

OFFICIAL RULES

Angie Harmon's Makeover for Mummy VIP Bag Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FORTY-EIGHT (48) 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 10:00 a.m. Eastern Time ("ET") on October 13, 2009 and 10:00 p.m. ET on November 13, 2009 (the "Entry Period"), visit <http://whymilk.com> and complete and submit the official entry form. All online entries must be received by 10:00 p.m. ET on November 13, 2009 to be eligible. Limit one (1) entry per person and per email address for the duration of the Entry Period. Multiple entries received from any person or e-mail address after the first entry received from that person or email address will be void. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned.

DRAWING: Potential winners will be selected in a random drawing held on or about November 16, 2009 from all eligible entries received by an independent judging agency. Odds of winning depend on the number of eligible entries received. 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 notification is returned as undeliverable, Sponsor is unable to contact a potential winner within a reasonable time period, 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. If a potential winner is at least 18 but still considered a 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.

PRIZES (6): Each winner will receive one (1) of the following prizes: (1) Badgley Mischka Leather Tote (Approximate Retail Value ("ARV"): \$395.00), (1) Kashwre Luxury Throw Blanket (ARV: \$155.00), (1) Philip B. Body Wash in Chocolate Milk (ARV: \$35.00), (1) Plastique Gloss Chocolate (ARV: \$6.67), Hot for Chocolate Nail Polish (ARV: \$4.79), (1) Yogitoes Skidless Towel (ARV: \$55.00) and (1) Cara Accessories Wrapped Cuff Bracelet (ARV: \$40.00). Total ARV of all prizes: \$691.46. 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 a 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, damaged, misdirected, undelivered or garbled, entries; 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 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 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, or should sweepstakes be unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes and, if terminated, at its discretion, select the potential winners 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 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 November 16, 2009), send a self-addressed stamped envelope to: Angie Harmon's Makeover for Mummy - VIP Bag Sweepstakes, c/o Weber Shandwick, 676 N St. Clair, Suite 1000, Chicago, IL 60611, for receipt no later than December 16, 2009.

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