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

THIS SWEEPSTAKES IS INTENDED FOR RESIDENTS OF ILLINOIS, MICHIGAN, WISCONSIN, IOWA, MISSOURI, KENTUCKY, AND INDIANA ONLY. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES. VOID OUTSIDE OF ILLINOIS, MICHIGAN, WISCONSIN, IOWA, MISSOURI, KENTUCKY, INDIANA, AND WHERE PROHIBITED.

1. SWEEPSTAKES PERIOD: Protein Power Play Sweepstakes (“Sweepstakes”) begins on November 1, 2016 at 12:00:00 a.m. Central Time (“CT”) and ends on March 31, 2017 at 11:59:59 p.m. CT (“Sweepstakes Period”).

2. ELIGIBILITY: The Sweepstakes is open to legal residents of Illinois, Michigan, Wisconsin, Iowa, Missouri, Kentucky, or Indiana, who are 18 years of age or older at time of entry. Employees of Sponsor, Jacobson/Rost, Promotion Activators Management, LLC (“Administrator”), their respective parent companies, affiliates, subsidiaries, distributors, suppliers and advertising and promotion agencies, and all other service agencies involved with design, execution or fulfillment of this Sweepstakes, and members of the immediate families (defined for these purposes as spouses, parents, children, siblings, and their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate. Sweepstakes is void outside of Illinois, Michigan, Wisconsin, Iowa, Missouri, Kentucky, Indiana and where prohibited by law. The Sweepstakes is subject to all applicable federal, state and local laws and regulations.

3. HOW TO ENTER: During the Sweepstakes Period, go to www.proteinpowerplay.com (the “Website”) and follow the on-screen instructions to enter the unique code inside the sticker affixed to specially-marked packages of Buddig products (“Code”) to receive one (1) entry into the Sweepstakes. Each Code may only be used to enter one time. To enter for free by mail, hand-print your name, street address (no PO Boxes, please), city, state, ZIP code, e-mail address (if available) and daytime phone number (including area code) on a 3” x 5” card, and mail in a business-size (#10) envelope with proper postage affixed to: Blackhawks Protein Power Play Sweepstakes, P.O. Box 6012, Morton Grove, IL 60053. Mail-in entries must be postmarked by March 31, 2017 and received by April 7, 2017 to be included in the final Monthly Drawing and the Grand Prize drawing. Each entry must be mailed separately. No mechanically reproduced, photocopied, illegible, or incomplete entries will be accepted and all such entries will be void. Entries by any means which subvert the entry process will be void. Incomplete or illegible entries will not be acknowledged and will not be included in the Sweepstakes drawing. All entries become the exclusive property of Sponsor and will not be returned or acknowledged except as provided herein. In the event of a dispute as to who submitted an online entry, the name of the “authorized account holder” associated with the email address will be deemed to be the entrant and must comply with these Official Rules. The authorized account holder is defined as the natural person who is assigned to the email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Sponsor will not verify receipt of entries. Entries that are late, postage-due, lost, stolen, misdirected, undelivered, illegible, damaged, misdirected, garbled or incomplete, altered or otherwise irregular, that contain false information, that are generated by script, macro or other automated or mechanical means, that have been submitted through illicit means or by any means which subvert the entry process or that do not conform with or satisfy any or all of the conditions set out in the Official Rules will be void. Multiple entrants are not permitted to share the same email address. Use of any automated program to enter will result in disqualification. The database clock for the Website will be the official timekeeping device for the Sweepstakes.
4. MONTHLY PRIZE DRAWINGS: One (1) First Prize winner and four (4) Second Prize winners will be randomly selected in each of five (5) Monthly Prize Drawings to be conducted from among all eligible entries received by the Entry Deadline for each Monthly Prize Drawing from both entry methods combined (as indicated in the table below). Odds of winning a First or Second Prize will depend upon the number of eligible entries received by both entry methods combined as of the Entry Deadline for each Monthly Prize Drawing. Non-winning entries will be carried forward into any subsequent drawing(s). Drawings will be conducted by an independent promotion agency whose decisions on all matters relating to this Sweepstakes are final and binding. Limit one (1) First or Second Prize per person/household.

<table>
<thead>
<tr>
<th>Drawing Date (on or about)</th>
<th>Entry Deadline</th>
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</thead>
<tbody>
<tr>
<td>Monthly Prize Drawing #1</td>
<td>12/02/16 11:59:59 p.m. CT on 11/30/16</td>
</tr>
<tr>
<td>Monthly Prize Drawing #2</td>
<td>1/02/17 11:59:59 p.m. CT on 12/31/16</td>
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<tr>
<td>Monthly Prize Drawing #3</td>
<td>2/02/17 11:59:59 p.m. CT on 1/31/17</td>
</tr>
<tr>
<td>Monthly Prize Drawing #4</td>
<td>3/02/17 11:59:59 p.m. CT on 2/28/17</td>
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<tr>
<td>Monthly Prize Drawing #5</td>
<td>4/07/17 11:59:59 p.m. CT on 3/31/17 (and mailed entries postmarked by 3/31/17 and received by 4/7/16)</td>
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5. GRAND PRIZE DRAWING: Two (2) Grand Prize winners will be randomly selected on or about 4/07/17 from among all eligible entries received during the Sweepstakes Period by both entry methods combined. Odds of winning a Grand Prize will depend upon the number eligible entries received by both entry methods combined.

6. WINNER NOTIFICATIONS/VERIFICATIONS: You are not a winner until your eligibility has been verified, and it is determined that you have complied with all terms of these Official Rules. Potential Grand Prize winners will be notified by telephone and/or overnight delivery service and required to sign, have notarized, and return an Affidavit of Eligibility and Liability Release (including, where permitted, a Publicity Release) (the "Affidavit"), within fourteen (14) days of date of notification. Failure to return the executed Affidavit within the specified time period may result in forfeiture of the prize, at Sponsor’s sole discretion, and random selection of alternate winner from all remaining eligible entries. Guests of potential Grand Prize winners will also be required to execute Liability Release (including, where permitted a Publicity Release) during this same time period. If a prize or prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner, or a potential winner is not in compliance with these Official Rules, the prize will be forfeited and, at Sponsor’s discretion, an alternate winner selected. By accepting a prize, winners grant Sponsor and Sponsor’s agents, the right to use their name and likeness in advertising, publicity and promotion without further compensation or permission, except where prohibited by law.

7. PRIZES: Two (2) Grand Prizes: Grand Prize winners will share a private suite for a Chicago Blackhawks regular season home game during the 2017-18 season. Each Grand Prize winner may invite up to seven (7) guests. Date of game is at Sponsor’s sole discretion and is subject to availability. Approximate retail value (“ARV”): $5,250 each. Five (5) First Prizes: The First Prize winner for Monthly Prize Drawing #1 will receive four tickets to the Chicago Blackhawks home game on 12/27/16. The First Prize winner for Monthly Prize Drawing #2 will receive four tickets to the Chicago Blackhawks home game on 1/26/17. The First Prize winner for Monthly Prize Drawing #3 will receive four tickets to the Chicago Blackhawks home game on 2/23/17. The First Prize winner for Monthly Prize Drawing #4 will receive four tickets to the Chicago Blackhawks home game on 3/23/17. The First Prize winner for Monthly Prize Drawing #5 will receive four tickets to the Chicago Blackhawks home game during the 2017-18 season (game to be determined by Sponsor). ARV: $599 each. Twenty (20) Second Prizes: Each Second Prize winner will receive a Chicago Blackhawks jersey. Size is subject to availability and at Sponsor’s sole discretion. ARV: $85.00 each. Total ARV of all prizes: $15,195.
Prizes are not assignable or transferable except that Sponsor reserves the right to substitute a prize of equal or greater value due to unavailability or otherwise in its sole and absolute discretion. Game tickets are subject to standard cancellation policies. Any costs, expenses or incidentals (including transportation to the game and overnight accommodations, if necessary) are the responsibility of winners as are all federal, state, local and income taxes on the prize. Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor.

8. GENERAL: By participating, entrants agree to abide and be bound by these Official Rules and the decisions of Sponsor and Administrator, which are final and binding in all matters and to release, discharge and hold harmless Sponsor, Administrator, Jacobson/Rost, their respective parent companies, affiliates, subsidiaries, distributors, suppliers and advertising and promotion agencies, and all other service agencies involved with design, execution or fulfillment of this Sweepstakes, and the respective directors, officers, agents and employees of the foregoing (collectively, the “Released Parties”) from any liability, claims, losses and damages of any kind, including death, to persons or property, arising out of, or relating to, their participation in this Sweepstakes, and the acceptance, use, misuse or possession of a prize, including as set out in the Limitations of Liability section. Entrants who have not complied with these Official Rules are subject to disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any entrant from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if Sponsor suspects or finds entrant to be: (a) violating the Official Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or the Website; (c) acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person or (d) attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants, Administrator, Sponsor or Sponsor's representatives. If Sponsor or independent Sweepstakes organization suspects that an entrant has engaged in an unsportsmanlike or disruptive manner, the entrant will be contacted as soon as practicable. ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LegITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS’ FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND FUTURE SWEEPSTAKES. All materials submitted become the property of Sponsor and will not be returned. Sole liability for any Codes containing printing or any other irregularities and/or errors, or for any irregular on-line Sweepstakes entry, is limited to replacement with a Code, while supplies last during the Sweepstakes Period.

9. LIMITATION OF LIABILITY: Released Parties do not assume any responsibility and the entrant releases the Released Parties from any and all claims, actions, damages, demands and liabilities of whatever nature or kind arising out of, or in connection with the entrant’s participation or attempted participation in the Sweepstakes or prize, including, without limitation, the administration of the Sweepstakes, the selection and confirmation of winners, and the arranging, awarding and use of the prizes. Without limiting the generality of the foregoing, the Released Parties are not responsible for (i) the incorrect or inaccurate capture of entry information; (ii) late, lost, stolen, contain false information, damaged, misdirected, garbled or incomplete entries, transmissions or transactions, those that are altered or otherwise irregular, have been submitted through illicit means or do not conform with or satisfy any or all of the conditions of the Official Rules; (iii) any loss, damage, or claims caused by, or in any way related to the awarded prizes or the Sweepstakes itself; (iv) failure of the Website or any operations or transmission of information during the Sweepstakes Period, including, without limitation, any problems, human or technical, errors, lost, delayed, garbled or corrupted data or transmissions, omissions, interruptions, deletions, defects or failures of any telephone or transmission lines, technical malfunctions of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including, without limitation, any injury or damage to an entrant’s or any other person's computer related to or resulting from participating in or downloading any material connected to the Sweepstakes, all of which may affect a person’s ability to participate in the Sweepstakes; (v) any errors, omissions, incorrect or inaccurate information in any Sweepstakes-related
materials, including, without limitation, printing or advertising errors or the failure of or problems with any equipment or programming associated with or used in the Sweepstakes howsoever caused; (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; (vii) any claims regarding the accepting, arranging, awarding or use of a prize; or (viii) electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind. Entry material/data that has been tampered with or altered is void. Sponsor reserves the right, at its sole discretion, to modify, terminate or suspend this Sweepstakes (or portion thereof), or to amend the Official Rules, at any time, in any way, and without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Sweepstakes is not capable of running as originally planned, including should any virus, worm, bug, technical failures, unauthorized human intervention or other causes corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes, Sponsor reserves the right to terminate the Sweepstakes. In the event of termination, Sponsor may conduct the drawing at random from among all eligible, non-suspect Sweepstakes entries received up to time of such action for this Sweepstakes. In the event of any such termination or suspension, a notice may be posted on the Website. Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the State of Illinois or the appropriate Illinois State Court located in Cook County, Illinois; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Sponsors and Promoters 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.

10. BINDING ARBITRATION; Any controversy or claim arising out of or relating to the Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS (“JAMS Rules and Procedures”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Illinois law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties.
THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT’S INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES, BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT’S REMEDIES ARE LIMITED TO A CLAIM FOR MONETARY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.

By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant’s rights and obligations, and the rights and obligations of the Sponsor in connection with the Sweepstakes, will be governed by, and construed in accordance with, the laws of State of Illinois, United States of America, without giving effect to any choice of law or conflict of law rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 10 of these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of Illinois in the County of Cook.

11. WINNERS’ NAMES: For the winners’ names (available after winners have been verified), send a self-addressed, stamped, business size (#10) envelope by June 1, 2017 to: Protein Power Play Winners’ Names Request, 5550 Touhy Ave, Suite 403, Skokie, IL 60077.

12. CONSENT TO USE PERSONAL INFORMATION: By entering this Sweepstakes you consent and agree to Sponsor’s collection and use of your information to administer this Sweepstakes. If you consented on the entry form, Sponsor may also use your information to contact you regarding this Sweepstakes or to promote with marketing communications (for example, E-Mails containing coupons, product information or future promotional information). By accepting a Grand Prize, winner agrees that he/she and his/her guests may be photographed and/or videotaped at the Blackhawks game that the photos/videos may be posted and distributed by the Sponsor in its sole discretion. All photos and videos taken by Sponsor or Sponsor’s designee may be posted, at Sponsor’s discretion, across any or all of Sponsor’s digital and social media assets.

13. RULES GOVERN. In the event of any discrepancy or inconsistency between the Official Rules and disclosures or other statements contained in any Sweepstakes related materials, including, but not limited to, the Sweepstakes entry form, the Official Rules shall prevail, govern and control.

SPONSOR: Carl Buddig & Co, 950 W 175th St, Homewood, IL 6043

ADMINISTRATOR: Promotion Activators Management, LLC, 5550 Touhy Ave, Suite 403, Skokie, IL 60077.