

**Treasure Cave® Cultured Freshwater Pearls Sweepstakes
Official Rules**

NO PURCHASE OR OBLIGATION NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT LOCATED IN THE UNITED STATES.

- 1) **ENTRY PERIOD:** The Treasure Cave® Cultured Freshwater Pearls Sweepstakes (the “Sweepstakes”) starts at 12:00:00 a.m. Eastern Time (“ET”) on December 11, 2009 and ends at 11:59:59 p.m. on February 28, 2010 (the “Entry Period”). Entries must be received during the Entry Period to be eligible.
- 2) **ELIGIBILITY:** Sweepstakes is open to legal residents of the (50) United States and District of Columbia who are 18 years of age and older. Saputo Cheese USA Inc. (“Sponsor”), Flair Communications Agency, Inc., Promotion Activators, Inc., and their respective affiliates, subsidiaries, employees, agents, sales representatives, franchisees, retailers, wholesalers, dealers, advertising/sales promotion agencies, judging organization, and entities involved in the production of Sweepstakes materials, and the immediate families (defined as spouse, parents, children, siblings, and their respective spouses, regardless of residence and whether biological, adopted, step or in-law) and persons residing in the households of any of these individuals, are ineligible to enter or win. Sweepstakes subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.
- 3) **HOW TO ENTER:** Complete an official entry form found at www.TreasureCaveCheese.com (the “Sweepstakes Website”) with all required information, and submit as instructed online during the Entry Period. Entries must be received by 11:59:59 p.m. ET on February 28, 2010. Limit one entry per person per day, and limit one entry per email address per day. If more than one entry is received from the same person or from the same email address on any given day, all entries submitted on that day from said person or email address will be disqualified. Entries become the property of Sponsor and will not be acknowledged or returned. Proof of submission is not proof of receipt by Sponsor. Sponsor reserves the right to void all entries made through any robotic, automatic, mechanical, programmed or similar entry duplication method and to disqualify any individual using such method. In the event of a dispute as to the identity of an entrant, such entry will be deemed made by the person named on the entry form. Only one person’s name may be stated on the entry form. Any entries not in compliance with the Official Rules will be disqualified.
- 4) **ONE (1) GRAND PRIZE:** An 18-inch strand of cultured freshwater pearls. Approximate retail value (“ARV”) is \$1,500.00. Prize is non-transferable. No cash redemption or substitution of prize permitted except by discretion of Sponsor

for a prize of equal or greater value if prize is unavailable. Federal state, local taxes, if any, are the sole responsibility of winner. Total ARV: \$1,500.00.

- 5) **RANDOM DRAWING:** Winner will be selected in a random drawing on or about March 8, 2010 from among all eligible entries received during the Entry Period. Drawing will be conducted by Promotion Activators, Inc. an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. Odds of winning are based upon the number of eligible entries received.
- 6) **WINNER NOTIFICATION/PRIZE CLAIMS:** The potential grand prize winner will be notified by traceable form of overnight delivery and he/she will be required to complete, sign, have notarized and return an Affidavit of Eligibility/Release of Liability and Publicity Release (where legal) within fourteen (14) days from date printed on prize notification letter. If the winner is eligible but not of legal age of majority in his or her state of residence (“a minor”), the required documents must be confirmed and signed for by the winner’s parent or legal guardian, and the prize will be awarded to the parent/legal guardian on behalf of the eligible minor. If a potential winner fails to return the required documents by the required deadline, if the winner is determined to be ineligible, or if the prize notification or prize is returned as undeliverable, the prize will be forfeited and may be awarded to an alternate winner. All income taxes on the prize are the sole responsibility of the winner. Prize properly claimed will be awarded.
- 7) **CONDITIONS OF PARTICIPATION:** By entering the Sweepstakes participants (or if participant is an eligible minor, participant’s parent/legal guardian) agree: (a) to the Official Rules and the decisions of Sponsor, which shall be final in all respects; (b) if declared a grand prize winner, to the use of his/her name, likeness, photograph, quote(s) or identity for advertising and promotional purposes without compensation, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, including without limitation the “Internet,” except where prohibited by law; and (c) to release, discharge and hold harmless Sponsor, Flair Communications Agency, Inc., Promotion Activators, Inc., their respective parent, affiliates and/or subsidiaries, any participating sales representatives, franchisees, retailers, distributors, dealers, and each of their directors, shareholders, officers, employees, agents and advertising and promotion agencies (collectively “Released Parties”) from any and all claims, losses, actions, liabilities, injuries, and/or damages, whether actual, incidental or consequential, arising out of or relating to participant’s participation in the Sweepstakes and/or the acceptance, use, misuse or possession of the prize or portion thereof received in this Sweepstakes. As a condition of winning the prize, participant (and parent/legal guardian if participant is an eligible minor) agrees that: (i) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, indirect, consequential or any other damages, other than for actual out-of-pocket

expenses; (ii) all causes of action arising out of or connected with this Sweepstakes, or with the prize awarded, shall be resolved individually, without resort to any form of class action; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred including costs associated with entering the Sweepstakes, but in no event to include attorney's fees; and (iv) this Sweepstakes is governed by the laws of the state of Wisconsin without regard to conflicts of laws principles, and all entrants hereby submit to the jurisdiction and venue of the federal, state and local courts located in Wisconsin for the resolution of all claims and disputes.

- 8) **ADDITIONAL TERMS:** Sponsor, other Released Parties, prize providers and their agents are not responsible for lost, late, incomplete, incorrect, or misdirected entries. All entries become Sponsor's property and will not be returned. Sponsor and its agents are not responsible for printing or other errors in any Sweepstakes communications. If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any web site associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of entries per these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action, and/or to cancel, terminate, modify or suspend this Sweepstakes and award the grand prize from among all eligible entries received prior to action or event warranting such cancellation, termination, modification or suspension. Released Parties are not responsible for: (i) electronic transmissions/entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by the Sponsor or its agents for any reason, (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries, (iii) failed or unavailable hardware, network, software or telephone, cable or satellite transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes or (iv) any entries submitted in a manner that is not expressly allowed under these Official Rules. All incomplete or non-conforming entries will be disqualified. Released Parties are further not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the transmission, receipt or processing of the entries.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE

SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO DISQUALIFY ANY SUCH PERSON AND SEEK DAMAGES FROM HIM/HER TO THE FULLEST EXTENT PERMITTED BY LAW.

9) **WHO WON?:** To find out who won, mail a self-addressed, stamped envelope to: Treasure Cave[®] Winner, P.O. Box 6000, Dept. TC, Morton Grove, IL 60053, which must be received by April 30, 2010. The winner mailing will be sent when drawing has been conducted and winner has been verified.

10) **PRIVACY POLICY:** Please see the Sweepstakes Website for details on Sponsor's privacy policy regarding the use of personal information collected in connection with this Sweepstakes.

11) **SPONSOR/ADMINISTRATOR:** Saputo Cheese USA Inc., 25 Tri-State International Office Center, Suite 250, Lincolnshire, Illinois 60069/Promotion Activators, Inc., 1851 Elmdale Avenue, Glenview, Illinois 60025.

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