

**#GotChocMilk
Official Rules**

NO PURCHASE OR MOBILE TWEET NECESSARY TO ENTER OR WIN. A PURCHASE OR MOBILE TWEET WILL NOT INCREASE YOUR CHANCES OF WINNING. [NOTE: In response to your note, this statement is to inform participants that they need not tweet via a mobile phone. We understand tweeting is necessary.]

#GotChocMilk Sweepstakes (the "Sweepstakes") starts on August 24, 2011 at 12:01 AM Eastern Time ("ET") and ends on August 30, 2011 at 11:59 PM ET ("Promotion Period").

ELIGIBILITY: Sweepstakes is open to legal residents of the forty-eight (48) continental United States and the District of Columbia (excluding Alaska and Hawaii), between the ages of 13 and 18 years who have internet access as of August 24, 2011. Eligible minors should obtain their parents' or legal guardians' permission prior to entering this Sweepstakes. Employees of National Fluid Milk Processor Promotion Board ("Sponsor"), Weber Shandwick, *American Cheerleader* magazine and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void in Alaska, Hawaii and where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws. The Sweepstakes is not sponsored, promoted, or endorsed by, Twitter. By participating in this Sweepstakes, you understand you are providing your information to Sponsor and not Twitter.

HOW TO ENTER: During the Promotion Period, become a follower of the @BodyByMilk brand on Twitter at <https://twitter.com/BodyByMilk>, and follow the directions provided to tweet the hashtag, #GotChocMilk, to receive one (1) entry into the Sweepstakes (each eligible tweet considered an "Entry"). All Entries must be received by 11:59 PM ET on August 30, 2011 to be considered. If you choose to tweet using your mobile phone, standard text messaging fees for text messages sent may apply. See your wireless service provider for pricing plan details. Entries generated by script, macro or other automated means and Entries by any means which subvert the entry process are void. A Twitter account is required to enter and can be opened for free at <http://twitter.com>. All Entries become the sole property of the Sponsor and will not be returned.

WINNER DETERMINATION: Potential winners will be selected in a random drawing held on or about August 31, 2011 from all eligible Entries received by Sponsor. Odds of winning depend on the number of eligible Entries received.

WINNER NOTIFICATION: Judges' and Sponsor's decisions are final and binding on all matters relating to this Sweepstakes. Potential winners will be notified by direct message on Twitter and will be asked to respond and provide their full name, telephone number (including area code), date of birth, mail and/or email address and may be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required by Sponsor, which must be returned within five (5) days of date appearing on prize notification. Return of prize or prize notification as undeliverable, failure to sign and return requested documentation within the specified

time period, the inability of Sponsor to contact a potential winner within a reasonable time period or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to an alternate winner. For winners who are eligible minors, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein.

PRIZES: One (1) Grand Prize: One winner will receive a personal video shout out from Ashley Tisdale via Twitter and a got milk? prize pack. Video will be posted on Body By Milk YouTube channel and via @BodyByMilk Twitter handle in a tweet including a link to the video and the winner's Twitter handle. Approximate Retail Value ("ARV") is \$30.00.

Four (4) First Prizes: Four winners will win a got milk? prize pack. ARV is \$30.00 each prize pack.

Total ARV of all prizes: \$150.00. Each got milk? prize pack will include a t-shirt, sunglasses, bracelet and a copy of American Cheerleader magazine. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Date, time, and length of Grand Prize shout out will be at Sponsor's sole discretion. In the event Ashley Tisdale is unavailable or unable to post shout out, Sponsor will provide Grand Prize winner with prize of comparable or greater value. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion.

GENERAL CONDITIONS: By participating, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Sweepstakes; (b) to release, discharge and hold harmless Sponsor, Weber Shandwick, Twitter, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Sweepstakes or any Sweepstakes related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, voice, prize information, image and/or likeness for shout out (as applicable), programming, advertising, publicity, trade and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Entries, tweets, or Twitter updates; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or

miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Entries, and/or tweets, the announcement of the prizes and winners, or in any other Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries/tweets will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winners in a random drawing from all eligible, non-suspect tweets and/or Entries received prior to action taken. In the event of a dispute regarding Entries and/or tweets received from multiple users having the same Twitter account, the authorized subscriber of the Twitter account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the Twitter account by Twitter. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

WINNERS' LIST: For the names of the winners (available after September 1, 2011), send a self-addressed stamped envelope to: #GotChocMilk Sweepstakes, Weber Shandwick, 676 N. St. Clair, Ste 1000, Chicago, IL 60611, for receipt no later than October 1, 2011.

SPONSOR: National Fluid Milk Processor Promotion Board, 1250 H St NW, Suite 950, Washington, DC 20005.