

**OFFICIAL RULES FOR THE FRIGO® CHEESE HEADS® WINNING COMBOS
SWEEPSTAKES**
**NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL
NOT INCREASE YOUR CHANCES OF WINNING.**

BY PARTICIPATING IN THIS SWEEPSTAKES 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. Frigo® Cheese Heads® Winning Combos Sweepstakes (the “**Sweepstakes**”) starts at 12:00:01 AM Eastern Time (“**ET**”) on September 1, 2019 and ends at 11:59:59 PM ET on December 15, 2019 (the “**Entry Period**”).

ELIGIBILITY: Sweepstakes is open to all legal US residents physically residing in the 50 United States and District of Columbia who are 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**”), Southern Made Services, LLC (the “**Administrator**”), their subsidiaries and affiliated companies and any other entities directly associated with this Sweepstakes 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 and fulfilling all requirements set forth below. Entries from anyone who has been a prize winner in any contest or sweepstakes sponsored by the Sponsor in the twelve (12) months prior to the Sweepstakes start date are not eligible to win.

HOW TO ENTER: There are two (2) ways to enter this Sweepstakes. Please see "Limits on Entries" below for limitations on the number of entries you may make per day.

VIA ONLINE WEBSITE REGISTRATION: Log on to www.FCHWinningCombos.com (“**Sweepstakes Website**”) during the Entry Period and provide your complete first name, last name (no initials), ZIP code, phone number (including area code), e-mail address and date of birth in the spaces provided (“**Entry Form**”). Once all required fields are completely filled out, submit your Entry Form by clicking the “Send” button. A thank-you message will be displayed to confirm that your Entry Form was successfully. Each entrant who fully completes the Entry Form will receive one (1) entry towards the Grand Prize (“**Grand Prize Entry**”). You must complete the entire Entry Form in order to successfully enter into the Sweepstakes. No correspondence regarding entries will be acknowledged or answered. You may return each day and earn one (1) additional Grand Prize Entry by entering your email address.

VIA TEXT: Enter using your SMS-enabled mobile phone by texting “MIAMI” to shortcode 484848. You will receive a reply text message(s) prompting you to provide your full name and full e-mail address. After your information is submitted, you will automatically receive one (1) entry towards the Grand Prize and receive a link to www.FCHWinningCombos.com. You may earn one additional Grand Prize Entry each day by texting “MIAMI” to shortcode 484848. To opt out of receiving texts following sweepstakes entry, text “STOP” to 484848. You must have a

mobile phone with text messaging and web browsing capabilities, as may be applicable, to enter and may incur a standard text message and/or data charge from your wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. You are solely responsible for any such wireless charges. Not all wireless carriers participate. You must be the authorized account holder of the account from which the Entry is submitted. The text message sent is considered an electronic signature by which you are agreeing to these Official Rules and giving consent to receive automated text messages from Sponsor. At the time of entry, you may be given the opportunity to opt-in to receive further communications from Sponsor. You are not required to opt-in and opting in will not improve your odds of winning. You will receive no more than four (4) messages per month, and in some months there may be none. You may text STOP to 484848 at any time to stop receiving text messages.

EARN ENTRIES FOR MONTHLY PRIZES: After you have successfully registered as instructed above in these Official Rules either via text or the Sweepstakes Website, you may earn up to one (1) entry (“**Monthly Prize Entry**”) per day towards monthly prizes (“**Monthly Prizes**”) as defined below by voting for your favorite Frigo® Cheese Heads® Combo Pack.

Via Text: After successful registration at the Sweepstake Website or successful entry via text, you will be prompted to vote for your favorite Frigo® Cheese Heads® Combo Pack between two choices. To successfully vote and receive your Monthly Prize Entry, you must vote for one (1) of the two (2) Frigo® Cheese Heads® Combo Packs presented by texting one of the appropriate choices when prompted.

Via Website: After successful website registration or successful daily entry via Website, you will be prompted to vote for your favorite Frigo® Cheese Heads® Combo Pack between two choices. To successfully vote and receive your Monthly Prize Entry, you must vote for one (1) of the two (2) Frigo® Cheese Heads® Combo Packs presented by following the posted instructions on the website.

LIMIT ON ENTRIES: Please respect the following limit on your Grand Prize Entry or Monthly Prize Entry (each an “**Entry**”) may be disqualified: A maximum of one (1) Grand Prize Entry per person or per e-mail per day regardless of method (via text or Sweepstakes Website) during the Entry Period and a maximum of one (1) Monthly Prize Entry per person or per e-mail per day regardless of method. 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. If more than one (1) qualifying Grand Prize Entry or more than one (1) Monthly Prize Entry is received from the same person or e-mail address during a day, only the first 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 Sweepstakes through a mobile device. Please check with your provider for specific capabilities, charges and pricing plans.

PRIZES: One (1) grand prize winner (“**Grand Prize Winner**”) will receive a trip for Grand Prize Winner and one (1) guest of his/her choosing (“**Guest**”) to attend the professional

championship football game on February 2, 2020, in Miami, Florida (“**Grand Prize**”). Grand Prize includes: roundtrip coach-class airfare for the Grand Prize Winner and a Guest between the major commercial airport closest to Grand Prize Winner’s residence (as determined by Sponsor in its sole discretion) and Miami, FL; two (2) nights hotel accommodations at a hotel selected by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets to the game (specific seat location determined by Sponsor in its sole discretion); and \$1,000.00 for incidental expenses such as transportation and meals awarded as a check (made payable in Grand Prize Winner’s name). There is one (1) Grand Prize available in this Sweepstakes.

The approximate retail value (“**ARV**”) of the Grand Prize is \$15,325.00. ARV of Grand Prize may vary depending on the flight itinerary and fluctuations in charges for airfare and hotel rooms. Any difference between the actual value of the Grand Prize and the stated ARV (if less than the actual value) will not be awarded.

Three hundred sixty five (365) total Monthly Winners (“**Monthly Winners**”) will receive one (1) of the following: Pelican Cooler (15 total), Folding Chair (100 total) or Football (250 total) (“**Monthly Prizes**”) in accordance with the monthly prize schedule below. The ARV of each Pelican Cooler is \$367.48, the ARV of each Folding Chair is \$27.58 and the ARV of each Football is \$19.42. Limit of one (1) Monthly Prize per person. An entrant may win the Grand Prize and one Monthly Prize. The ARV of all Monthly Prizes is \$13,125.20.

The total ARV of all prizes available in this Sweepstakes is \$28,450.20

Travel restrictions, conditions and limitations may apply. Grand Prize Winner and Guest must be able to travel between February 1, 2020 and February 3, 2020 with times to be mutually determined by Sponsor in consultation with Grand Prize Winner, or Grand Prize will be forfeited; no alternative travel dates are available. The Guest must be at least eighteen (18) years of age or be the minor child or legal ward of the Grand Prize Winner. The Guest (or if a minor, the Guest’s parent or legal guardian on the Guest’s behalf) will be required to execute and return a Liability & Publicity Release before Grand Prize travel will be booked. Exact dates and time of travel to be determined at Sponsor’s sole discretion. All meals, ground transportation and incidentals not described herein and incurred by Grand Prize Winner and his/her Guest will be the sole responsibility of the Grand Prize Winner and his/her Guest. The Grand Prize Winner and his/her Guest must be willing and legally able to travel to the selected Grand Prize destination and are each solely responsible for obtaining any necessary travel documents (including valid government-issued photo identification). Sponsor will not obtain or provide travel insurance or any other form of insurance for any part of the Grand Prize. It is the responsibility of the Grand Prize Winner and his/her Guest to arrive at the designated airport in time for each flight that is part of the Grand Prize. The Grand Prize Winner is responsible for all in-room charges (e.g., mini-bar, movies), telephone calls, meals, beverages, gratuities, upgrades, personal incidentals, amenities, and any other fees and expenses not specifically mentioned in these Official Rules. The Grand Prize Winner will be required to provide a major credit card upon hotel check-in and all in-room charges will be charged to the credit card. Any damage to the room attributed to the Grand Prize Winner or Guest will be the responsibility of the Grand Prize Winner.

Sponsor bears no responsibility if any event, element or detail of the Grand Prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Grand Prize become unavailable, the Sponsor shall have no obligation to the Grand Prize Winner aside from providing the remaining portion of the Grand Prize, minus any unavailable event, element or detail. Tickets are awarded pursuant to a revocable, nontransferable license that is personal to the Grand Prize Winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. A violation of these restrictions shall revoke Grand Prize Winner's license, and may result in the Grand Prize not being honored. Sponsor reserves the right to remove or to deny entry to any Grand Prize Winner and/or Guest if such Grand Prize Winner and/or Guest violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person.

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 Grand Prize Winner and three hundred sixty five (365) Monthly Winners will be determined through random computer generation methodology. Odds of winning depend on the number of eligible Entries received during Entry Period. Many will enter, only few will win

Monthly Winners will be selected in random drawings from all eligible Monthly Prize Entries in each monthly entry period defined below (each a "**Monthly Entry Period**") on the Drawing Dates listed below:

Monthly Entry Period	Start Date (at 12:00 AM ET)	End Date (at 11:59:59 PM ET)	Drawing Date	Prize
1	9/1/19	10/5/19	10/9/19	250 Footballs
2	10/6/19	11/9/19	11/13/19	100 Folding Chairs
3	11/10/19	12/15/19	12/18/19	15 Pelican Coolers

All valid Monthly Prize Entries shall carry forward each entry period and be eligible for the subsequent monthly winner drawings. A Monthly Winner may only win one Monthly Prize, but shall remain eligible to win the Grand Prize.

Potential Grand Prize winner will be chosen in a random drawing from all eligible Grand Prize Entries received on or before December 15, 2019. Winners will be drawn on or about December

20, 2019, by an independent judging organization whose decision with respect to the selection of the winner and the interpretation of these rules and regulations will be final.

In the event of dispute concerning the identity of an entrant, the Entry will be deemed submitted by the natural person who is the authorized holder of the email account or text account used to submit the Entry. Sponsor and its agencies are not responsible for notifications that are misdirected because of email addresses that are no longer correct, or for any other reason beyond the control of the Sponsor. Return of any prize notification as "undeliverable" will result in disqualification. If for any reason any prize is not claimed or a winner is disqualified, the prize will be forfeited and an alternate winner will be selected from among all eligible entries received during the Entry Period.

NOTIFICATION: Sponsor will attempt to notify the potential prize winner by e-mail or phone using the information provided on the Entry Form within ten (10) days of the drawing. If a 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 prize will be forfeited. Sponsor will select an alternate potential prize winner at random from all eligible Entries received during the Entry Period. Sponsor and its agencies are not responsible for notifications that are misdirected because of email addresses that are no longer correct, or for any other reason beyond the control of the Sponsor.

TO CLAIM PRIZE: Except where prohibited, Grand Prize Winner will be required to complete and return to Sponsor, within three (3) business days of being notified, documentation as reasonably requested by Sponsor ("**Winner Documents**"), including an Affidavit of Eligibility, Release of Liability, photocopy of driver's license or government I.D., IRS Form W-9, and, where legally permissible, a Publicity Release, in order to claim the Grand Prize. If potential Grand Prize Winner fails to return Winner Documents as requested, within three (3) business days after being sent to potential Grand Prize Winner, potential Grand Prize Winner forfeits all rights to the Grand Prize and an alternative 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 Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. Each prize will only be awarded to a verified winner. Monthly Prizes will be mailed to Monthly 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, more prize notices are sent, or more prizes are claimed, than are intended to be awarded, Sponsor reserves the right to award the actual number of prizes through a random drawing from among all verified and validated prize claims received.

THE GRAND PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE 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 Sweepstakes or win a prize. This Sweepstakes 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.

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 Sweepstakes, or any part of it, at any time, without notice. If for any reason this Sweepstakes 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 Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes, 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 Entry, the Entry 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 SWEEPSTAKES 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 Sweepstakes participation.

NO LIABILITY; RELEASE AND INDEMNIFICATION: By entering, entrants and winners agree to release, discharge, indemnify and hold harmless the Sponsor and its / 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 Sweepstakes, 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 Sweepstakes, 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 Sweepstakes or in any Sweepstakes-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 Sweepstakes.

DISPUTES: THIS SWEEPSTAKES 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 SWEEPSTAKES 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 December 31,2019 to: Frigo Cheese Heads Winning Combos Saputo Cheese USA Inc., PO Box 280267, Nashville, TN 37228.

WINNERS LIST REQUEST: To request the name of the prize winners, please send a self-addressed, stamped business size envelope by January 15, 2020 to: Frigo Cheese Heads Winning Combos Saputo Cheese USA Inc., PO Box 280267, Nashville, TN 37228.

SPONSOR: Sweepstakes 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 Sweepstakes.

PRIVACY NOTICE: Personal information collected during the Sweepstakes may be used or disclosed by Sponsor and its affiliates and Administrator as stated in these Official Rules, for purposes of Sweepstakes 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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