

OFFICIAL RULES FOR THE “MONTCHEVRE BUILD YOUR OWN CHEESEBOARD PROMOTION” INSTANT WIN GAME

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. **Montchevre Build You Own Cheeseboard Promotion** (the “**Promotion**”) starts at 12:00:01 PM Eastern Time (“**ET**”) on **November 1, 2019**, and ends at 11:59:59 PM ET on **January 1, 2020** (the “**Entry Period**”).

ELIGIBILITY: Promotion is open to all legal US residents physically residing in the fifty (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**”), 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.

HOW TO ENTER: Log on to <https://montchevrebyocb.com> (“**Website**”) during the Entry Period and provide your complete first name, last name (no initials), address (P.O. Boxes are not permitted), 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 “Send” button. Then follow the links and instructions to build your own cheeseboard. Once your cheeseboard is completed, click the “complete cheeseboard” button. Then follow the links and instructions to select which prize pool (“**Prize Pool**”) to receive one (1) game play (“**Game Play**”) for that Prize Pool. There are three (3) possible Prize Pools. After selecting a Prize Pool follow the on-screen instructions to play the Instant Win Game (“**Game Play**”). After the Game Play, you will receive notification on the Website screen as to whether you are 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.

LIMIT ON ENTRIES: Please respect the following limit or your Entry may be disqualified: one (1) Game Play 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 November 1, 2019, which will start at 12:00:01 PM ET. If more than one (1) Game Play is received from the same person, e-mail address or mailing address during a day, only the first Game Play 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: There will be three hundred twenty (320) total prize winners (“Instant Win Game Prize Winners”) as outlined below:

Prize Pool	Prize	Quantity Available	Approximate Retail Value (“ARV”) of each prize
1	A pair of picnic wine glasses (two [2] 12 oz. carefully selected BPA free, polymer glasses)	145	\$10
2	A marble and acacia wood cheese cutting board	100	\$24
3	A \$15 Uber credit	75	\$15

Uber credits: By using this gift card, you accept the following terms and conditions: This card is redeemable via the Uber® app within the U.S. in cities where Uber is available. The card is non-reloadable and, except where required by law, cannot be redeemed for cash, refunded, or returned. You may be required to add a secondary payment method to use this gift card with the Uber app. The card is not redeemable outside the U.S. Issuer is not responsible for lost or stolen cards, or unauthorized use. Depending on the state of purchase, this card is issued by Bancorp Card Services, Inc. or The Bancorp Bank. For full terms and conditions and customer service, visit uber.com/legal/gift.

The odds of winning an Instant Win prize depend on when the entrant completes a Game Play for the Prize Pool he/she is playing for. Instant Win prizes will be made available at random times throughout the Entry Period for each Prize Pool. 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 for the respective Prize Pool. The number of prizes available to be won will decrease during the Entry Period as prizes are awarded and claimed. Limit of one (1) Instant Win prize per person.

The total ARV of all prizes available in this Promotion is \$4,975.

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. No more than three hundred twenty (320) prizes will be available in the Promotion.

In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the potential winners. 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 according to these Official Rules, the intended number of prizes will be awarded in a random drawing from among all verified prize claims received for that prize. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable including the selection of winners from among eligible Game Plays received prior to such cancellation, termination, modification or suspension.

TO CLAIM PRIZE: All entrants who receive a winning Notification are subject to verification of eligibility and compliance with these Official Rules. If any potential winner is disqualified, determined to be ineligible or found not to be in compliance with these Official Rules, or, if any prize is unclaimed, the prize will be forfeited and, that prize will not be awarded. Each potential winner will receive an Instant Win Notification on screen and via e-mail, after the completion of a winning Game Play. If a prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible non-winning Game Plays, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Prizes will be mailed or emailed to verified winners at the address or email address provided at the time of registration. Any portion of a prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her prize won. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. The prizes will only be awarded to a verified Winner.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, 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. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded.

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 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 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 Game Play, the 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 respective 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, topographical, 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 ENTRY 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).

WINNERS LIST REQUEST: To request the name of the prize winners, please send a self-addressed, stamped business size envelope by **March 1, 2020**, to: **"Montchevre Build Your Own Cheeseboard Promotion"** Instant Win Game 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.

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