

**FREE SPORT SHAKE® FOR A YEAR  
OFFICIAL RULES  
6/12/09 – 10/30/09**

**THE “FREE SPORT SHAKE® FOR A YEAR” CONTEST IS INTENDED FOR PLAY IN THE UNITED STATES ONLY. DO NOT ENTER IF YOU ARE NOT CURRENTLY LOCATED IN THE UNITED STATES.**

**NO PURCHASE NECESSARY TO ENTER OR CLAIM A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

1. **ELIGIBILITY:** The **FREE SPORT SHAKE® FOR A YEAR CONTEST** (the “Contest”) is open only to individual, legal residents of the state of Minnesota, who are 18 years of age and older as of 6/01/09. The Contest is void outside of Minnesota and where prohibited. Employees, officers and directors (and their respective IRS dependents, immediate families (spouse, siblings, children, parents and their respective spouses) and those living in their same households, whether or not related) of Dairy Farmers of America, Inc. (“Sponsor”) and Kruskopf Coontz (“PROMOTION”) and each of their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win a prize. By participating, entrants (and entrant’s parent/legal guardian, if entrant is a minor) agree to be bound by these Official Rules.
2. **TO ENTER:** The entry period for the Contest begins 12:00:01 AM ET on 6/12/09 and ends 11:59:59 PM ET on 10/30/09 (the “Contest Period”). Visit [www.originalcoach.com](http://www.originalcoach.com) (the “Contest Website”) during the Contest Period. Limit one (1) entry per person per week. For purposes of this Contest, a “week” begins on Monday at 12:00:01 AM ET and ends the following Sunday at 11:59:59 PM ET. Released Parties (as defined below) are not responsible for incomplete entries and all such entries will be void. Released Parties are not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature.
3. **PRIZE RESTRICTIONS:** No substitution, assignment or transfer of prizes permitted by winners. Prize cannot be redeemed for cash, but Sponsor reserves the right to substitute a prize of comparable or greater value, at its sole discretion if an advertised prize becomes unavailable. If a winner is a minor in his/her jurisdiction of residence, prize may be awarded in the name of, or to, winner’s parent/legal guardian who must execute all

documents and agree to all obligations and undertakings of winner, both on behalf of himself/herself and winner. All federal, state and local taxes and any other costs and expenses associated with the acceptance and use of any prize not specified herein are the sole responsibility of each winner.

4. **OWNERSHIP/USE:** Submission of an entry constitutes the entrant's (and entrant's parent/legal guardian, if entrant is a minor) and person being nominated in the essay consent to irrevocably assign and transfer to the Sponsor any all rights, title and interest in the entry, including, without limitation, all copyrights. By submitting an entry, entrant (and entrant's parent/legal guardian, if entrant is a minor) agrees Sponsor may exploit, edit, modify, and distribute the entry and all elements of such entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or not currently known, throughout the world in perpetuity without compensation, permission or notification to entrant or any third party.
  
5. **GENERAL CONDITIONS:** By accepting a prize, winner (and winner's parent/legal guardian, if winner is a minor) and nominator agree to release and hold Sponsor, PROMOTION and each of their respective parents, subsidiaries and affiliated companies and advertising and promotion agencies, and each of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties") harmless from and against, any liability, for any injuries, losses or damages of any kind, to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or prize certificate or participation in this Contest or in any Contest-related activity including preparing for and traveling to any prize-related activity. Each winner (and winner's parent/legal guardian, if winner is a minor), by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, photograph, voice and/or likeness for advertising, trade and promotional purposes without further compensation, at any times or time, in all media now known or hereafter discovered world wide and on the Internet without notice or review or approval. Grand Prize Winners (and winner's parent/legal guardian, if winner is a minor) and nominated individual (if applicable) will be required to complete, sign and return an Affidavit of Eligibility, a Liability Release, and a Publicity Release, where lawful. If Affidavit/Release is not received by the date listed on the notification, or if a potential winner is found to be ineligible or not in compliance with these Official Rules, or if prize notification or prize is returned as undeliverable, prize will be forfeited and, at Sponsor's discretion, awarded to the runner-up. Released Parties are not responsible for mechanical, technical, human or other errors relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the

administration of the Contest, the processing or judging of entries, the announcement of the prizes or in any Contest-related materials. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and select the potential winners from all eligible, non-suspect entries received prior to such action using the judging procedure outlined above.

6. **WINNERS LIST:** To obtain a winners list (available after 10/30/09), send a self-addressed, stamped envelope to: Dairy Farmers of America, Attention: Sport Shake Marketing. Requests must be received by 11/31/09. Winners list will be sent after winners have been verified and prizes have been awarded.
7. **SPONSOR:** Dairy Farmers of America, Inc., 10220 N. Ambassador Drive, Kansas City, MO 64153.
8. **CONTEST ADMINISTRATORS:** Dairy Farmers of America, Inc.

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