

**Select A Label Sweepstakes
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING.

Sponsor: Daisy Brand, LLC (“Daisy Brand” or “Sponsor”), 12750 Merit Drive, Suite 600, Dallas, TX 45251.

Administrator: Sterling-Rice Group (“Administrator”), 1801 13th Street, Suite 400, Boulder, CO 80302.

By participating, you (“entrant” or “you”) agree to abide by and be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects and not subject to appeal.

- 1. SWEEPSTAKES PERIOD:** The Daisy Cottage Cheese Select a Label Sweepstakes (the “Sweepstakes”) begins at 12:00:00 a.m. Mountain Time (MT) on June 1, 2016 and ends at 11:59:59 p.m. MT on June 30, 2016 (the “Sweepstakes Period”). The sole determinant of time for the purposes of receipt of a valid entry in this Sweepstakes will be the Administrator’s clock. Proof of submission (screen captures, etc.) does not constitute proof of entry.
- 2. ELIGIBILITY:** The Sweepstakes is open and offered only to legal residents within the United States and District of Columbia, who are eighteen (18) years of age or older (except residents of Colorado and North Dakota) at the time of entry. Void elsewhere and where prohibited by law. Sponsor and Administrator (their respective parent entities, subsidiaries and affiliated companies) and advertising, promotion, or production agencies, web masters and web suppliers, any companies who are promotional participants or prize providers, and any companies who are performing at the request of Sponsor or Administrator are hereinafter collectively referred to as the “Sweepstakes Entities”. The employees, directors, managers and agents of any of the Sweepstakes Entities and their immediate family members (defined as children, spouse, parents, and siblings) and individuals residing in their same household, are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state, and local laws.
- 3. HOW TO ENTER THE SWEEPSTAKES:** Internet access and a Facebook account are required. Requirements for a valid submission include:
 - a. Select an ingredient label within the Select a Label Sweepstakes application found on the Daisy Cottage Cheese Facebook Page.
 - b. After label selection, submit a prompted comment and email address through Select a Label application found on the Daisy Cottage Cheese Facebook Page.
 - c. Email addresses entered into the Select a Label Sweepstakes database will not be used by Daisy Brand for any purposes (marketing communications, email list sales, etc.) outside of contacting the randomly-selected winners and will be deleted once all winners have collected prizes.

- d. All entries must be received by the end of the Sweepstakes Period.
- e. Entries will not be acknowledged or returned and become the property of Daisy Brand.

Daisy Brand shall have the right to use, assign, edit, modify or dispose of any entry however it sees fit without approval of the entrant.

During the Sweepstakes Period, click the “Select a Label Sweepstakes” tab on the Daisy Cottage Cheese Facebook page (<https://www.facebook.com/DaisyCottageCheese>), follow the instructions on the following page, provide your email, agree to the Official Rules, and click the “Enter Now” button to receive one (1) entry into the Sweepstakes for an opportunity to win a prize. Limit one (1) entry per person per email address. If a dispute arises regarding who submitted an entry, the entry will be deemed to be submitted by the authorized account holder of the email address provided at time of entry. Authorized account holder is defined as the natural person who is assigned to 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 email address. THIS SWEEPSTAKES IS NOT SPONSORED, ENDORSED OR ADMINISTERED BY FACEBOOK. BY ENTERING, YOU ARE PROVIDING INFORMATION TO SPONSOR, AND NOT FACEBOOK.

4. **SWEEPSTAKES RANDOM DRAWING:** At approximately 10:00:00 a.m. MT on Friday, July 1, 2016, the Administrator will randomly select three (3) entries from among all eligible Sweepstakes entries received during the Sweepstakes Period (a “Sweepstakes Random Drawing”) at Administrator’s primary business location. The first entry drawn will be the grand prize winner, and the second and third entries drawn will be the runner up winners. The potential Sweepstakes winners for the Sweepstakes Period will each be notified by email message to their accounts from Administrator on or about the same day as the Sweepstakes Random Drawing.
5. **PRIZES, APPROXIMATE RETAIL VALUES AND ODDS OF WINNING:** Three (3) prizes will be awarded. The grand prize winner will be randomly selected and will receive a year supply of Daisy Brand Cottage Cheese and a KitchenAid Ultra Power® Series 4.5-Quart Tilt-Head Stand Mixer (total grand prize retail value of \$593.47). The second and third-drawn random runner up prize winners will receive a year supply of Daisy Brand Cottage Cheese (retail value of each of \$233.48). The total value of all prizes is \$1,060.43. The year supply of Daisy Brand Cottage Cheese will be delivered to each winner in the form of 52 coupons each for a free Daisy Cottage Cheese. If any of the drawn winners resides in the states of Colorado or North Dakota, he or she will not be eligible for the prize and a new winner will be drawn for that prize. Odds of winning depend on the total number of eligible entries received during each Sweepstakes Period.

Prizes are not transferable or redeemable for cash and must be accepted as awarded, with no substitutions of any kind. Sponsor reserves the right to substitute a prize of

comparable or greater value, at its sole discretion. Sponsor is not responsible for and the winners will not receive the difference, if any, between the actual value of a prize at the time of award and the ARV stated in these Official Rules or in any Sweepstakes-related correspondence or materials. All federal, state, and local taxes (including income and withholding taxes), if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided are the winner's responsibility, regardless of whether the prize is used in whole or in part. The prizes are awarded "AS IS" and without any warranty of any kind express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose), except that a prize will be subject to its manufacturer's standard warranty (if any).

6. **HOW TO CLAIM A PRIZE:** Each potential winner will be notified by email to obtain a current mailing address for delivery of the prize. Before being declared an official winner, a potential prize winner may be required to complete, sign and return all affidavits, releases and other required documents no later than five (5) days after the time such documents are postmarked as having been sent by Administrator or that potential winner will forfeit his/her prize. If a potential winner is found to be ineligible, or not in compliance with these Official Rules, or declines to accept the prize, or if Sponsor does not receive a return email with a delivery address within ten (10) business days, or if a prize notification or prize is returned as undeliverable, such potential winner will be disqualified and his/her prize forfeited without compensation of any kind, with an alternate potential winner being selected from among all remaining eligible entries received during the applicable Sweepstakes Period.

All prizes will be awarded on or about July 25, 2016 and according to these Official Rules. The Sweepstakes Entities shall not be held responsible for any delays in awarding a prize for any reason outside of their control.

7. **RELEASES:** As a condition of entering the Sweepstakes, entrant agrees: (a) to release, indemnify, and hold harmless the Sweepstakes Entities, Facebook, and all of their respective officers, directors, managers, employees, representatives and agents (collectively, "Released Parties") from and against any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes or any Sweepstakes-related activity; and (b) that under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, any punitive, indirect, incidental, consequential, exemplary, or any other damages, other than for actual out-of-pocket expenses; and (c) all causes of action arising out of or connected with this Sweepstakes or the awarded prizes shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, and in no event will entrant be entitled to receive attorneys' fees or court costs.

By accepting a prize, each winner consents to and gives Daisy Brand and any other party authorized by Daisy Brand the right to video and/or audio tape a winner with a

prize or during a prize activity and to use, adapt, publish, develop and/or edit a winner's name, address (city and state only), voice, likeness, photograph, biographical information and/or statements about the Sweepstakes for publicity, advertising, trade and promotional purposes in any and all media now known or hereafter discovered, worldwide, and on the world wide web without review, notification or approval, and without additional compensation, in perpetuity, except where prohibited by law. Such information is not being collected by Facebook.

- 8. PRIVACY POLICY:** By participating in this Sweepstakes, you acknowledge and agree that Sponsor may collect the personal information submitted by you, and use the information pursuant to Sponsor's privacy policy available at www.daisybrand.com/privacy-policy. If you are selected as a winner, your information may also be included in a publicly available winners' list.

- 9. LIMITATIONS ON LIABILITY:** Sweepstakes Entities do not warrant that access to the Sweepstakes will be uninterrupted. Released Parties are not responsible for any problems that may arise, including but not limited to: (a) illegible, lost, late, damaged, destroyed, inaccurate, delayed, incomplete, postage due, unintelligible, non-delivered, misdirected, or stolen entries; or (b) lost, interrupted, inaccessible or unavailable networks, satellites, telephone networks or lines, cellular towers or equipment (including handsets), computer online systems, computer equipment, or other connection, availability, or accessibility problems arising in connection with or over the course of the Sweepstakes; or (c) software, viruses or bugs; or (d) unauthorized access to, or alteration of entries; or (e) miscommunications, failed computer, telephone, cellular, satellite, or cable transmissions, lines or other technical failure; or (f) jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or (g) any other errors of any kind, whether human, technical, mechanical, electronic or network, including, without limitation, any errors which may occur in connection with the administration of the Sweepstakes or in any Sweepstakes-related materials; or (h) for the incorrect or inaccurate capture of entry or other information, or the failure to capture any such information; or (i) damage to a user's system occasioned by participation in this Sweepstakes or downloading any information necessary to participate in this Sweepstakes. Persons who tamper with or undermine the legitimate operation of any aspect of the Sweepstakes by cheating, hacking, deception, or other fraudulent, deceptive, or unfair playing practices, as determined by the Sponsor, will be disqualified (and all associated entries will be void), and Sponsor reserves the right to terminate such entrant's eligibility to participate in any other promotion offered by Sponsor. Entries generated by robotic, programmed, script, macro or other automated means or by any means which subvert the entry process will be disqualified. **ANY ATTEMPT BY AN ENTRANT OR OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL, TO THE FULLEST EXTENT PERMITTED BY LAW.**

Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right to suspend or terminate the Sweepstakes, and select a winner during the Sweepstakes Period from all non-suspect, eligible entries received during the Sweepstakes Period prior to action taken or as otherwise deemed fair and appropriate by Sponsor.

10. GENERAL: Sponsor's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in Sweepstakes-related materials, these Official Rules shall prevail. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's employees are not authorized to waive, modify, or amend any provision or provisions of these Official Rules in any manner whatsoever.

11. GOVERNING LAW: Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be construed and governed by the laws of the State of Texas, without regard to conflicts of law principles. All suits or claims brought in connection with this Sweepstakes must be brought in a state or federal court in Texas.

12. OFFICIAL RULES REQUEST: For a copy of these Official Rules, print out these pages or send a stamped, self-addressed envelope prior to the end of the Sweepstakes Period to:

Select a Label Sweepstakes – Official Rules
c/o Sterling-Rice Group
1801 13th Street, Suite 400
Boulder, CO 80302

Vermont and Washington residents may omit return postage.

13. WINNERS LIST REQUEST: To obtain the winners' list, please message the Daisy Cottage Cheese Facebook Page between July 18 – July 29, 2016.