

**“got milk?” VIP Jennifer Hudson Concert Experience Contest  
Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN.**

“got milk?” VIP Jennifer Hudson Concert Experience Contest (the “Contest”) starts on February 23, 2010 at 9:00 AM Eastern Time (“ET”) and ends on March 31, 2010 at 11:59 PM ET (“Contest Period”).

**ELIGIBILITY:** Contest is open to legal residents of the forty-eight (48) United States and the District of Columbia (excluding residents of Alaska and Hawaii), who are at least 18 years of age or older who have internet access as of date of entry. Employees of National Fluid Milk Processor Promotion Board (“Sponsor”), Weber Shandwick, and their respective parents, subsidiaries, retailers, affiliates, promotion and advertising agencies and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to enter or win. Void in Alaska, Hawaii and where prohibited by law. Contest is subject to all applicable federal, state and local laws.

**HOW TO ENTER:** During the Contest Period, visit [www.whymilk.com](http://www.whymilk.com) and follow the directions provided to complete the entry form and write and submit an essay telling us how milk is included in your family’s diet to help build a strong family (hereafter, an “Entry”). All Entries must be in English and be at least twenty five (25) words in length and not more than two hundred fifty (250) words in length. All Entries must be received by 11:59 PM ET on March 31, 2010 to be considered. Entries generated by script, macro or other automated means and Entries by any means which subvert the entry process are void. Limit one (1) Entry per person, per email address and per household for the duration of the Contest Period. Entries received from any person, email address or household in excess of the stated limitation will be void. All Entries become the sole property of the Sponsor and will not be returned.

Entry must be entrant’s own original work and not include references to or the work of third parties, be in keeping with the Sponsor’s image, may not have been previously published, may not have won previous awards, nor can Entry infringe upon the copyrights, trademarks, or other intellectual property of any person or entity or defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third party rights. Sponsor reserves the right to disqualify any Entry that it determines, in its sole discretion, is offensive or inappropriate, not in keeping with Sponsor’s image or that is otherwise not in compliance with these Official Rules.

By submitting an Entry, entrant acknowledges and agrees that Sponsor may obtain many Entries under this Contest and that such Entries may be similar or identical in theme, idea, format or other respects to others submitted under this Contest and/or other materials or promotions developed, staged and/or sponsored by the Sponsor or its agencies and contractors, and waive any and all claims entrant may have had, may have, and/or may have in the future, that any composition and/or other works accepted, reviewed and/or used by the Sponsor (or its designees) may be similar to his/her Entry. Except where prohibited by law, each entrant acknowledges and agrees that the Sponsor does not have now, nor shall it have in the

future, any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of any copyright in and to entrant's Entry.

**JUDGING:** All eligible Entries received by Sponsor will be judged by a panel of qualified judges based on the following criteria: the ability to convey in a clear and compelling manner how milk is included in their family's diet to help build a strong family (50%); creativity of the Entry (25%) and originality of the Entry (25%) The one (1) Entry with the highest score will be deemed the potential Grand Prize winner. In the event of a tie, an additional, "tie-breaking" judge will determine the winner based on the criteria listed herein. Sponsor reserves the right not to award the prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries. Prize award is subject to verification of eligibility and compliance with these Official Rules. Judges' decisions are final and binding on all matters relating to this Contest.

**WINNER NOTIFICATION:** Potential winner will be notified by telephone, mail and/or email and will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law), which must be returned within seven (7) days of date appearing on prize notification. Return of prize notification as undeliverable, failure to sign and return requested documentation within seven (7) days of date of issuance, Sponsor's inability to contact potential winner within a reasonable time period or noncompliance with these Official Rules by potential winner will result in disqualification and the prize may be awarded to the runner-up at Sponsor's sole discretion. If potential winner is at least 18 but still considered a minor in his/her jurisdiction of residence, prize will be awarded in the name of his/her parent or legal guardian, and such parent or legal guardian will be required to fulfill all eligibility requirements imposed on winners set forth herein.

**PRIZE (1):** One (1) Grand Prize winner will receive a trip for two (2) to a Jennifer Hudson concert in the fall of 2010 (exact dates and location to be determined by Sponsor). Trip consists of roundtrip, coach class air transportation from a major U.S. gateway airport nearest winner's residence to nearest major U.S. gateway airport to concert location, two (2) days and one (1) night standard hotel accommodations (one (1) room, double occupancy), two (2) tickets to the Jennifer Hudson concert, a meet and greet with Jennifer Hudson before or after the concert (exact time of meet and greet and duration will be determined by Sponsor), and a \$500 check (for the winner only), which may be used to cover meals and ground transportation to/from airport, hotel, and the concert location. 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. Approximate Retail Value of prize: \$3,000. Actual value may vary based on point of departure. Any difference between stated value and actual value will not be awarded. Trip must be taken on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to winner. Sponsor reserves the right to change dates. 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. 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. Meet and greet is subject to Jennifer Hudson's availability. In the event Sponsor is unable to provide tickets to the concert and/or is unable to provide the meet and greet with Jennifer Hudson, no compensation or substitution will be provided in lieu thereof; however, remainder of prize package will be

awarded and Sponsor will have no further obligation to winner. All prize details are at the sole discretion of the Sponsor. All prizes are awarded "as is" with no warranty or guarantee, either express or implied. No substitution, transfer, or cash equivalent of prize (or portion thereof) is permitted, except by Sponsor, which reserves the right to substitute the prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prize, and any other costs, fees, and expenses associated with prize acceptance and use not explicitly stated herein as being awarded, including, without limitation, ground transportation, luggage fees, meals, gratuities and souvenirs are the sole responsibility of the winner.

**GENERAL:** By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Weber Shandwick., and their respective parents, affiliates, subsidiaries, retailers, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") and their respective affiliates from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize (including any travel/activity related thereto); and (c) to the use of his/her name, voice, performance, photograph/video, Entry, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

**OWNERSHIP/USE OF ENTRIES:** By submitting an Entry, each entrant agrees Sponsor shall own the Entry submitted (including all rights embodied therein) and Sponsor and its designees may edit, publish, use, adapt, exploit, modify, copy, disseminate or dispose of any Entry, the concepts embodied therein or any elements thereof, proper names, and locations featured therein, online, in print, film, television, or in any other media now known or hereafter devised for advertising and promotional purposes worldwide in perpetuity, without compensation or notification to or permission from the entrant or any third party, except as prohibited by law.

**MISCELLANEOUS:** Released Parties are not responsible for late, lost, damaged, inaccurate, delayed, garbled, misdirected, incomplete, undeliverable, destroyed or stolen 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 Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Entries, the cancellation or postponement of the concert, the announcement of the prize, or in any Contest-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 Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or

downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Should any portion of the Contest 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 if Contest is unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above.

**REQUEST FOR WINNER'S NAME:** For the name of the winner (available after March 31, 2010), send a self-addressed stamped envelope to: "got milk?" VIP Jennifer Hudson Concert Experience Contest, 676 N St. Clair Suite 1000, Chicago, IL 60611, for receipt no later than April 9, 2010.

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