



“Host the Holidays Like a Pro” 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 sweepstakes (“Sweepstakes”), either (i) complete the official online entry form or (ii) hand-print your name, address and telephone number on a 3 x 5-inch card and mail your entry to: Hiland Dairy, “Host the Holidays Like a Pro,” P.O. Box 2270, Springfield, MO 65801. To enter online, visit www.HilandDairy.com/Holidays. Limited to one entry per person during the Sweepstakes entry period, regardless of the method of entry. Mail-in entries must be mailed and postmarked by December 31, 2017, and received by January 5, 2018. Electronic entries must be submitted by 11:59 p.m. (central time zone), December 31, 2017. Partially completed entries will not be accepted. The clock of Hiland Dairy (“Sponsor”) will be the official clock for determining the time of entry. Sweepstakes entries will be accepted beginning on November 1, 2017, and ending on December 31, 2017.

Entries that do not comply with the terms of the Sweepstakes 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 and any other material submitted in connection with the Sweepstakes for any purpose whatsoever, including but not limited to Sponsor's marketing and promotion of the Sweepstakes and/or its products.

3. Sweepstakes open to legal residents of Missouri, Kansas, Iowa, Nebraska, Colorado, Wyoming, Texas, Arkansas and Oklahoma ("Sweepstakes 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. Sweepstakes 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 name, likeness, and biographical information, including, but not limited to geographical location, by Hiland Dairy for publicity purposes without further compensation. Winners will be notified by phone and/or e-mail and may be required to sign and return an Affidavit of Eligibility and Publicity/Liability Release within five (5) days of notification, or the prize will be forfeited and awarded to an alternate winner. Prizes will only be delivered to addresses within the Sweepstakes States. Sponsor will make two (2) attempts to contact the potential winner at the contact information on the entry form. If after two (2) attempts, Sponsor is unable to contact the potential winner, then that entry/potential winner will be disqualified and an alternate potential winner's name will be drawn. Only one Grand Prize winner will be awarded.

4. From among all entries received, one (1) winner will be randomly selected by January 10, 2018, by Hiland Dairy, whose decision is final. The Grand Prize winner will receive the following:
 - A Kitchen Aid KitchenAid 6-quart Professional Bowl-lift Stand Mixer, approximate retail value \$399.00. Features 6 Quarts Stainless Steel Bowl with Comfort Grip Handle, 590 Watt 10 Speed Motor

- Hiland Dairy branded items that could include an insulated cooler bag, cutting board, tumbler, oven mitt, coffee mug and water bottle.
- Coupons redeemable for approximately \$50 of Sponsor's products. These coupons are good only on product sizes and flavors indicated, and may be redeemed at participating retailers in Missouri, Kansas, Iowa, Nebraska, Colorado, Wyoming, Texas, Arkansas and Oklahoma.

Grand Prize does not include any other expenses or taxes not specifically included above nor any other expenses not mentioned, and any and all other expenses resulting from the Grand Prize shall be the obligation of the winner.

5. If potential prize winner is unable to accept a prize, the prize must be forfeited, and an alternate winner will be selected from among all remaining entries as time permits. Upon forfeiture for any reason as stated herein, no compensation shall be given. No cash substitutions will be given under any circumstances, except at the sole discretion of the Sponsor. Sponsor reserves the right to substitute any prize with another prize of equal or greater value.
6. Sponsor is not responsible for lost, stolen, incomplete, damaged, late or misdirected transmissions; for failed or partially garbled computer transmissions or for technical failures of any kind, including but not limited to electronic malfunction or damage to any network, hardware or software. If any portion of the Sweepstakes is not capable of running as planned for any reason, including tampering, computer virus, unauthorized intervention, fraud, technical failures or any other causes beyond the control of Sponsor and which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then Sponsor reserves the right to cancel, modify or suspend the Sweepstakes. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation in this Sweepstakes. Any attempt by any person to deliberately damage any website or undermine legitimate operation of the Sweepstakes is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to disqualify and seek damages from any such individual to the fullest extent permitted by law.

7. In the event of noncompliance with these Rules, the winner may forfeit any prize won, and an alternate winner will be selected at Sponsor's discretion. Each entrant agrees to, accepts and shall abide by these Rules of this Sweepstakes and agrees that any dispute with regard to the conduct of this Sweepstakes, 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 Sweepstakes or in the announcement of any winner(s) or prize(s). In the event this Sweepstakes is canceled, Sponsor reserves the right to conduct a random drawing to award the prizes from among all eligible, non-suspect entries received for the drawing prior to the time of the action or event warranting such cancellation.

8. Prize is nontransferable, nonreturnable 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 Rules to its members. All federal, state, local taxes on a prize are the responsibility of the winner.
9. By participating, each entrant and each 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 any 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.
10. For a complete set of Rules or winners list, send a self-addressed, stamped envelope by January 15, 2018 to: "Host the Holidays Like a Pro," P.O. Box 2270, Springfield, MO 65801.
11. Hiland Dairy, P.O. Box 2270, Springfield, MO 65801, is the Sponsor of this Sweepstakes.