

OFFICIAL RULES FOR THE TREASURE CAVE® CHEESE “BIG GAME SQUARES” PROMOTION

1/1/2016

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED. BY PARTICIPATING IN THIS PROMOTION YOU DECLARE THAT YOU HAVE READ THE OFFICIAL RULES BELOW AND THAT YOU ACCEPT AND AGREE TO THE TERMS AND CONDITIONS HEREIN.

DATES OF PROMOTION: The Saputo Cheese USA Inc. **Treasure Cave® Cheese “Big Game Squares” Promotion** (the “**Promotion**”) starts at 12:00:01 AM Eastern Time (“**ET**”) on **January 1, 2016**, and ends at 11:59:59 PM ET on **February 4, 2016** (the “**Entry Period**”).

ELIGIBILITY: Promotion 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 January 1, 2016, and have reached the age of majority in their state of primary residence. Employees, officers and directors of Saputo Cheese USA Inc. (the “**Sponsor**”), its affiliated companies, contractors, subsidiaries, distributors, sales representatives, vendors, advertising and promotion agencies, and any other entities directly associated with this Promotion (collectively, “**Released Parties**”) and their immediate family members (parents, children, siblings or spouse, regardless of where they live; or persons living in same household, whether related or not) are not eligible to participate, enter or win. Void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries and where prohibited or restricted by law. This Promotion is limited to one (1) Prize Determination Square (as defined below) per person/e-mail address per day during the Entry Period. For purposes of these Official Rules, a “day” is defined as any twenty-four (24) hour period during the Entry Period beginning at 12:00:01 AM ET and ending at 11:59:59 PM ET. All federal, state and local laws and regulations apply. Winning a prize is contingent upon fulfilling all requirements set forth herein.

Entries from anyone who has been a prize winner in any contest, sweepstakes or other promotion sponsored by the Sponsor in the twelve (12) months prior to the Promotion start date will NOT be considered.

HOW TO ENTER AND PLAY: During the Entry Period, go to www.Facebook.com/TreasureCaveCheese (the “**Facebook Page**”) and locate the link to the Promotion page to access the Promotion application (the “**Promotion Microsite**”). At the Promotion Microsite, if this is your first time participating in the Promotion, you must complete the online registration form (the “**Registration Form**”) by providing your

first and last name, complete address (including city, state, and zip code), daytime phone number (including area code), and email address. Once the Registration Form is complete, follow the on-screen instructions to submit the Registration Form to participate in the Promotion. On subsequent visits to the Promotion Microsite, you do not need to complete the registration process. Once you have completed the Registration Form or provided your email address (as applicable), you will be randomly assigned one (1) square ("**Prize Determination Square**") from the 8 x 8 box featured on the Promotion Page (the "**Promotion Box**").

Winners will be revealed during the Big Game (the "**Big Game**") currently scheduled to take place on February 7, 2016 starting at 7:30 PM ET. At the conclusion of each quarter of the Big Game, one (1) square from the Promotion Box will be announced on the Promotion Microsite as the prize winning box for that quarter (each, a "**Winning Square**"). If your Prize Determination Square is the same as the Winning Square, you win the prize associated with that quarter, subject to verification of eligibility and compliance with these Official Rules.

Winner Determination: One (1) computer generated winning time will be randomly generated for each prize available. If you are the first participant to enter the Promotion at or after one of the randomly generated times, you will be assigned the Prize Determination Square associated with that prize and be considered a potential winner of that prize, subject to verification of eligibility. If you are a potential winner, you will be provided with instructions on how to verify your eligibility and claim your prize via the email address associated with your entry.

LIMIT: Entrants shall respect the following limit otherwise they may be disqualified: one (1) Prize Determination Square per person, per e-mail and/or mailing address per day during the Entry Period. In the case of disputes, entries will be deemed made by the Authorized Account Holder (as defined below) of the e-mail address submitted at the time of registration. Incomplete entries and entries not complying with these Official Rules are subject to disqualification. No correspondence regarding entries will be acknowledged or entered into with entrants. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules.

If due to technical, production or other errors, more prizes are claimed than intended, the intended prize will be awarded in a random drawing from all those submitting purportedly valid claims. No more than the number of prizes set forth in these Official Rules will be awarded. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. A "SCREEN SHOT" IS NOT PROOF OR EVIDENCE OF WINNING. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTION MICROSITE SHOULD SO INDICATE, UNLESS AND UNTIL SAID ENTRANT'S ELIGIBILITY AND POSSESSION OF A WINNING SQUARE HAVE BEEN VERIFIED AND SAID 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. The submission of a prize claim is solely the responsibility of the participant.

INTERNET LIMITATIONS OF LIABILITY: Released Parties are not responsible for: failures or malfunctions of phones, phone lines or telephone or data transmission systems; interrupted or unavailable network, 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 computer related to or resulting from Promotion participation; or other problems or errors of any kind whether computer, network, mechanical, human, electronic, typographical, printing or otherwise relating to or in connection with the Promotion.

PRIZES:

UNCLAIMED/UNREDEEMED PRIZES WILL NOT BE AWARDED.

One (1) Grand Prize will be awarded to the entrant who has the Winning Square announced at the conclusion of the fourth quarter of the Big Game ("**Grand Prize Winner**"), subject to verification of eligibility and compliance with these Official Rules. The Grand Prize consists of two (2) \$1,250 Best Buy® gift cards which may be used to outfit the winner's "Fun Cave" and a one (1) year supply of Treasure Cave® Cheese (awarded in the form of fifty two (52) product vouchers valued at \$4 each). Visit www.bestbuy.com/gc/terms to view additional gift card terms and conditions that may apply. The Approximate Retail Value ("**ARV**") of the Grand Prize is \$2,708.

Five Hundred (500) First Prizes will be awarded at the conclusion of each of the first three quarters of the Big Game. The First Prizes for each quarter will be awarded to the entrants who have the Winning Square announced at the conclusion of each of the first three quarters of the Big Game ("**First Prize Winner**"), subject to verification of eligibility and compliance with these Official Rules. Each First Prize consists of one (1) Treasure Cave® Cheese voucher. The ARV of each First Prize is \$4.

The total ARV of all prizes available in this Promotion is \$8,708.

Limit three (3) First Prizes per person. Odds of winning a prize depend on the total number of eligible entries received during the Entry Period and the time and date upon which they are entered. Prizes are subject to availability and other restrictions, including state, local, municipal, and federal laws and limitations that may apply. All federal, state and local taxes, including, but not limited to, any taxes imposed on the income of the Grand Prize Winner as a result of winning the Grand Prize and all other expenses not specifically mentioned herein as part of a prize are solely the responsibility of the prize winner.

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 any 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.

GENERAL RULES OF PARTICIPATION: This Promotion is subject to all applicable federal, state, local and municipal laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity in the Promotion or 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 Promotion, or any part of it, at any time, without notice, and to award any remaining prizes from among all non-suspect eligible entries received as of the termination/suspension date, if any computer virus, tampering, fraud or any other cause beyond Sponsor's control, affects the integrity or proper conduct of the Promotion. If the Promotion is terminated before the designated end date, Sponsor will (if possible) reward any remaining prizes in a random drawing from all eligible, non-suspect registered entrants as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

In the event of a dispute regarding the identity of an individual who actually registered for the Promotion, the entry will be deemed submitted by the Authorized Account Holder of the e-mail account provided at the time of registration, as long as such person is otherwise eligible under these Official Rules. "**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 winners may be required to show proof of being the Authorized Account Holder prior to being awarded a prize.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN 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.

Prize winners consent to the use of his/her name and/or photograph for promotional purposes, including online announcements, without additional compensation, except where prohibited by law.

This Promotion is void where prohibited by law.

NO LIABILITY: By entering, entrants and winners agree to comply with these Official Rules, as stated, and to release Sponsor, its officers, employees and agencies from any and all loss, cost, damage and/or liability as a result of their participation in this Promotion, as well as acceptance and/or usage of any prize awarded (including without limitation to claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light). By participating, entrants agree to release, discharge, indemnify and hold harmless the Released Parties and each of their respective officers, directors, employees, representatives and agents from and against any claims made by winners, entrants, or any other third parties, related in any way to the operation of this Promotion as well as any other claims,

damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Promotion-related activity or participation in this Promotion. All third-party trademarks are used herein for identification purposes only, and are the property of their respective owners. Information supplied by entrants is used for the purpose of notifying winners, and will not be sold or shared in any manner by Sponsor, or any third parties, except as necessary to administer the Promotion.

TO CLAIM PRIZE: Except where prohibited, Grand Prize winner and each First 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, mutually acceptable Release of Liability, photocopy of driver's license or government i.d. and/or, if legally permissible, a Publicity Release in order to claim the prize. If potential Grand Prize winner or First Prize winner cannot be contacted within seven (7) days of the first attempt to contact him/her or if he/she fails to return Winner Documents as requested, within the required time period, potential prize winner forfeits his/her right to the Grand Prize or First Prize and the Grand Prize and First Prize will not be awarded.

FACEBOOK: This Promotion is in no way sponsored, endorsed or administered by or associated with Facebook. The participants understand that they are providing information to the Sponsor and not to Facebook. The information provided will only be used for the administration of this Promotion. Facebook is completely released of all liability by each entrant in this Promotion. Any questions, comments or complaints regarding the Promotion must be directed to the Sponsor and not Facebook.

BEST BUY: This promotion is not produced, sponsored, or executed by Best Buy. BEST BUY, the BEST BUY logo and the tag design are trademarks of Best Buy and its affiliated companies. © 2016 Best Buy. All rights reserved.

PUBLICITY RELEASE: As a condition of receiving any prize, each winner consents to the use of his/her name, likeness, biographical information, and voice in advertising worldwide without additional compensation (TN residents will not be required to sign a publicity release as a condition of winning Grand Prize), except where prohibited by law.

OFFICIAL RULES REQUEST: To request a copy of the Official Rules, please send a self-addressed, stamped business size envelope by February 4, 2016, to: "Big Game Squares" Promotion, Promotion

Rules Request, Saputo Cheese USA Inc., One Overlook Point, Suite 300, Lincolnshire Corporate Center, Lincolnshire, IL 60069. VT residents may omit return postage.

WINNERS LIST REQUEST: To request the name of the Grand Prize winner, please send a self-addressed, stamped business size envelope by March 15, 2016, to: “Big Game Squares” Promotion, Grand Prize winner, 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, which is solely responsible for all aspects of this Promotion.

PRIVACY NOTICE: Personal information collected during the Promotion may be used by Sponsor and its affiliates for purposes of Promotion administration, winner identification and qualification, winner notification and prize award.

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