

# OFFICIAL RULES FOR THE “TREASURE CAVE<sup>®</sup> MOST VALUABLE CRUMBLES” INSTANT WIN GAME AND SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

BY PARTICIPATING IN THIS PROMOTION 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. **Treasure Cave Most Valuable Crumbles Instant Win Game and Sweepstakes** (the “**Promotion**”) starts at 12:00:01 PM Eastern Time (“**ET**”) on **January 2, 2019**, and ends at 11:59:59 PM ET on **March 31, 2019** (the “**Entry Period**”). The promotion consists of a sweepstakes (“**Sweepstakes**”) and an instant win game (“**Instant Win Game**”).

**ELIGIBILITY:** Promotion is open to all legal US residents physically residing in the 50 United States and District of Columbia who are eighteen (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**”), PrizeLogic, LLC (the “**Administrator**”), Hangar 12, their subsidiaries and affiliated companies and any other entities directly associated with this Promotion 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 rules (“**Official Rules**”) and fulfilling all requirements set forth below.

Anyone who has won a prize in any contest, promotion, instant win game, or sweepstakes sponsored by the Sponsor in the twelve (12) months prior to the Promotion start date is ineligible.

**HOW TO ENTER:** Log on to <https://TreasureCaveWinningCrumbles.com> (“**Website**”) during the Entry Period and provide your complete first name, last name (no initials), address, city, state, ZIP, daytime phone number (including area code), e-mail address and date of birth in the spaces provided (“**Entry Form**”). Entrants will only have to register one (1) time during the Entry Period and may log on with his/her e-mail address after registering. 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 sent. After completing the Entry Form or logging on, the entrant must then follow the on-screen instructions to play the Instant Win Game (“**Game Play**”). After the Game Play, the entrant will receive notification on the Website screen as to whether he/she is a potential “Instant Winner” (“**Notification**”). Each entrant who receives a winning Notification will be deemed a potential instant winner, subject to verification of the entrant’s eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. An entrant is not a winner of any prize, even if the Notification should so indicate, unless and until entrant’s eligibility and the potential winning Game Play have been verified and entrant has been notified that verification is complete. Sponsor will not accept

screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void and will not be honored.

Each entrant who fully completes the Entry Form and completes a Game Play will receive one (1) entry into the Sweepstakes (“**Entry**”). An entrant must complete the entire Entry Form and complete a Game Play in order to successfully earn an Entry into the Sweepstakes. No correspondence regarding Entries will be acknowledged or answered.

**LIMIT ON ENTRIES:** Please respect the following limit or your Entry may be disqualified: One (1) Game Play and one (1) Entry per person per e-mail and/or mailing address 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 except on January 2, 2019, which will start at 12:00:01 PM ET. If more than one (1) Game Play and one (1) Entry is received from the same person, e-mail address or mailing address during a day, only the first Game Play or 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 Promotion through a mobile device. Please check with your provider for specific capabilities, charges and pricing plans.

**PRIZES:** One (1) Sweepstakes grand prize winner (“**Sweepstakes Grand Prize Winner**”) will receive a 65” LED Smart 4K television with HDR (“**Sweepstakes Grand Prize**”). There is one (1) Sweepstakes Grand Prize available in this Promotion. The approximate retail value (“**ARV**”) of the Sweepstakes Grand Prize is \$799.99. Actual value of Sweepstakes Grand Prize may vary. Any difference between the actual value of the Sweepstakes Grand Prize and the stated ARV (if less than the actual value) will not be awarded. Odds of winning a Sweepstakes Grand Prize depend on the number of eligible entries received during the Entry Period. Many will enter, only one will win the Sweepstakes Grand Prize.

Twenty (20) Instant Win Game first prize winners (“**Instant Win Game First Prize Winners**”) will receive a \$100 Fanatics® Gift Code (“**Instant Win First Prize**”). The ARV of each of Instant Win First Prize is \$100. The use of a Fanatics Gift Code is subject to the terms and conditions set forth thereon which shall govern the use of the Fanatics Gift Code. A Fanatics Gift Code will not be redeemed or exchanged for cash, except where required by law. A Fanatics Gift Code will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the winner’s permission and will be voided if altered or defaced.

One hundred (100) Instant Win Game second prize winners (“**Instant Win Game Second Prize Winners**”) will receive a serving bowl and spreader set (“**Instant Win Second Prize**”). The ARV of each Instant Win Second Prize is \$20.99.

The odds of winning an Instant Win prize depend on when the entrant completes a Game Play. Instant Win prizes will be made available at random times throughout the Entry Period. To be a potential winner of a prize, an entrant’s Game Play must have occurred at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator. If a Game Play does not occur at the

exact randomly predetermined winning time, then the next entrant's Game Play to occur after that time will be deemed a potential instant winner. The number of prizes available to be won will decrease during the Entry Period as prizes are awarded and claimed.

The total ARV of all prizes available in this Promotion is \$4,898.99.

Limit of one (1) Instant Win prize per person. An entrant may win the Sweepstakes Grand Prize and one (1) Instant Win prize.

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. All expenses not specifically mentioned as part of a prize are solely the responsibility of the winner.

**DRAWING:** One (1) potential Sweepstakes Grand Prize Winner will be determined through random computer generation methodology on or about **April 1, 2019**. The Sweepstakes Grand Prize Winner is considered a potential Winner subject to Sponsor's verification of the potential Winner's eligibility and compliance with these Official Rules.

**NOTIFICATION:** Sponsor will attempt to notify the potential Sweepstakes Grand Prize winner by e-mail, phone and/or mail using the information provided on the Entry Form within ten (10) days of the drawing. If the potential 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 Sweepstakes Grand Prize will be forfeited. Sponsor will select an alternate potential Sweepstakes Grand Prize winner at random from all eligible Entries received during the Entry Period.

**TO CLAIM PRIZE:** Except where prohibited, the Sweepstakes 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, Release of Liability, photocopy of driver's license or government I.D., IRS Form W-9, and, if legally permissible, a Publicity Release, in order to claim the Sweepstakes Grand Prize. If potential Sweepstakes Grand Prize Winner fails to return Winner Documents as requested, within seven (7) days after being sent to potential Sweepstakes Grand Prize Winner, potential Sweepstakes Grand Prize Winner forfeits all rights to the Sweepstakes Grand Prize and an alternative Sweepstakes 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 Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Each prize will only be awarded to a verified winner. Instant Win First Prizes will be e-mailed to winners at the e-mail address provided during registration

and the Sweepstakes Grand Prize and the Instant Win Second Prizes will be delivered to winners at the address provided during registration within 6-8 weeks after winner verification. 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, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed, than are intended to be awarded for any prize according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims.

THE SWEEPSTAKES GRAND PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE SWEEPSTAKES GRAND PRIZE AND MUST SUBMIT HIS OR HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER, AS REQUIRED BY LAW. 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 Promotion or win a prize. This Promotion 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/Game Plays.

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. 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, or any part of it, and award the prize from valid Entries/Game Plays 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/Game Play, the Entry/Game Play 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 PROMOTION 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 Promotion participation.

**NO LIABILITY; RELEASE AND INDEMNIFICATION:** By entering, entrants and winners agree to release, discharge, indemnify and hold harmless the Sponsor Administrator, and their subsidiaries and affiliated companies, contractors, distributors, sales representatives, vendors, advertising and promotion agencies, prize providers and any other entities directly associated with this Promotion, 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 Promotion, 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 Promotion or in any Promotion-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 Promotion.

**DISPUTES:** THIS PROMOTION 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 PROMOTION 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 **May 31, 2019**, to: “**Treasure Cave Most Valuable Crumbles**” Instant Win Game and Sweepstakes Rules Request, Saputo Cheese USA Inc., One Overlook Point, Suite 300, Lincolnshire Corporate Center, Lincolnshire, IL 60069.

**WINNERS LIST REQUEST:** To request the names of the prize winners, please send a self-addressed, stamped business size envelope by **May 31, 2019**, to: **“Treasure Cave Most Valuable Crumbles”** Instant Win Game and Sweepstakes Winners, Saputo Cheese USA Inc., One Overlook Point, Suite 300, Lincolnshire Corporate Center, Lincolnshire, IL 60069.

**SPONSOR:** Promotion 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 Promotion.

**PRIVACY NOTICE:** Personal information collected during the Promotion may be used or disclosed by Sponsor and its affiliates, and Administrator as stated in these Official Rules, for purposes of Promotion 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](http://www.saputo.com/en/Privacy-Policy).

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