

FUEL UP AND PLAY 60 SWEEPSTAKES OFFICIAL RULES

TO ENTER: To be entered in the Fuel Up and Play 60 Sweepstakes, consumers must purchase \$25 in qualifying products at Stop & Shop Supermarket locations and log on to www.stopandshop.com, www.newenglanddairycouncil.org/futp60 or www.newenglanddairy.com/futp60, enter the code found on their Catalina receipt and complete the online entry form between October 30, 2009 and November 27, 2009.

ALTERNATE MEANS OF ENTRY: NO PURCHASE NECESSARY. Consumers must send a 3x5 card with their name, address, phone number, age and email address (if available) to Fuel Up and Play Sweepstakes 60, P.O. Box 158, Hanson, MA 02341. Entries must be postmarked by 11/28/09 and received by 12/04/09. Limit one (1) prize per individual household or address. Void where prohibited, taxed, or restricted. No substitutions will be allowed. This offer may not be assigned or transferred.

VALIDATIONS: Sweepstakes winner will be selected at random on or about Monday, November 30, 2009, from all valid entries received. By taking part in this contest, entrants agree to be bound by these Official Rules and all decisions of the New England Dairy Board and Sure Shot Promotions c/o Fuel Up and Play 60 Sweepstakes whose directions are final on all aspects of the Contest. The winners will be notified by phone and will be required to sign an affidavit of compliance with these Official Rules and a release for the use of his/her name and likeness for publicity purposes without further compensation, unless prohibited by law. Winners will receive affidavit via USPS. Winners must sign and return affidavit to: Sure Shot Promotions, P.O. Box 158, Hanson, MA 02341. Signed affidavit must be received no later than Monday, December 14, 2009. Failure to sign and return these forms will result in forfeiture of prizes. If affidavit is not received by 5:00 PM on December 14, 2009, a new winner will be chosen. Contest materials void if incomplete, illegible, or if they contain errors. All submissions become property of the Sponsor.

PARTICIPATION: Contest begins October 30, 2009 and is open to legal residents of CT, MA, RI, NH and VT who are 18 years of age or older as of 10/30/09, except employees and their immediate families and members of the same household of employees of Dairy Management Inc., The New England Dairy Promotion Board/New England Dairy and Food Council, New England Dairy and Food Council, Sure Shot Promotions, The Stop & Shop Supermarket Company, the NFL Entities as defined below and of their respective parent companies, subsidiaries, affiliates, and agents. By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., The New England Dairy Promotion Board/New England Dairy and Food Council, New England Dairy and Food Council, Sure Shot Promotions, The Stop & Shop Supermarket Company, the NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable Federal, state, and local laws and regulations.

Prizes Available and Odds: One (1) grand prize winner will receive a trip for two including roundtrip airfare to the 2010 Pro Bowl for 3 night stay in Miami, FL. (Approximate Prize value: \$3500.00) Trip must be taken in January for the 2010 NFL Pro Bowl. 2 Tickets to the 2010 NFL Pro Bowl will be provided. Odds of winning depend on the number of valid entries received. No substitution or transfer of prize allowed. Taxes are the sole responsibility of the winners. Winner understands that he/she must claim a prize award on their tax return that is valued at \$600.00 or greater. No responsibility will be assumed by sponsors for lost, misdirected, postage due, damaged, illegible, stolen, or late mail. Prizes will not be mailed to P.O. Boxes. Not responsible for typographical errors. For the prizewinners' names, send a stamped, self-addressed envelope to: Fuel Up and Play 60 Sweepstakes Winners List, P.O. Box 158, Hanson, MA 02341.

SPONSOR:

New England Dairy Promotion Board/New England Dairy and Food Council , 1034 Commonwealth Ave., Boston, MA, 02215, Dairy Management Inc., 10255 West Higgins Rd Suite 900, Rosemont, IL 60018

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FUEL UP TO PLAY 60 HEALTHY SCHOOL MAKEOVER SWEEPSTAKES OFFICIAL RULES

1. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

2. ELIGIBILITY: The Fuel Up and Play 60 Healthy School Makeover Sweepstakes (the "Sweepstakes") is open only to legal residents of CT, MA, RI, NH and VT who are 18 years of age or older as of 10/30/09. Employees of Dairy Management Inc., The New England Dairy Promotion Board/New England Dairy and Food Council, New England Dairy and Food Council, Sure Shot Promotions, The Stop & Shop Supermarket Company, the NFL Entities as defined below and of their respective parent companies, subsidiaries, affiliates, and agents are NOT eligible to enter the Contest.

3. TIMING: Contest starts on 10/30/09 and ends on 11/27/09. Entries must be submitted online or postmarked before midnight, November 27, 2009 and all mailed entries must be received at the designated address by December 4, 2009.

4. HOW TO ENTER: To enter the school of your choice into the Fuel Up and Play 60 Healthy School Makeover Sweepstakes, consumers must purchase \$25 in qualifying products at Stop & Shop Supermarket locations and log on to www.stopandshop.com, www.newenglanddairycouncil.org/futp60 or www.newenglanddairy.com/futp60, enter the code found on their Catalina receipt and complete the online entry form between October 30, 2009 and November 27, 2009. Alternative means of entry – No purchase necessary. Consumers must send a 3x5 card with their name, address, phone number, age and email address (if available) and the Name, State, County and District of their school of choice to: Fuel Up and Play 60 Healthy School Makeover Sweepstakes, P.O. Box 158, Hanson, MA 02341. Limit one entry per household. The top three schools with the most nominations will be entered into the sweepstakes. No mechanical reproduction of entries or facsimiles permitted. Sponsor and its agents are not responsible for and shall not be liable for [a] late, lost, misdirected, incomplete, illegible or postage-due entries or mail; [b] any human error that may occur upon collection, processing and transmission of data; or [c] any typographical or other error in the printing of the offer or in administration of the sweepstakes. All entries become the property of Sponsor and will not be returned.

5. PRIZES: One (1) grand prize winning school will receive \$10,000 to be used towards the purchase a Healthy School Makeover. Further affidavits will be required to ensure the purchase of equipment. Prize value: \$10,000.00.

6. PRIZES, GENERAL: Winning school will be selected on or about January 4, 2010 from the top three schools with the most nominations. Limit one prize per winner. Prizes are non-transferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsors in the event that a prize (or part thereof) cannot be awarded, in which case Sponsors will at their sole discretion award a prize (or part thereof) of equal or greater value. Subject to sufficient eligible entries, all prizes will be awarded. Each winner is solely responsible for any and all taxes due for a prize. Each winner is also responsible for all fees, surcharges, and expenses not mentioned herein and associated with acceptance, award, enjoyment, and/or use of a prize. Judges' decisions are final and may not be appealed. The winning entrant will be required to complete, execute and return an Affidavit, Waiver, Release and Indemnity Agreement including where lawful, a Publicity Release (plus at the discretion of the Sponsors, any additional documents) and a W-9 form (where applicable). Taxes are the sole responsibility of the winner. Winner understands that they must claim a prize award on their tax return that is valued at \$600.00 or greater. Failure to comply with the requirements of this paragraph (and/or the return of a prize notification and/or prize as non-deliverable) may result in disqualification and in the forfeiture of any right to a prize in which case, the prize may be awarded to the Entrant ranked next in line for the relevant prize award (subject to sufficient entries).

7. ENTRY CRITERIA: Eligible schools for New England Dairy & Food Council's Healthy School Makeover Contest must be enrolled in the Fuel Up to Play 60 wellness program (www.fueluptoplay60.com) and must serve students in at least one grade between fourth and tenth. Schools are nominated by Stop & Shop customers to win the \$10,000 grand prize. The three schools with the most nominations will be notified on December 8, 2009 and asked to submit an entry describing what their school does currently to promote healthy eating and physical activity; how they would use the funds to give their school a healthy makeover; and why they deserve to win. Entries are due December 18, 2009. Entries can be submitted as a video or multimedia presentation less than 15 minutes long or as a written essay less than 1,000 words in length. All three entries will be judged on the following criteria and placed in first (grand), second, and third place order. The second and third place schools will win healthy school makeovers valued at \$2,000 and \$1,000 respectively. Entry must include what your school currently does to promote healthy eating and/or physical activity. (30 points) 1. How your school currently promotes healthy eating, including efforts to increase consumption of the Food Groups to Encourage (low-fat and fat-free milk and dairy foods, fruits, vegetables, and whole grains), and where healthy eating opportunities are available such as cafeteria à la carte sales, stores, snack bars, concessions, vending, fund raising, school and classroom celebrations, and parties. 2. How your school currently provides physical activity opportunities before school, after school, and/or classroom organized fitness breaks. These activities must occur outside regular physical education classes (such as walk clubs and desk-side yoga breaks.) Entry must include how you would make over your school to provide opportunities for both healthy eating and physical activity as part of Fuel Up to Play 60. Funds may be used to purchase food service equipment, sports equipment, and supplies to improve the overall school wellness environment. Funds may not be used to support administrative costs, salaries, or overhead expenses. (60 points) 1. Entry must describe how your school would use the \$10,000. Each winning school will be required to provide back-up documentation to New England Dairy & Food Council regarding the equipment they have purchased as part of this contest. 2. Entry must include your school principal's approval on video or via written signature. Entry must include rationale for why your school deserves to win the healthy school makeover. (10 points) Entries for the three finalist schools should be submitted no later than 4:00 PM on Friday December 18, 2009 to the following address: Healthy School Makeover Contest, New England Dairy & Food Council, 1034 Commonwealth Ave., Boston, MA 02215.

8. RELEASE: As a result of the submission of an entry in the Contest, and/or as a result of agreeing to the acceptance of a prize, the Entrant agrees: a) To defend, release and hold harmless the Sponsors, their respective parents, subsidiaries, affiliates, divisions, advertising and promotion agencies, and the foregoing companies' officers, directors, shareholders, employees, representatives, and agents (collectively "Releasees") from and against any actions, claims and/or liability for injury, loss or damage of any kind (including any for the violation or infringement of any proprietary or personal right of any individual or entity) resulting in whole or in part, directly or indirectly, from participation in this Contest, and/or the use, acceptance, or possession of a Contest prize, and/or participation in, or attendance at a Contest prize activity; b) To consent to and give the Sponsors the right in perpetuity to use the Entrant's address, picture, portrait, likeness, voice, video, statements, quotes, prize information, submitted entry and submitted essay (in whole or in part, as may be adapted, edited, cropped or modified, as solely determined by Sponsors) for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, and on the World Wide Web, without review, notification or approval, all without additional consideration, unless prohibited by law; c) To release the Releasees from any liability in connection with entries that are ineligible as a result of being lost, late, illegible, damaged, incomplete, stolen, postage due, or misdirected; d) To release the Releasees from any liability in connection with any typographical or other human or technical errors in the offer or administration of this Contest, including but not limited to errors in advertising, these official rules, the selection and announcement of a winner(s), or the distribution/awarding of a prize(s).

9. CONDITIONS: Sponsors reserve the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Contest. In the event that the Contest is infected by a computer virus/worm, or is not capable of running or being executed as planned (as a result of but not limited to an error, omission, defect, delay, misdirection, tampering, unauthorized intervention, fraud, action of entrants, or technical failure) or any other cause which in the sole opinion of Sponsors corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsors reserve the right in their sole discretion to disqualify any suspect entry or Entrant and to cancel, terminate, modify or suspend this Contest. In the event of such cancellation, termination, modification or suspension, notice thereof will be posted at www.stopandshop.com, www.newenglanddairyCouncil.org/futp60 and www.newenglanddairy.com/futp60 and winner(s) will be determined from among all eligible non-suspect and/or non-disqualified entries using the judging criteria mentioned above. In such event, Releasees shall have no liability to any participant who is disqualified due to such an action. Failure to enforce any term of these official rules shall not constitute a waiver of that provision. Submitted entries shall be deemed to be works-made-for-hire owned by Sponsors under the copyright laws of the United States, and submission of an entry by an Entrant shall constitute and be deemed to be the corresponding Parent's irrevocable consent (on behalf of themselves and the Entrant) to transfer and assign all rights, title and interest in a submitted entry and submitted essay to Sponsors, including but not limited to the copyright, and renewal rights worldwide, and to execute all documents and take all actions deemed reasonably necessary by Sponsors to effect, record and perfect any requested assignment. Submitted entries will not be acknowledged or returned.

10. LAWS: Subject to all federal, state, and local laws and regulations. Void where prohibited.

11. WINNERS' LIST: The names of winners will be listed on www.stopandshop.com, www.newenglanddairyCouncil.org/futp60 and www.newenglanddairy.com/futp60

12. PRIVACY NOTICE: Dairy Management Inc. and The New England Dairy Promotion Board/New England Dairy and Food Council are committed to bringing you information that meets your individual needs and, at the same time, protects your privacy. The following is a summary of the various ways we treat the information you provide us in this contest. New England Dairy Promotion Board/New England Dairy and Food Council only collect personally identifying information with your specific knowledge and consent. When you enter this contest you are asked to provide your name, address, phone number, date of birth and email. New England Dairy Promotion Board/New England Dairy and Food Council Judges use this information to contact you if you are selected for the winners' round. The New England Dairy Promotion Board/New England Dairy and Food Council do not sell any of our users' personal information. We do allow access to our database by third parties that provide us with services, such as technical maintenance, but only for the purpose of and to the extent necessary to provide you with those services. Any third party who has access to our database for this purpose is bound by the terms set forth in this policy. There may also be occasion when we are legally required to provide access to our database in order to cooperate with police investigations or other legal proceedings. In those instances, the information is provided only for that purpose.

13. SPONSORS: New England Dairy Promotion Board/New England Dairy and Food Council , 1034 Commonwealth Ave., Boston, MA, 02215, Dairy Management Inc., 10255 West Higgins Rd Suite 900, Rosemont, IL 60018

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