

LAND O LAKES® FOODSERVICE TRADE SHOW GIVEAWAY

OFFICIAL RULES

NO PURCHASE NECESSARY TO PLAY OR WIN. A PURCHASE OF LAND O' LAKES PRODUCTS WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. PROMOTION PERIOD.

THE LAND O LAKES® FOODSERVICE TRADE SHOW GIVEAWAY ("SWEEPSTAKES") STARTS AT 12:01 A.M. LOCAL TIME ON THE DAY PRIOR TO THE EVENT AND ENDS AT 4:00 P.M. LOCAL TIME ON THE LAST DAY OF THE EVENT ("EVENT PROMOTION PERIOD").

2. HOW TO PLAY.

TO ENTER FOR A CHANCE TO WIN A SWEEPSTAKES PRIZE SIMPLY DO ANY ONE OF THE FOLLOWING. NO OTHER METHOD OF ENTRY WILL BE ACCEPTED.

IN PERSON: VISIT THE LAND O LAKES BOOTH, AT ONE OF THE SIX (6) EVENT LOCATIONS DURING EXHIBITING HOURS TO FILL OUT AN ENTRY:

1. MARCH 27-28, 2018 - CASH-WA DISTRIBUTING, BUFFALO COUNTY FAIR GROUNDS, KEARNEY, NE
2. APRIL 10, 2018 - BEN E. KEITH FOODS OKLAHOMA FOOD & EQUIPMENT EXPO, BENNET EVENT CENTER, OKLAHOMA CITY, OK
3. APRIL 19, 2018 - KOHL WHOLESALERS SPRING FOODSHOW, OAKLEY LINDSAY CENTER QUINCY, IL
4. MAY 9, 2018 - BEN E. KEITH FOODS MID-SOUTH FOOD & EQUIPMENT EXPO, HOT SPRINGS CONVENTION CENTER, HOT SPRINGS AR
5. JUNE 1, 2018 – DOT FOODSHOW, ST. LOUIS, MO
6. MARCH 6, 2018 – SYSCO MEMPHIS, MEMPHIS, TN

ONLY ONE ENTRY PER ELIGIBLE INDIVIDUAL PER EVENT IS PERMITTED. ANY INDIVIDUALS ENTERING OR ATTEMPTING TO ENTER MORE THAN ONCE PER DAY MAY BE DISQUALIFIED.

LAND O LAKES IS NOT RESPONSIBLE FOR LOST ENTRIES. ALL ENTRIES BECOME THE EXCLUSIVE PROPERTY OF LAND O LAKES, AND ENTRIES WILL NOT BE ACKNOWLEDGED OR RETURNED.

3. SWEEPSTAKES PRIZE.

THE SWEEPSTAKES PRIZE(S) WILL BE SIX (6) VISA GIFT CARDS, WHICH HAS AN ESTIMATED VALUE OF \$100 EACH ("SWEEPSTAKES PRIZE"). THERE IS ONE DRAWING AT EACH OF THE SIX (6) TRADE SHOW LOCATIONS LISTED ABOVE. THERE IS NO CASH EQUIVALENT PRIZE OPTION AVAILABLE. ODDS OF WINNING DEPEND UPON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED.

4. DRAWING.

THERE WILL ONLY BE SIX (6) WINNERS OF THE SWEEPSTAKES (EACH, A "SWEEPSTAKES WINNER"). A SINGLE SWEEPSTAKES WINNER WILL BE SELECTED RANDOMLY IN A DRAWING OF ALL ELIGIBLE ENTRANTS, WHICH

WILL OCCUR AT THE LAND O' LAKES BOOTH DURING EACH OF THE SIX (6) EVENTS. THE DRAWINGS WILL BE HELD WITHIN 24 HOURS AFTER THE LAST DAY OF THE EVENT.

EACH SWEEPSTAKES WINNER WILL BE NOTIFIED BY PHONE OR ELECTRONIC MAIL THAT THEY HAVE BEEN SELECTED AS A SWEEPSTAKES WINNER AND GIVEN INSTRUCTIONS REGARDING HOW TO ACCEPT THEIR SWEEPSTAKES PRIZE.

NO SWEEPSTAKES WINNER CAN WIN MORE THAN ONE SWEEPSTAKES PRIZE. IF AN ELIGIBLE ENTRANT WINS A SWEEPSTAKES PRIZE, ALL OTHER ENTRIES BY THAT SWEEPSTAKES WINNER WILL BE NULLIFIED, AND THAT SWEEPSTAKES WINNER WILL BE INELIGIBLE TO WIN ANY OTHER LAND O' LAKES SWEEPSTAKES PRIZE EVEN IF AT A DIFFERENT EVENT.

THE SWEEPSTAKES WINNERS WILL HAVE TWENTY 20 BUSINESS DAYS FROM THE SENDING OF NOTIFICATION OF SELECTION AS THE SWEEPSTAKES WINNER TO ACCEPT THEIR SWEEPSTAKES PRIZE.

IF A SELECTED SWEEPSTAKES WINNER CANNOT BE CONTACTED, IS INELIGIBLE, FAILS TO CLAIM THE SWEEPSTAKES PRIZES, OR FAILS TIMELY TO RETURN ANY COMPLETED DOCUMENTATION (IF REQUIRED), THE SELECTED SWEEPSTAKES WINNER'S SWEEPSTAKES PRIZES MAY BE FORFEITED. IF ANY SWEEPSTAKES PRIZE IS UNCLAIMED OR FORFEITED, IT WILL MAY BE AWARDED TO OTHER ENTRANTS.

ALL FEDERAL, STATE, AND LOCAL TAXES ASSOCIATED WITH THE SWEEPSTAKES PRIZE, AND ANY EXPENSES ASSOCIATED WITH REDEEMING THE SWEEPSTAKES PRIZE, ARE THE SOLE RESPONSIBILITY OF THE SWEEPSTAKES WINNERS.

THE SWEEPSTAKES WINNER RELEASES, INDEMNIFIES, AND HOLDS HARMLESS LAND O' LAKES AND ALL RELATED INDIVIDUALS AND ENTITIES, INCLUDING ITS AGENTS AND INDEPENDENT CONTRACTORS, FROM ANY AND ALL LIABILITY, CLAIMS, OR ACTIONS OF ANY KIND SUSTAINED IN CONNECTION WITH PARTICIPATION IN THE SWEEPSTAKES AND THE RECEIPT, OWNERSHIP, OR USE OF THE SWEEPSTAKES PRIZE. THE SWEEPSTAKES WINNER WILL BE REQUIRED TO SIGN AND RETURN A WINNER AFFIDAVIT OF ELIGIBILITY. THE SWEEPSTAKES WINNER CONSENTS TO THE USE OF HIS/HER NAME, PHOTOGRAPH, AND/OR LIKENESS FOR ADVERTISING AND PUBLICITY PURPOSES WITHOUT ADDITIONAL COMPENSATION, UNLESS PROHIBITED BY LAW.

5. ELIGIBILITY.

THE SWEEPSTAKES IS OPEN ONLY TO INDIVIDUALS WHO ARE LEGAL RESIDENTS OF THE UNITED STATES WHO CURRENTLY RESIDE WITHIN A 100 MILE RADIUS FROM THE EVENT AND WHO ARE AT LEAST EIGHTEEN (18) YEARS OF AGE. VOID IN ANY JURISDICTION WHERE PARTICIPATION IS PROHIBITED. ALL FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY. BY ENTERING THE SWEEPSTAKES, YOU REPRESENT AND WARRANT TO LAND O' LAKES THAT YOU ARE A UNITED STATES RESIDENT CURRENTLY RESIDING WITHIN A 100 MILE RADIUS FROM THE EVENT FROM WHICH YOU WERE DRAWN AND THAT YOU ARE AT LEAST EIGHTEEN (18) YEARS OF AGE. YOU FURTHER REPRESENT AND WARRANT THAT YOUR ENTRY TO THE SWEEPSTAKES IS DEEMED ACCEPTANCE OF THESE OFFICIAL RULES AND NOT VIOLATIVE OF ANY FEDERAL, STATE, AND/OR LOCAL LAW AND/OR REGULATION THAT GOVERNS YOUR ENTRY INTO THE SWEEPSTAKES.

PRINCIPALS AND EMPLOYEES OF LAND O' LAKES AND ITS PARENTS, AFFILIATES, AND SUBSIDIARIES, AND THE IMMEDIATE FAMILY MEMBERS (SPOUSES, PARENTS AND THEIR SPOUSES, CHILDREN AND THEIR SPOUSES, AND SIBLINGS AND THEIR SPOUSES) OF PRINCIPALS AND EMPLOYEES, ARE NOT ELIGIBLE TO PLAY IN OR WIN THE SWEEPSTAKES.

6. SPONSOR.

LAND O' LAKES, INC. IS THE SPONSOR OF THE SWEEPSTAKES, AND MAY BE CONTACTED AT 4001 LEXINGTON AVE N, ARDEN HILLS, MN 55126.

7. DISCLAIMER.

LAND O' LAKES DISCLAIMS LIABILITY FOR ANY PROBLEMS CAUSED BY UNPREDICTABLE OR UNCONTROLLABLE MALFUNCTIONS, INCLUDING FROM BUGS OR FAILURE IN COMPUTER SERVERS, HARDWARE, OR SOFTWARE, TRANSMISSION, BY ONLINE FAILURE, OR LOST, DELAYED, OR CORRUPTED DATA TRANSMITTED BY PARTICIPANTS. LAND O' LAKES IS NOT RESPONSIBLE FOR ENTRIES THAT ARE MISTRANSFERRED ONLINE.

LAND O' LAKES RESERVES THE RIGHT TO SUBSTITUTE A PRIZE OR PRIZES OF SUBSTANTIALLY EQUAL VALUE IN THE EVENT THE SWEEPSTAKES PRIZE BECOMES UNAVAILABLE FOR ANY REASON.

8. ADDITIONAL CONDITIONS.

ALL ENTRANTS RELEASE, INDEMNIFY, AND HOLD HARMLESS LAND O' LAKES AND ALL RELATED INDIVIDUALS AND ENTITIES, INCLUDING ITS AGENTS AND INDEPENDENT CONTRACTORS, FROM ANY AND ALL LIABILITY, CLAIMS, OR ACTIONS OF ANY KIND SUSTAINED IN CONNECTION WITH PARTICIPATION IN THE SWEEPSTAKES AND THE RECEIPT, OWNERSHIP, OR USE OF A SWEEPSTAKES PRIZE.

BY PARTICIPATING IN THE SWEEPSTAKES, YOU AGREE TO BE BOUND BY THESE COMPLETE OFFICIAL RULES AND BY THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL AND BINDING IN ALL RESPECTS. ANY DISPUTES RELATING TO THE SWEEPSTAKES ARISING BETWEEN ENTRANTS AND LAND O' LAKES WILL BE RESOLVED UNDER THE LAWS OF THE STATE OF MINNESOTA. IN THE EVENT OF A DISPUTE REGARDING AN ENTRANT'S IDENTITY, THE ENTRANT WILL BE CONSIDERED TO BE THE NAMED REGISTRANT.

LAND O' LAKES, IN ITS SOLE DISCRETION, RESERVES THE RIGHT TO DISQUALIFY ANY PERSON TAMPERING WITH THE ENTRY PROCESS, THE OPERATION OF THE LAND O' LAKES WEBSITE, OR WHO IS OTHERWISE IN VIOLATION OF THESE OFFICIAL RULES. LAND O' LAKES FURTHER RESERVES THE RIGHT TO CANCEL, TERMINATE, OR MODIFY THE SWEEPSTAKES IF IT IS NOT CAPABLE OF COMPLETION AS PLANNED, INCLUDING INFECTION BY COMPUTER VIRUS, BUGS, TAMPERING, UNAUTHORIZED INTERVENTION, OR TECHNICAL FAILURES OF ANY SORT. IN THE EVENT OF CANCELLATION, THE SWEEPSTAKES PRIZE(S) WILL BE AWARDED BY RANDOM DRAWING OF THE ELIGIBLE ENTRIES RECEIVED PRIOR TO THE DATE OF THE CANCELLATION.

THE SWEEPSTAKES PRIZE IS NOT TRANSFERABLE.