

Hiland Dairy's Summer Fun Selfie Contest

OFFICIAL SWEEPSTAKES RULES

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.
2. To enter this contest (“Contest”), either (i) complete the official online entry form (which will require you to submit an original photo that shows you with a Hiland Dairy product) or via a Facebook, Twitter or Instagram post that includes a photo that shows you with a Hiland Dairy product and the official contest hashtag (#HilandSummerFun) or (ii) submit a mail-in entry including your name, address, email address and telephone number and mail to: Hiland Dairy, “Hiland Summer Fun Selfie Contest,” P.O. Box 2270, Springfield, MO 65801. To enter online, visit www.hilanddairy.com/summerfun or www.facebook.com/HilandDairy. Contest begins on 12:00 a.m. (central time zone) on May 11, 2015 and ends on 11:59 p.m. (central time zone) on June 29, 2015 (the “Contest Period”). There is no limit to the number of online entries each individual can receive throughout the Contest Period, however each entry must include a unique photo. Entries including photos that have already been entered (Duplicate Photos) will be removed. Mail-in entries must be mailed and postmarked on or before June 29, 2015. Electronic entries must be submitted by 11:59 p.m. (central time zone), June 29, 2015. The clock of Hiland Dairy (“Sponsor”) will be the official clock for determining the time of entry. Sponsor assumes no responsibility for lost, misdirected, damaged, stolen, postage-due, illegible or late entries. All entries become the property of the Sponsor and will not be returned.
3. Entries that do not comply with the terms of the Contest will result in disqualification. Incomplete or illegible entries will not be considered. Entries will be void if electronically or mechanically reproduced, forged, defective, altered or obtained through unauthorized channels, or if they contain production, typographical, electronic, mechanical or other errors. Sponsor reserves the right in its sole discretion to disqualify any entry at any time which, in Sponsor’s opinion, is offensive, contains unsuitable material, endangers the safety or well-being of any person, or if it is determined that the entrant has not complied with these Rules.

All entries become the property of Sponsor, and entrant grants Sponsor an irrevocable, non-exclusive, perpetual license to use the entry, any photos submitted and any other materials submitted in connection with the Contest for any purpose whatsoever,

including but not limited to Sponsor's marketing and promotion of the Contest and/or its products.

4. Contest is open to legal residents of Kansas, Missouri, Nebraska, Iowa, Colorado, Wyoming, Texas, Arkansas and Oklahoma, ("Contest states") who are 18 years of age or older at the time of entry. Employees of Hiland Dairy, its affiliates, subsidiaries, respective advertising, promotion and fulfillment agencies, and the immediate families of each such person are ineligible to enter or win. Contest is void where prohibited by law. Estimated odds of winning are 1/1,000. The actual odds of winning depend on the number of eligible entries received.

Entrant consents to the use of his/her entry and name, likeness and biographical information, including, but not limited to geographical location, by Sponsor for publicity purposes (including on the HilandDairy.com and TheHilandHome.com websites and through Sponsor's accounts on various social media services) without further compensation.

All entries received during the Contest Period will be reviewed by the Sponsor and may, at the Sponsor's sole discretion, be posted on HilandDairy.com and/or TheHilandHome.com and then shared through Sponsor's accounts on various social media services, including but not limited to Facebook, Twitter, Instagram and Pinterest.

By participating, each entrant and prize winner agrees to release Sponsor, participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies from any liability whatsoever, and waive any and all causes of action for claims, costs, injuries, losses or damages of any kind (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional) arising out of or in connection with acceptance, possession or use/misuse of any prize, participation in any promotion-related activity or participation in the promotion, whether under a theory of contract, torts (including without limitation, negligence), warranty or any other theory or cause of action.

5. Winner will be randomly drawn from all eligible entries on or about July 2, 2015 by Sponsor or its designated representative, whose decisions are final. Except where prohibited, by accepting prize, winner consents to the use of his/her name and photograph or likeness by Sponsor for publicity purposes without further compensation.

Winner will be notified by phone and/or written or electronic mail and winner and travel guest(s) may be required to sign and return an affidavit of eligibility and liability release within fourteen (14) days of notification, or the prize will be forfeited and awarded to an alternate winner. Prize will only be delivered to addresses within the Contest states. Sponsor will make (2) attempts to contact the potential winner at the email address on the entry form. If after (2) attempts, Sponsor is unable to contact the potential winner, that entry/potential winner will be disqualified and an alternate potential winner's name will be drawn. Only one Grand Prize will be awarded.

6. In the event of noncompliance of these Rules, the winner may forfeit any prize won, and an alternate winner may be selected at Sponsor's discretion. Each entrant agrees to, accepts and shall abide by these Rules of this Contest and agrees that any dispute with regard to the conduct of this Contest, rule interpretation or awarding of a prize, shall be resolved by Sponsor, in its sole discretion. Sponsor is not responsible for any typographical or other errors in the printing of these Rules, administration of this Contest or in the announcement of any winner(s) or prize(s).

7. One Grand Prize will be awarded and will consist of a \$1,000 voucher good towards a trip for up to four (4) to one of the following: Hot Springs, Arkansas; Branson, Missouri; Kansas City, Missouri; Kansas City, Kansas; Oklahoma City, Oklahoma; Altoona, Iowa; Omaha, Nebraska or San Antonio, Texas. The voucher may be used towards traveling expenses, two nights/three days' accommodations for two adults and two children and 1-day park passes for two adults and two children good for use at one of the amusement parks to be selected by Sponsor. Total prize value will not exceed \$1,000.00. The Grand Prize Trip must be booked and arranged through E Travel Omaha - www.etravelomaha.com. Odds of winning depend on number of eligible entries received. Prize does not include meals, transfers or any other expenses not specifically included above and any other expenses not mentioned. Any and all other expenses of the trip shall be the obligation of the winner and or guest(s). Sponsor reserves the rights to substitute a prize of equal or greater value in the event the promotion cannot be completed as contemplated by these Official Rules. Some blackout dates and other travel restrictions beyond the control of Sponsor may apply. Trip must be taken within one year of notification or prize will be forfeited. If potential prize winner is unable to travel within the time specified, the prize may be forfeited and an alternate winner may be selected from among all remaining entries as time permits. Upon forfeiture for any reason as stated herein, no compensation shall be given. Sponsor will not be responsible

for Acts of God, acts of terrorism, civil disturbances, work stoppages or any other natural disaster outside its control that may cause the cancellation or postponement of the trip. No cash substitutions under any circumstances unless at the sole discretion of the Sponsor. Travelers are responsible for all required travel documents.

8. Prize is non-transferable, not returnable and cannot be sold or redeemed for cash. No substitutions allowed. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these Official Rules to its members. All federal, state and/or local taxes on prize are the responsibility of the winner. By accepting prize, winner and travel guests agree that Hiland Dairy and their respective officers, director, agents and employees will have no liability or responsibility for any injuries, losses or damages of any kind resulting from the acceptance, possession or use of any prize and they will be held harmless against any claims of liability arising directly or indirectly from the prize awarded.
9. For a complete set of Rules or a list of winner(s), send a self-addressed stamped envelope to “Hiland Summer Fun Selfie Contest,” Hiland Dairy: PO Box 2270, Springfield, MO 65801 after July 2, 2015 but before July 28, 2015.
10. Hiland Dairy, P.O. Box 2270, Springfield, MO 65801, is the Sponsor of this Contest.