

THE 2023 UNITED DAIRY FARMERS “CHRISTMAS CASH GIVEAWAY” GAME OFFICIAL RULES

The 2023 “United Dairy Farmers Christmas Cash Giveaway” game promotion (the "Game") is offered by United Dairy Farmers ("Game Sponsor") and is administered by WSP International Limited ("Administrators"). Game Sponsors and Administrators herein after will be referred to as the Game Entities.

NO PURCHASE NECESSARY TO PLAY. Making a purchase will not improve your chances of winning. **You must have a registered U-Drive Plus account and be opted in to receive emails, in order to participate, open Game Plays and win prizes in the Game (see Rule 3, below).**

General Information: The Game is being played at approximately 172 participating United Dairy Farmers stores, (“Participating Locations”) in the States of Ohio (OH), Kentucky (KY), and Indiana (IN). The Game is played using a Digital Game Plays (“Game Play(s)”) that can be played on a computer, tablet or smartphone. You will automatically receive a Game Play every time you purchase a qualifying participating product with your registered U-Drive Plus card at a Participating Location during the Game Period, while supplies last. Visit www.udrivecontests.com for a full list of participating products. There is a maximum limit of ten (10) Game Plays, per customer per transaction. You can obtain a U-Drive Plus account free at any time by signing up at <https://udf.myguestaccount.com/en-us/guest/register> or by downloading the United Dairy Farmers U-Drive App on your Apple or Android device. Any questions, concerns or comments regarding the Game can be forwarded to support@udrivecontests.com, or send your questions, concerns or comments to "U-Drive Christmas Cash Giveaway, c/o 600 Main Street, #300, Tonawanda, NY 14151-0888”.

No Purchase Game Plays: You can obtain a Game Play without making a purchase (“No Purchase Game Plays”) by sending a 3” x 5” card legibly printed with your name, your registered U-Drive Plus account number and your email address, to "U-Drive Christmas Cash Giveaway Game Play Request, c/o 600 Main Street, #300, Tonawanda, NY 14151-0888”. If you do not have a U-Drive Plus account you can get one free (see General Information, above). Requests for No Purchase Game Plays must be received by December 17, 2023. Limit of one (1) Game Play per request, per day of the Game Period (see section Game Dates below); one request per outer mailing envelope. Your No Purchase Game Play will be emailed to the email address provided. No mechanically reproduced or computer-generated requests allowed.

1) GAME DATES: The Game begins at 12:00:01 AM, Eastern Time (“EST”) or the start of business of each Participating Location on October 30, 2023 (the "Game Start Date"). The Game is scheduled to end 11:59:59 PM EST or the end of business of each Participating Location on December 17, 2023 (the "scheduled Game End Date") or whenever Game Play supplies are exhausted, whichever occurs first. The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period". Certain components of the Game will end on different dates, as indicated elsewhere in these rules.

2) WHO CAN PLAY: The Game is open to all legal residents in the States of Ohio (OH), Kentucky (KY), and Indiana (IN), who have reached the age of majority, as of Game Start Date, in the States in which they reside, and are a U-Drive Plus member. (The age of majority is 18 years in OH, KY and IN). The following individuals are ONLY eligible to participate and win prizes through the Instant Win method of play in the Game: employees of the Game Sponsor, Administrator, participating prize sponsors or any entity that Game Sponsor contracts with in relation to the Game, unless otherwise specified herein, or their respective parent companies, affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies, agents, or immediate families (defined, for these purposes as any persons with whom one is domiciled, whether related or not).

3) HOW TO PLAY: There are two (2) ways to play and win, including: **INSTANT WIN and ONLINE SWEEPSTAKES.** After making a qualifying transaction, you will be issued your eligible Game Play(s). You must be subscribed to receive email communications on your U-Drive Plus account, in order to receive your Game Play(s). Follow the instructions in the email to click to open your Game Play and Shake the Christmas Cash Snow Globe. You can also access your Game Play(s) at any time via the contest website by logging in with your U-Drive Plus account at www.udrivecontests.com and following the instructions on screen. If you have not subscribed to receive emails and wish to, you can either log into your U-Drive Plus account and click on EDIT PROFILE or reach out to U-Drive Plus Customer Support at consumerrelations@udfinc.com link or calling 1-866-837-4833.

ALL GAME PLAYS MUST BE OPENED BY DECEMBER 21, 2023. AFTER DECEMBER 21, 2023, NO GAME PLAYS WILL BE ELIGIBLE TO BE OPENED TO REVEAL ANY OF THE GAME MESSAGES AS INDICATED HEREIN.

3A) INSTANT WIN: When you Shake the Christmas Cash Snow Globe, select game plays will reveal a message stating, “You’ve Won!” followed by the description of an Instant Product or Fuel Reward Prize, collectively called Instant Prizes (“Instant Prizes”).

3B) ONLINE SWEEPSTAKES: When you Shake the Christmas Cash Snow Globe, select game plays will reveal a message stating that you have received ballot entries (“Ballots”) for a chance to win in our Online Sweepstakes. Select Game Plays will include three (3), five (5), ten (10) or twenty-five (25) Ballots. Odds for the denomination of Ballots received are equal.

4) PRIZES:

4A) INSTANT WIN PRIZE LIST:

Table 1: Instant Prizes Offered (in the 755,000 Game Plays available for distribution):

PRIZE NAME	VARIETIES	SIZE	AVERAGE RETAIL PRICE	QUANTITY AVAILABLE	ODDS TO RECEIVE
MTN Dew	Select Varieties	20oz	\$2.30	8,700	1 in 87
Monster Energy		16oz	\$3.29	6,080	1 in 125
Twix	Select Varieties	Share Size	\$3.19	4,710	1 in 161
Coke	Select Varieties	20oz	\$2.27	6,610	1 in 115
Gushers Super Sour Berry		4.25oz	\$2.89	5,200	1 in 146
Sour Patch Kids or Swedish Fish	King Size	3.4oz	\$3.19	1,570	1 in 481
Oreo Cakesters or Chips Ahoy	King Size	3.03oz or 3.75oz	\$2.79	1,800	1 in 420
Ruffles	Select Varieties	2.5oz	\$2.49	2,010	1 in 376
Nesquik Strawberry or Chocolate Protein Milk	Select Varieties	14oz	\$2.49	2,190	1 in 345
Oberto Charcuterie	Select Varieties	2.5oz	\$5.66	890	1 in 849
Eggnog Shake		Large/24oz	\$3.99	2,770	1 in 273
Large Frozen Beverage			\$1.79	7,700	1 in 99
1-dip Hot Fudge Sundae			\$3.79	6,280	1 in 121
1-Dip Minty Christmas Sundae			\$3.79	5,730	1 in 132
1-Dip Minty Christmas Brownie Sundae			\$4.79	2,820	1 in 268
Sherbet Freeze	All Varieties	Regular/16 oz	\$4.19	4,450	1 in 170
Ice Cream Float	All Varieties	Regular/16 oz	\$4.19	3,020	1 in 250
UDF Apple Fritter			\$2.99	4,730	1 in 160
UDF Apple Cider Donut			\$1.99	5,690	1 in 133
UDF Gingerbread Donut			\$1.69	6,670	1 in 114
UDF Mini Crispy Chocolate Chip Cookies			\$2.99	3,820	1 in 198
UDF Santa's Cookie			\$1.99	7,250	1 in 105
UDF Chips, Popcorn or Pork Rinds			\$1.89	5,750	1 in 132
10¢ Off Per Gallon Fuel Reward			\$1.75	3,280	1 in 231
TOTAL ALL INSTANT PRIZES:					1 in 7

Overall odds of winning an Instant Prize are 1 in 7. Not all Instant Win Prizes may be awarded or claimed. The total approximate retail value of all available Instant Win Prizes is three hundred four thousand, five hundred and thirteen dollars, and seventy cents (\$304,513.70).

4B) ONLINE SWEEPSTAKES PRIZES:

There are a total of twenty (20) Online Sweepstakes Prizes (“Sweepstakes Prizes”) available to be won, following the schedule outlined in Table 2 below. There are twelve (12) prizes of Winterfest Tickets for Two (ARV \$90.00 each), seven (7) weekly prizes of one thousand dollars (\$1,000.00) cash, and one (1) Grand Prize of fifteen thousand dollars (\$15,000.00) cash. The total approximate retail value of all Online Sweepstakes Prizes is twenty-three thousand, eighty dollars (\$23,080.00).

All sweepstakes winners will be randomly selected per drawing from among all eligible online entries received prior to each drawing, following the schedule in Table 2, below. Odds of winning depends on the number of eligible online entries received prior to each drawing. Prizes are nontransferable and have no cash substitution, in part or in whole. All drawings will take place by the Game Administrators, at their offices in Markham, ON. The Winterfest Tickets for Two will be awarded as two (2) tickets to the event being held on Kings Island between November 24 – December 31, 2023, see more details at <https://www.visitkingsisland.com/events/winterfest>. The weekly one thousand dollars (\$1,000.00) prizes and the Grand Prize of fifteen thousand dollars (\$15,000.00) will be awarded as a check to the winners. Prizes are nontransferable and have no cash substitution, in part or in whole. In the event of a dispute as to who submitted an online entry, the entry will be deemed to be submitted by the “Authorized Email Account Holder” of the email address provided by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Limit one (1) winner per person, per household.

Table 2: Schedule of Online Sweepstakes Prizes and Drawings:

PRIZE	QUANTITY PER DRAWING	TOTAL DRAWINGS	DRAWING DATE(S)
Winterfest Tickets for Two	3	12	November 6, November 13, November 20, and November 27, 2023
Weekly \$1,000 Cash	1	7	November 6, November 13, November 20, November 27, December 4, December 11, and December 18, 2023
Grand Prize \$15,000 Cash	1	1	December 22, 2023

5) NOTIFICATION AND REDEMPTION:

5A) INSTANT WIN PRIZES: All prize claims are subject to verification by the Administrator and/or personnel authorized by the Game Sponsor at the Participating Location at which the prize claim is presented and surrendered for redemption.

WHAT TO DO WHEN YOU GET A GAME PLAY WITH AN INSTANT WIN MESSAGE: As indicated on the instructions on screen, your prize will be automatically loaded to the U-Drive Plus card that the Game Play was issued to. Go to any Participating Location, pick up the product described and checkout using the U-Drive Plus card associated with the Game Play to claim your prize. **You must have a valid U-Drive Plus card in order to redeem Instant Prizes.** U-Drive Plus cards are free –see General Game Information above for details. Instant Prizes cannot be combined with any other offer. Total redemption may not exceed the retail value of the item. **All Instant Product Prizes must be redeemed at any Participating Location before close of business on December 31, 2023, unless otherwise noted.** Unclaimed Instant Prizes will be forfeited and will not be awarded to alternate winners.

For Fuel Reward Prizes, your prize will be automatically loaded onto the card that the Game Play was issued to. Go to any Participating Location, and checkout using your U-Drive Plus card associated with the Game Play issued to claim your prize. Limit twenty-five (25) gallon maximum fill, any grade of fuel or diesel. Other Terms & Conditions apply. Fuel discounts have a forty-five (45) day expiry.

5B) ONLINE SWEEPSTAKES PRIZES: If you have been selected as a potential winner in any of the drawings described above, the Game Sponsor or Administrator will notify you via email, postal mail, registered mail, and/or phone. A minimum of three (3) attempts will be made to contact any potential winner. As a condition of awarding any Online Sweepstakes prize, winner must have signed and returned, within seven (7) days of receipt, the Game Sponsor’s Compliance, Release, and Indemnity Form under which, among other matters, winner confirms his/her compliance and eligibility with these Official Rules, completes, provides proof of identity and releases and indemnifies Game Sponsor, Administrator and other certain parties. If a potential winner refuses or fails to timely return the required documents with proof of identity, in accordance with these Official Rules, or is found to have violated the Official Rules of the Game in any way, or is deemed ineligible to receive a prize for any reason, or if any prize or prize notification from Game Sponsor or Administrator is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. If the potential winner is disqualified and forfeits the prize, Game Sponsor may hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received or withdraw the prize.

Prizes will be awarded at the Participating Location closest to the winner’s provided address, as determined by the Game Sponsor. A minimum of three (3) attempts will be made to contact the winner to arrange for pick-up of any prize. Prizes that are not claimed within thirty (30) days of the third attempt to be contacted will be deemed forfeited. In the case of the Online Sweepstakes prizes, Game Sponsor may hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received or withdraw the prize.

In all cases, prizes may not be transferred or assigned except as provided herein. No prize substitutions are allowed, except as provided herein. On prizes with a value of more than \$600.00, an IRS 1099-MISC form will be issued. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize it deems to be of equal or greater value for reasons that may include but are not limited to unavailability; or production delays caused by labor disruptions, adverse weather conditions or other unforeseen events. Not all Online Sweepstakes Prizes may be awarded.

6) ODDS CHART: Odds of winning any Instant Prize and /or Fuel Reward Prizes are stated in Rule 4(A). Overall odds of winning an Instant Prize are 1 in 7. As stated herein, odds of winning any Online drawing prize depends on the number of eligible entries received in accordance with these Official Rules prior to each drawing.

7) PUBLICITY: Acceptance of a prize constitutes permission for Game Sponsor to use any winner's name, likeness, voice and/or comments for advertising, trade or promotional purposes worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law. The names of the Online Sweepstakes Drawings prize winners may be published on the Game

Sponsor's website location, social media channels, and are available by mail (see Rule 9) after the promotion ends, following verification of all prize winners.

8) PRIVACY: Game Sponsor will be collecting personal data about you for the Game and for the purposes of market research. If you enter the Game, you grant Game Sponsor permission to send you Game updates and winner notifications by email. You may at any time decline to receive future contest related communications from Game Sponsor and U-Drive Plus by clicking the unsubscribe button on any digital ticket email, or by updating your U-Drive Plus email preferences at <http://www.udrivecontests.com/>. No such personal data will be transferred or sold to any third party except in the following circumstances:

A) When you give us express permission to do so.

B) When in good faith we believe the law requires it.

C) Under limited circumstances specifically described to you when we collect the information, such as in the rules of games, sweepstakes or other promotions.

D) To affiliated companies, provided that our affiliated companies and their agents and advisors and their respective employees are restricted from using the information for any other purpose other than as described in these Official Rules; and

E) To our respective agents for data processing purposes, our respective professional advisors and promotional and marketing agencies, provided that such agents, professional advisors and promotional and marketing agencies are restricted from using the information for any purpose other than as described in these Official Rules.

Game Sponsor may match aggregated statistical use information to parameters established by third parties, without releasing user information. This information will not contain any personally identifiable information. Game Sponsor may share aggregate information with trading partners, co-branded locations, participating sponsors and advertisers; however, this aggregated information will not contain personally identifiable information. Any requests for access to the information you have supplied, or to update or rectify your information must be made via email, accessible through www.udrivecontests.com or by prepaid mail sent to "U-Drive Christmas Cash Giveaway, c/o 600 Main Street, #300, Tonawanda, NY 14151-0888".

For U-Drive Plus you can also access the Sponsor's Privacy Policy at <https://www.udfinc.com/privacy/>.

9) RESTRICTIONS: The following are prohibited and will result in automatic disqualification from the Game: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Official Rules; and (3) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPT THE GAME OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, GAME SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10) LIST OF WINNERS: The names of the major prize winners and a copy of the complete Official Rules are available through www.udrivecontests.com or by sending a self-addressed, stamped envelope to "UDF Christmas Cash Giveaway, c/o 600 Main Street, #300, Tonawanda, NY 14151-0888". Please specify "Rules" and/or "Winners' List" with your request.

11) DIGITAL GAME MATERIALS: All Game Plays and/or online sweepstakes entries ("digital game materials") will be rejected and judged void if: not obtained from authorized personnel through legitimate channels; any part of any game material is unreadable, illegible, altered, counterfeit, defaced, tampered with, forged, produced in error, incomplete, blank or partially blank or irregular in any way. All game materials submitted for verification become the property of Game Sponsor and will not be returned. Liability for the issuance of void game play, if any, is limited to replacement of Game Play from random inventory while supplies last. Game Sponsor is not responsible for lost, stolen digital game materials or for any technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or deleted computer, electronic or network transmissions, undelivered digital game materials due to spam filters or any other reason.

12) GENERAL TERMS AND CONDITIONS: Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor and Administrator, which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Rules and where prohibited by law and is subject to all applicable federal, provincial, local, and municipal laws and regulations. The Game Sponsor

reserves the right to terminate or withdraw the Game or to amend these Official Rules at any time, without prior notice. Unless otherwise noted, all income taxes, fees and all other expenses and surcharges on prizes, if any, are the sole responsibility of the prizewinners, except as provided herein. The Game Sponsor makes no representations or warranties regarding any awarded prize. By participating in the Game, each entrant agrees to release and hold the Game Sponsor, Prize suppliers, their respective parent companies, Administrators and affiliates, subsidiaries, advertising, promotion, fulfillment agencies, legal advisors and each of their respective employees, officers, directors, shareholders and agents (collectively the "Released Parties"), harmless from and against any and all losses, damages, rights, claims and actions of any kind arising from or in connection with participation in the Game or resulting from acceptance, possession, or use/misuse of any prize or participation in prize-related activities, including without limitation, any loss, personal injury, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy. The Released Parties are not responsible for any technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or deleted computer, electronic or network transmissions, undelivered Digital Game Materials due to spam filters or any other reason or entry requests or prize claims that are stolen, illegible, incomplete, misdirected, lost, late, postage-due, damaged, or ineligible. The Released Parties are not responsible for any problem that may arise, including technical failures related to telephone or internet network lines, online computer systems, servers, Internet service providers, hardware, software, viruses, bugs, personal computer failures and/or software and hardware configurations or the non-reception of an email message by the Game Entities for any reason, including line congestion on the Internet or on any website or any combination of these factors. The Released Parties are not liable for any damage to a user's system resulting from entering the Game or downloading any software necessary to enter the Game. In the unfortunate event the Game Website crashes or experiences technical difficulties, the Released Parties are not responsible.

In the event of a dispute regarding who received a Game Play, the Game Play will be deemed to be received by the U-Drive Plus member associated with the member number used to make the Qualifying Purchase or Game Play Request. In the event of a dispute as to who is the owner of the email address associated with the U-Drive Plus membership, the owner will be deemed to be the "Authorized Email Account Holder" of the email address provided by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address.

All entries and prize claims received become the property of Game Sponsor and will not be returned. "Released Parties" are not responsible for any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the Game.

13) All properly claimed prizes will be awarded. Total approximate retail value of all available prizes: \$327,593.70.

Game Sponsor: United Dairy Farmers, Cincinnati, OH 45212. Administrator: WSP International Limited, Markham, ON