

MILK YOUR BUDGET AND GET A FREE WEEK'S GROCERIES SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. INTERNET ACCESS IS REQUIRED TO PARTICIPATE.

1. ELIGIBILITY: Milk Your Budget And Get A Free Week's Groceries Sweepstakes ("Promotion") is open to legal residents of the 48 Contiguous States and District of Columbia who are 18 years of age or older at the time of entry. Employees of The National Fluid Milk Processor Promotion Board ("Sponsor") and its parent company, agents, affiliates, subsidiaries, milk processors, milk distributors, milk farmers, sales representatives, distributors, retailers, contractors, partners, and each of their respective parent companies, advertising, fulfillment, promotion and interactive agencies, contractors and any others engaged in the development, production or distribution of promotion materials for this Promotion, and their immediate families (spouse, parents, siblings and children, and each of their spouses, regardless of residence) and persons residing in the same households of each of these individuals, whether related or not ("Promotion Entities"), are ineligible to enter or win. All applicable federal, state and local laws apply. Void in Alaska and Hawaii and where otherwise prohibited by law.

2. HOW TO ENTER: Complete official registration form available at www.whymilk.com. Sweepstakes begins at 12:00:01 AM (EST) on September 29, 2008, and ends at 11:59:59 PM (EST) on October 12, 2008 ("Promotion Period"). Limit one entry per person/household/email address/per day. A daily period begins at 12:00:01 AM EST and ends the following 11:59:59 PM EST (a "Day"). The Sponsor's computer is the official time keeping device for the Sweepstakes. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the holder of the e-mail account. Use of automated devices not valid for entry. Entries become the exclusive property of the Sponsor and will not be returned.

3. SELECTION AND NOTIFICATION OF WINNERS: One (1) Prize, as described below, will be awarded to each of Five (5) winners selected at random from eligible entries received each Day of the Promotion Period on or about October 27, 2008 for a total of Seventy (70) Prize Winners. Drawings will be conducted by Ventura Associates, Inc. the official judging organization ("Administrator"), whose decisions are final and binding on all matters relating to the Sweepstakes. Potential prize winner will be notified by mail on or about five (5) business days after the drawing date. If any prize notification letter or prize is returned as undeliverable, the prize will be awarded to an alternate winner in a random drawing.

4. PRIZES: Five (5) Visa® Gift Cards (worth \$150 each) per Day for Fourteen (14) Days – total of 70 Prizes. Approximate Retail Value: \$10,500. Odds of winning depend on the total number of eligible entries received. Sponsor reserves right to substitute prize of equal or greater value in the event an offered prize or any portion thereof becomes unavailable for any reason. No other substitution or transfer of prizes permitted. Sponsor responsible only for prize delivery; not responsible for prize utility, quality or otherwise. Taxes are the sole responsibility of winner. Winner is solely responsible for all applicable income taxes including federal, state and local taxes on prize and any expenses not listed herein relating to acceptance and use of any prize.

5. ADDITIONAL TERMS: By participating, a participant (and if less than the age of majority in his/her jurisdiction of primary residence, his/her parent or legal guardian) agrees (and agrees to confirm in writing if requested) to a) the Official Rules and the decisions of the Sponsor and judges, which shall be final and binding in all respects; and to b) release, discharge, indemnify and hold harmless The National Fluid Milk Processor Promotion Board and its parent company, agents, affiliates, subsidiaries, milk processors, milk distributors, milk farmers, sales representatives, distributors, retailers, contractors, partners, prize suppliers and each of their respective parent companies, advertising, fulfillment, promotion and interactive agencies, contractors and any others engaged in the development, production or distribution of promotion materials for this Promotion (and all said entities and individuals are herein, collectively, referred to as the "Releasees") from any and all liabilities, claims and/or damages arising out of his/her/their participation in the Sweepstakes and/or the acceptance, possession, use or misuse of a prize. Releasees are not responsible for late, lost, illegible, incomplete, misdirected, garbled, undelivered or otherwise ineligible registrations, e-mail, messages and/or other transmissions related to this Promotion. Releasees shall not be responsible for typographical, human and/or other errors, or for any electronic, network, computer or other technical malfunctions. The Promotion is not affiliated, associated or endorsed by any other party. Sponsor may disqualify any participant if, in its sole discretion, it determines that said participant is attempting to undermine the legitimate operation of the Promotion by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other participants or Sponsor representatives. If for any reason this Promotion is not capable of running as planned, including, but not limited to, 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 promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion and to select winners from among all eligible, non-suspect entries received up to the time of such action. In the event that the Promotion has to be cancelled for any reason, any remaining prizes will be awarded in a random drawing from among all non-winning sweepstakes entries. Any attempt by a participant to deliberately damage any website or undermine the legitimate operation of the Promotion may be a violation of criminal and civil laws, and should such an attempt be made, the Sponsor and Administrator reserve the right to seek damages from any such participant to the fullest extent of the law.

6. LIMITATIONS OF LIABILITY: Releasees are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Promotion; any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access of the website; any injury or damage to participants or to any other person's computer(s) related to or resulting from participating in this Promotion, or downloading materials from or use of the website. Sponsor reserves the right in its sole discretion to cancel, modify or suspend this Promotion, should fraud, virus, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Promotion. The use of any automated launching or entry software or any other mechanical or electronic means that permit a participant automatically to repeatedly enter is prohibited. IN NO EVENT WILL THE RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR

PUNITIVE DAMAGES ARISING OUT OF ACCESS TO AND USE OF THE WEBSITE WWW.WHYMILK.COM OR THE DOWNLOADING FROM AND/OR PRINTED MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED 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 EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE AFOREMENTIONED LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR CONDITIONS REGARDING THESE LIMITATIONS AND/OR EXCLUSIONS.

8. GOVERNING LAW: By entering, each participant (and if less than the age of majority, his/her parent or legal guardian) agrees that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the District of Columbia, without giving effect to any choice of law or conflict of law rules (whether of the District of Columbia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the District of Columbia. By entering, each participant (and if less than the age of majority in your jurisdiction of primary residence, your parent or legal guardian) consents to the jurisdiction and venue of the federal, state and local courts located in the District of Columbia.

9. WINNERS LIST: For a list of winners, send a self-addressed, stamped envelope, to be received no later than October 30, 2008, to: "Milk Your Budget And Get A Free Week's Groceries" Sweepstakes Winners List, c/o Ventura Associates, Inc., Dept BA, 1040 Sixth Ave. 20th Fl., NYC, NY 10018. Winners list will be sent after selection and verification of winners.

10. SPONSOR: The National Fluid Milk Processor Promotion Board, 1250 H. Street NW, Suite 900, Washington, DC 20005.

11. ADMINISTRATOR: Ventura Associates, Inc. 1040 Sixth Avenue, New York City, NY 10028.

PRIVACY: By entering into the Promotion, each participant (and if less than the age of majority in his/her jurisdiction of primary residence, his/her parent or legal guardian) agrees to the Sponsor's use of your personal information as described in Sponsor's Privacy Policy at www.whymilk.com. View this Privacy Policy by visiting www.whymilk.com and clicking on the Privacy Policy link.