

Hiland Dairy's #TopThisIceCream Contest

OFFICIAL CONTEST 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) enter via a Facebook, Twitter or Instagram post that includes a photo that shows you with Hiland Dairy ice cream topped your way and the official contest hashtag (#TopThisIceCream) or (ii) submit a mail-in entry including your name, address, email address and telephone number and mail to: Hiland Dairy, “Hiland Dairy #TopThisIceCream Contest,” P.O. Box 2270, Springfield, MO 65801. To view entries online, visit www.hilanddairy.com/topthisicecream or www.facebook.com/HilandDairy. Contest begins on 12:00 a.m. (central time zone) on July 20, 2015 and ends on 11:59 p.m. (central time zone) on August 31, 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 an original, 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 August 31, 2015. Electronic entries must be submitted by 11:59 p.m. (central time zone), August 31, 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. Winners will be randomly drawn from all eligible entries on or about September 3, 2015 by Sponsor or its designated representative, whose decisions are final. Except where prohibited, by accepting prize, each winner consents to the use of his/her name and photograph or likeness by Sponsor for publicity purposes without further compensation.

Winners will be notified via the social media platform used to enter, by phone and/or written or electronic mail and 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 each potential winner via the user name and social media platform used to enter. If after (2) attempts, Sponsor is unable to contact the potential winner, that entry/potential winner will be disqualified and an alternate potential winner will be drawn. A total of four Grand Prizes will be awarded.

6. In the event of noncompliance of these Rules, each 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. Four identical Grand Prizes will be awarded and each will consist of a coupon package including five coupons (each good for one free 56 oz. carton of Hiland Ice Cream), various ice cream toppings of Sponsor's choice and additional items of Sponsor's choice such as an ice cream scoop and bowls. Total approximate retail value of each Grand Prize is \$45.00. Total approximate retail value of all prizes is \$225.00. Odds of winning depend on number of eligible entries received. Prize does not include any other expenses not specifically included above or any other expenses not mentioned. Any and all other expenses of the ice cream social shall be the obligation of the winners 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. Sponsor will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppages or any other natural disaster outside its control. No cash substitutions under any circumstances unless at the sole discretion of the Sponsor.
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 each winner. By accepting prize, winners 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 Dairy #TopThisIceCream Contest,” Hiland Dairy: PO Box 2270, Springfield, MO 65801 after September 3, 2015 but before September 25, 2015.
10. Hiland Dairy, P.O. Box 2270, Springfield, MO 65801, is the Sponsor of this Contest.