rule 2 (above) to enter the Contest.

4. WINNER SELECTION & NOTIFICATION GRAND PRIZE DRAW

One (1) eligible entrant will be randomly selected from all eligible Entries received during the Contest Period as the 'Grand Prize' winner. The random draw will be conducted in Toronto, Ontario at approximately 10:00 a.m. (PT) on June 30, 2017 (the 'Draw Date') from all the eligible Entries received during the Contest Period.

The odds of winning the Grand Prize depend on the number of eligible Entries received during the Contest Period.

SECONDARY 'GRAND' PRIZE DRAW

One (1) eligible entrant will be randomly selected from all eligible Entries received during the Contest Period as the 'Secondary Grand Prize' winner. The random draw will be conducted in Toronto, Ontario at approximately 10:00 a.m. (PT) on June 30, 2017 (the 'Draw Date') from all the eligible Entries received during the Contest Period.

The odds of winning the Secondary Grand Prize depend on the number of eligible Entries received during the Contest Period.

REGIONAL SECONDARY PRIZE DRAW(s)

A total of four hundred (400) eligible entrants will be randomly selected from all eligible Entries received during the Contest Period as Regional Secondary Prize winners. Regional Secondary Prizes will be awarded as follows:

REGIONAL SECONDARY PRIZE DRAW 1

(British Columbia & Yukon Territory)

One hundred (100) eligible entrants will be randomly selected from all eligible Entries received during the Contest Period as 'Secondary Regional Prize' winners. The random draw will be conducted in Toronto, Ontario at approximately 10:00 a.m. (PT) on June 30, 2017 (the 'Draw Date') from all the eligible Entries received from British Columbia and Yukon Territory during the Contest Period.

REGIONAL SECONDARY PRIZE DRAW 2

(Alberta & Northwest Territories)

One hundred (100) eligible entrants will be randomly selected from all eligible Entries received during the Contest Period as 'Secondary Regional Prize' winners. The random draw will be conducted in Toronto, Ontario at approximately 10:00 a.m. (PT) on June 30, 2017 (the 'Draw Date') from all the eligible Entries received from Alberta and Northwest Territories during the Contest Period.

REGIONAL SECONDARY PRIZE DRAW 3

(Saskatchewan)

One hundred (100) eligible entrants will be randomly selected from all eligible Entries received during the Contest Period as 'Secondary Regional Prize' winners. The random draw will be conducted in Toronto, Ontario at approximately 10:00 a.m. (PT) on June 30, 2017 (the 'Draw Date') from all the eligible Entries received from Saskatchewan during the Contest Period.

REGIONAL SECONDARY PRIZE DRAW 4

(Manitoba, Nunavut Territory and Northwestern Ontario)

One hundred (100) eligible entrants will be randomly selected from all eligible Entries received during the Contest Period as 'Secondary Regional Prize' winners. The random draw will be conducted in Toronto, Ontario at approximately 10:00 a.m. (PT) on June 30, 2017 (the 'Draw Date') from all the eligible Entries received from Manitoba, Nunavut Territory and Northwestern Ontario during the Contest Period.

The odds of winning a Regional Secondary Prize depends on the number of eligible Entries received during the Contest Period from each Secondary Prize Draw region. Limit one (1) Regional Secondary Prize per person. All Regional Secondary Prizes will be delivered to winners by Canada Post regular letter mail. Please allow 4-6 weeks for prize delivery.

5. WINNER NOTIFICATION

The Contest Sponsor or its designated representative will make a minimum of three (3) attempts to contact selected entrants by email (using the information provided at the time of Entry) within seven (7) business days of the Draw Date. If the selected entrant cannot be contacted within seven (7) business days of the Draw Date, or if there is a return of any notification as undeliverable then the selected entrant will be disqualified (and will forfeit all rights to the prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected entrant).

BEFORE BEING DECLARED A GRAND PRIZE OR REGIONAL SECONDARY PRIZE WINNER, the selected entrant or his/her parent or legal guardian if the selected entrant is under the age of majority in his/her province/territory of residence will be required to:

1. correctly answer a mathematical skill-testing question without mechanical or other aid; and
2. sign and return within seven (7) business days of notification the Contest Sponsor's declaration and release form, which (among other things):
 - i. confirms compliance with these Rules;
 - ii. acknowledges acceptance of the Grand Prize, Secondary Grand Prize or Regional Secondary Prize

(defined below), as applicable, as awarded;

- iii. releases the Contest Sponsor, the participating dairies, the promotional partner companies, the prize

suppliers and anyone involved with the operation of the Contest on behalf of the Contest Sponsor, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the 'Releasees') from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the prize (defined below) or any portion thereof; and

- iv. agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Contest Sponsor in any manner whatsoever, including print, broadcast or the Internet.

If the selected entrant or his/her parent or legal guardian if the selected entrant is under the age of majority in his/her province/territory of residence:

1. fails to correctly answer the skill-testing question;
2. fails to return the executed declaration and release form within the specified time; and/or
3. cannot accept the prize (defined below) as awarded for any reason;

then he/she will be disqualified (and will forfeit all rights to the prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected entrant).

6. PRIZE DESCRIPTIONS

The following prizes (each, a “prize”) will be awarded in the Contest:

GRAND PRIZE

There will be one (1) Grand Prize available to be won consisting of a **2017 HONDA RIDGELINE EX-L** (approximate base MSRP: CAD \$44,490 excluding applicable taxes, freight and fees).

SECONDARY GRAND PRIZE

There will be one (1) Secondary Grand Prize available to be won consisting of a **2017 HONDA FIT SE** (approximate base MSRP: CAD \$20,220 excluding applicable taxes, freight and fees).

REGIONAL SECONDARY PRIZE(s)

There will be four hundred (400) Regional Secondary Prizes available to be won, each consisting of a Twenty Five Dollar (\$25) McDonald’s® Card. McDonald’s® Cards are subject to Terms of Use as published at http://mcdonalds.ca/ca/en/mcard/mcdonalds_card_terms_and_conditions.html.

7. ELIGIBILITY

Contest is open only to legal residents of British Columbia, Alberta, Saskatchewan, Manitoba, Yukon Territory, Northwest Territories, Nunavut Territory and Northwestern Ontario consisting of the districts of Kenora, Rainy River and Thunder Bay where specially-marked participating packages of milk are available, who are 16 years of age or older as of March 20, 2017.

An individual who is under the age of majority in his/her province/territory of residence MAY ONLY enter the Contest with the consent of his/her parent/legal guardian. Any correspondence relating to an Entry submitted by an individual who is under the age of majority in his/her province/territory of residence will be directed to his/her parent/legal guardian using the information supplied at the time of entry.

Employees & Members of the Contest Sponsor, and their respective affiliates, subsidiaries, and advertising and promotion agencies, and officers, directors, employees, agents and representatives of the participating dairies, the promotional partner companies and the prize suppliers, anyone associated with the operation of the Contest on behalf of the Contest Sponsor, and the household members and/or the immediate family of any of the above are not eligible to enter the Contest. For the purposes of these Rules, ‘immediate family’ means husband, wife, spouse, mother, father, brother, sister, son, and/or daughter, whether or not they reside in the same household.

The Contest Sponsor reserves the right to ask for proof of age and residence from any entrant.

8. LIMITATION OF LIABILITY

By entering the Contest the entrant accepts and agrees to these Rules and the decisions of the Contest Sponsor, which shall be final in all matters.

By accepting a prize, the entrant agrees to hold Releasees harmless against any and all claims and liability arising out of use or redemption of a prize or participation in the Contest.

Releasees are not responsible for lost or late entries or declaration and release form, or for any typographical, or other error in the printing of the offer, administration of the Contest, or announcement of the prize, or for technical, hardware, or software malfunctions, computer virus, bugs, tampering, unauthorized intervention, fraud, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest, or by any human error which may occur in the processing of the Entries in this Contest, or any other cause beyond the reasonable control of the Contest Sponsor or Releasees that interferes with the proper conduct of the Contest as contemplated by these Rules.

If, in the Contest Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, or if technical difficulties or any other factor including accident, printing, administrative, or any error of any kind compromises the integrity, administration, or conduct of the Contest, the Contest Sponsor reserves the right to modify, cancel, or suspend this Contest without prior notice or obligation.

Any attempt to deliberately damage the Website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Contest Sponsor reserves the right to disqualify a person if he/she enters the Contest or tries to do so by any means contrary to these Rules or which would be unfair to other entrants or where Entries are generated by any mechanical or automated means. Entry materials that have been tampered with, reproduced, falsified, or altered are void. In the event of any dispute concerning the operation of any element of this Contest or these Rules, the decision of the Contest Sponsor will be final.

Currency is in Canadian dollars unless otherwise stipulated.

Each prize must be accepted 'as is' and may not be exchanged for an amount of money, bartered, sold, raffled, substituted, or transferred, and is non-refundable. In the event the stated prize is unavailable due to reasons beyond the control of the Contest Sponsor a prize of equivalent nature and value will be available to be won, or the Contest Sponsor, in its sole option, may award the winner the equivalent monetary value in lieu of prize. A prize will be delivered only to the confirmed winner.

Refusal to accept a prize releases the Contest Sponsor and Releasees of all responsibility and obligations toward the winner of such prize. In no event shall the Contest Sponsor be held to award more prizes than what is mentioned in these Rules or to award prizes otherwise than in compliance with these Rules.

9. CONDITIONS OF ENTRY

Acceptance of a prize constitutes permission for the Contest Sponsor and their agencies to use winners name, city and province/territory of residence and likeness for purposes of advertising and publicity in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law.

All information requested by and supplied by each entrant must be truthful, accurate, and in no way misleading. Contest Sponsor reserves the right to disqualify any entrant from the Contest in Contest Sponsor's discretion,

should the entrant at any stage supply untruthful, inaccurate, or misleading details and/or information or should the entrant be ineligible for the Contest pursuant to these Rules.

10. PRIVACY

The Contest Sponsor respects entrants' right to privacy. Email addresses are gathered for the purpose of administering this Contest and conducting publicity about this Contest. By entering the Contest, participants consent to the Contest Sponsor's collection, use, and disclosure of their personal information for these purposes. Entrants also expressly consent to receive electronic communications from the Contest Sponsor or its designees in connection with the administration of this Contest.

For a copy of the Contest Sponsor's Privacy Policy, please visit: www.MilkMOOVesYou.ca/#yourprivacy

11. OFFICIAL RULES

By entering the Contest, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, entrant's rights and obligations, or the rights and obligations of the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of British Columbia, Canada.

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The Milk MOOVes You promotion is managed and administered on behalf of the Contest Sponsor by The Activation Group Inc. [listen@theactivationgroup.com].