

OFFICIAL RULES
Send Me to Fashion Week with Milk Sweepstakes

NO PURCHASE OR TEXT TWEETING NECESSARY TO ENTER OR WIN. A PURCHASE OR TEXT TWEET WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FORTY-EIGHT (48) CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OF AGE OR OLDER. VOID IN AK, HI AND WHERE PROHIBITED. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of the National Fluid Milk Processor Promotion Board ("Sponsor"), Weber Shandwick, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

TO ENTER: Between 9:00 a.m. Eastern Time ("ET") on September 15, 2009 and 9:00 p.m. ET on October 14, 2009 or until five hundred (500) tweets are received, whichever is first (the "Entry Period"), become a follower of the @MilkMustache brand on Twitter at <http://twitter.com/milkmustache>. During this time, @MilkMustache will notify Twitter users to respond to @MilkMustache between 9:00 a.m. ET and 9:00 p.m. ET on any day during the Entry Period with a tweet including hashtag "#NYFashionWeekWithMilk". You may only tweet between 9:00 a.m. ET and 9:00 p.m. ET on any given day; tweets that are received at any other time during the Entry Period will be void. Limit one (1) entry per person and per twitter username for the duration of the Entry Period. All tweets containing the "#NYFashionWeekWithMilk" hashtag must be completed by 9:00 p.m. ET on October 14, 2009 to be eligible. Multiple entries received from any person or Twitter handle after the first entry received from that person or Twitter handle will be void. A Twitter account is required to enter and can be opened for free at <http://twitter.com>.

DRAWING: Potential winner will be selected in a random drawing held on or about October 15, 2009 from all eligible entries received by an independent judging agency. Odds of winning depend on the number of eligible entries received. The Judging Agency will monitor replies to @MilkMustache on Twitter and randomly select and notify the potential winner via direct message. The potential winner then must direct message @MilkMustache their full name, date of birth, complete mailing address and e-mail and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within seven (7) days of date of issuance. If such documents are not returned within the specified time period, Sponsor is unable to contact the potential winner within a reasonable time period, prize notification is returned as undeliverable, or the potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner selected. If the potential winner is an eligible minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein and must accompany him/her on trip as his/her guest.

PRIZE (1): A trip for winner and one (1) guest to New York to attend the Carolina Herrera Fashion Show at New York Fashion Week in February, 2010 (exact dates to be

determined by Sponsor). Trip includes roundtrip coach class air transportation from a major U.S. gateway airport to New York, NY on dates to be determined by Sponsor, standard hotel accommodations (one (1) room, double occupancy) for one (1) day and one (1) night, ground transportation to and from airport/hotel and hotel/event, and two (2) tickets to attend the Carolina Herrera Fashion Show at New York Fashion Week in February, 2010. Approximate Retail Value ("ARV") is \$3,000. Actual value of may vary based on point of departure. Any difference between stated value and actual value will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation will be provided in lieu of air transportation and no compensation or substitution will be provided in lieu thereof. Trip must be taken on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such winner. Winner and guest must travel together on the same itinerary. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless the child or legal ward of winner and must sign a liability/publicity release prior to issuance of travel documents. If guest is child or legal ward of winner, winner must sign and return release on behalf of such child or legal ward. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. Certain travel restrictions may apply. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Sponsor will determine at a later date which show the winner and his/her guest will attend. Sponsor reserves the right to change the dates of travel and/or the date of the Fashion Week passes in the event of show cancellation or for any other reason. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided, including, without limitation, luggage fees, additional ground transportation, meals, gratuities and souvenirs. All prize details are at Sponsor's sole discretion. The New York Fashion Show tickets are non-transferable and cannot be sold. Tickets are subject to certain terms and conditions as specified thereon. Seat locations will be determined by Sponsor. Winner and guest must comply with all venue rules and regulations. Failure to do so may result in forfeiture of such portion of prize.

GENERAL CONDITIONS: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered or garbled, entries or tweets; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the sweepstakes, the processing of entries and/or tweets, the announcement of the prize or in any sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the sweepstakes or website or who are in violation of these Official Rules,

as solely determined by Sponsor, will be disqualified and all associated entries and/or tweets will be void. Should any portion of the sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor, Weber Shandwick, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize (including any travel or activity related thereto) or participation in this sweepstakes. Winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries and/or tweets received from multiple users having the same Twitter account, the authorized subscriber of the Twitter account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the Twitter account by Twitter. Released Parties not responsible for misdirected or undeliverable Twitter updates ("tweets") or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof.

WINNER'S NAME: For the name of the winner (available after October 15, 2009), send a self-addressed stamped envelope to: Send Me to Fashion Week With Milk Sweepstakes, c/o Weber Shandwick, 676 N St. Clair, Suite 1000, Chicago, IL 60611, for receipt no later than December 31, 2009.

SPONSOR: National Fluid Milk Processor Promotion Board, 1250 H Street NW, Suite 950, Washington DC 20005.