

OFFICIAL RULES FOR THE FRIGO® CHEESE HEADS® “FUEL UP YOUR GAME” 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. **Fuel Up Your Game Sweepstakes** (the “**Sweepstakes**”) starts at 12:00:01 PM Eastern Time (“**ET**”) on **September 1, 2017**, and ends at 11:59:59 PM ET on **November 30, 2017** (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 21 years of age or older, as of the date of entry. 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**”), Prize Logic, 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. possessions and 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 will NOT be considered.

HOW TO ENTER: **FIRST PRIZE SWEEPSTAKES:** Entries into the First Prize Sweepstakes give you the chance to win one (1) of three hundred eighty (380) \$50 Fanatics.com digital gift codes. Log on to www.FuelUpWithCheeseHeads.com 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 (“**Registration Form**”). Once all required fields are completely filled out, submit your Registration Form by clicking the “Send” button. A thank-you message will be displayed to confirm that your Registration Form was successfully sent. Each entrant who fully completes the Registration Form will receive one (1) entry into the First Prize Sweepstakes (“**First Prize Entry**”). You must complete the entire Registration Form in order to successfully enter into the First Prize Sweepstakes.

ADDITIONAL ENTRIES: Upon successive visits to the www.FuelUpWithCheeseHeads.com microsite, provide the email address that you provided when completing the Registration Form. Once you enter your email address and click the “Submit” button, you will receive one (1) First Prize Entry per day. Within the microsite, entrants will have the opportunity to gain twenty (20) additional First Prize Entries by watching one (1) of the four (4) videos hosted on the microsite (each video is one minute or less in duration). Each video can be watched one (1) time throughout the course of the Sweepstakes for a total of eighty (80) First Prize Entries. Entrants can earn twenty (20) additional First Prize Entries by clicking the box to opt-in

to the Frigo® Cheese Heads® email subscription list. Opt-in entry is limited to one (1) per person over the course of the Sweepstakes. Entrants may opt-out at any time.

GRAND PRIZE SWEEPSTAKES: Entries into the Grand Prize Sweepstakes will give you a chance to win the \$1,000 Fanatics.com digital gift code. If you earn one hundred (100) First Prize Entries by the methods described above, you will automatically earn one (1) entry into the Grand Prize Sweepstakes (“**Grand Prize Entry**”).

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) First Prize Entry into the First Prize Sweepstakes per person for registering or entering their e-mail per day, plus up to one hundred (100) additional First Prize Entries per person as set forth above, and one (1) Grand Prize Entry per person 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 the first day which will start at 12:00:01 PM ET. If more than the stated number of Entries is received from the same person, e-mail address or mailing address, only the stated number of Entries 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 \$1,000 Fanatics.com digital gift code (“**Grand Prize**”). There is one (1) Grand Prize available in this Sweepstakes. The approximate retail value (“**ARV**”) of the Grand Prize is **\$1,000**.

Three hundred eighty (380) first prize winners (“**First Prize Winners**”) will receive a \$50 Fanatics.com digital gift code (“**First Prize**”). The ARV of each of these prizes is **\$50**. Limit of one (1) First Prize per person. An entrant may win the Grand Prize and one (1) First Prize.

The total ARV of all prizes available in this Sweepstakes is \$20,000.

Digital gift codes valid only at Fanatics.com for in-stock merchandise only. Except where required by law, cannot be redeemed for cash or cash equivalent, returned, reproduced, modified, sold, traded, refunded or replaced if lost or stolen. Not valid for any other gift cards, codes or certificates or on previous purchases or returns. No cash back. All gift card purchases are subject to the Fanatics.com terms of use and any other terms and conditions applicable to gift cards, which may change at any time. All prizes are subject to availability and other restrictions. Prizes are non-transferable. 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.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING PRIZE COMPONENTS, ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED,

INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

RANDOM DRAWING: One (1) potential Grand Prize Winner and three hundred eighty (380) First Prize Winners will be determined through random computer generation methodology on or about **December 1, 2017**. Odds of winning depend on the number of eligible entries received during Entry Period. Many will enter, only few will win. Each Grand Prize Winner and First Prize Winner is considered a potential winner subject to Sponsor's verification of the potential winner's compliance with these Official Rules.

NOTIFICATION: Sponsor will attempt to notify the potential prize winners by e-mail, phone and/or mail using the information provided on the Registration 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.

TO CLAIM PRIZE: Except where prohibited, 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 (which must be notarized), IRS Form W-9, and, if 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 seven (7) 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. Prizes will be emailed to Winners at the email 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. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED 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, 2017**, to: Frigo® Cheese Heads® “Fuel Up Your Game” Official Rules, Saputo Cheese USA Inc., One Overlook Point, Suite 300, Lincolnshire Corporate Center, Lincolnshire, IL, 60069. VT & WA residents may omit return postage.

WINNERS LIST REQUEST: To request the name of the prize winners, please send a self-addressed, stamped business size envelope by **December 31, 2017**, to: Frigo® Cheese Heads® “Fuel Up Your Game” Winners List, Saputo Cheese USA Inc., One Overlook Point, Suite 300, Lincolnshire Corporate Center, Lincolnshire, IL, 60069. VT & WA residents may omit return postage.

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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