

OFFICIAL RULES  
**The Bob Harper Book Sweepstakes**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OF AGE OR OLDER. VOID 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 **Milk PEP** ("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:** Sweepstakes begins at 12:01 a.m. Eastern Time ("ET") on **April 8, 2008** and ends at 11:59 p.m. ET on **May 6, 2008**. The sweepstakes will be divided into twenty-nine (29) daily entry periods (each, a "Daily Entry Period"). For the purposes of this sweepstakes, a Daily Entry Period will begin each day at 12:01 a.m. ET and end at 11:59 p.m. ET on that day. To enter, visit **Whymilk.com** and follow the directions provided to complete and submit the official entry form. All entries must be received by 11:59 p.m. ET of the applicable Daily Entry Period to be eligible for the drawing associated with that Daily Entry Period. Limit one (1) entry per person and per email address per Daily Entry Period. Multiple entries received from any person or e-mail address for any given Daily Entry Period after the first entry received from that person or email address for that Daily Entry Period will be void. Entries for a Daily Entry Period will roll-over and be included in drawings for subsequent Daily Entry Periods. Entries generated by script, macro or other automated means are void. All entries become the property of Sponsor and will not be acknowledged or returned.

**DRAWING:** Two (2) potential winners will be selected in a random drawing held on or about the day following each applicable Daily Entry Period from all eligible entries received by an independent judging agency (for a total of twenty-nine (29) drawings). Odds of winning depend on the number of eligible entries received for the applicable drawing. Potential winners will be notified by mail, phone, and/or 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, prize or prize notification is returned as undeliverable, or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner selected for the applicable drawing. If a 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 winners set forth herein. Limit one (1) prize per person, per email address and per household for the entire sweepstakes.

**PRIZES (58): "Are You Ready!" by Bob Harper.** Approximate Retail Value ("ARV") is **\$22.95**. Total ARV of all prizes: **\$1331.10**. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole

discretion, to substitute prize with one of comparable or greater value. Winners are 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. All prize details are at Sponsor's sole discretion.

**GENERAL CONDITIONS:** Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered or garbled entries or e-mail; 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, the announcement of the prizes 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 website. 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 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 (or portion thereof) and, if terminated, at its discretion, select the potential winners for the drawing(s) at issue from all eligible, non-suspect entries received for the applicable drawing(s) 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 or participation in this sweepstakes. Each 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 received from multiple users having the same e-mail account, the authorized subscriber of the e-mail 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 e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

**WINNERS' LIST:** For the names of the winners (available after **May 7, 2008** send a self-addressed stamped envelope to: **The Bob Harper Book** Sweepstakes Winners, **676 N. St. Clair, Suite 1000, Chicago IL, 60611** for receipt no later than **May 31, 2008**.

**SPONSOR:** Weber Shandwick, 676 N. St. Clair, Suite 1000, Chicago IL, 60611.