

**Agri-Mark, Inc. dba Cabot Creamery
Cooperative
“Cabot/ShopRite 30 Days, 30 Giveaways” Sweepstakes**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF NEW YORK, NEW JERSEY AND CONNECTICUT WHO ARE 18 YEARS OF AGE OR OLDER. OFFERED ONLY AT PARTICIPATING SHOPRITE LOCATIONS. VOID ELSEWHERE AND WHERE PROHIBITED BY LAW.

1. **Sponsor:** Agri-Mark, Inc. dba Cabot Creamery Cooperative, 40 Shattuck Road, Suite 301 Andover, MA 01810 (“Sponsor” or “Cabot”).
2. **Administrator:** LeadDog Marketing Group, Inc., 440 9th Ave, 17th Floor, New York, NY 10001 (“Administrator”), which is an independent, judging organization
3. **Eligibility:** The “Cabot/ShopRite 30 Days, 30 Giveaways Sweepstakes” (“Sweepstakes”) is open only to legal residents of New York, New Jersey and Connecticut, who are eighteen (18) or older (or the age of majority in the jurisdiction of their residency, whichever is older), and who are in attendance at participating Events (defined below) during the Promotion Period (defined below). Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for Sponsor, Administrator, Wakefern Food Corp. (including ShopRite supermarket locations whether or not participating in the Sweepstakes), any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to participate or win a prize. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not. Offered only at participating ShopRite locations. Void elsewhere and where prohibited by law.
4. **Sweepstakes Entry:** The Sweepstakes will be held during various times at select participating ShopRite locations (“Events”) from Sunday, April 22, 2018 at 12:00 PM Eastern Time (“ET”) to Monday, May 21, 2018 at 6:00 PM ET (“Promotion Period”). Administrator’s computer is the official clock for this Promotion.

There are thirty (30) consecutive daily prizes (each, a “Daily Prize”) and in addition four (4) Weekly Grand Prizes (“Weekly Grand Prize(s)”). The entry period for the first Daily Prize begins on or about 12:00 PM ET on 04/22/18 and ends at 6:00 PM ET on 04/22/18. Thereafter, the entry period for each subsequent Daily Prize will start at 12:00 PM and end at 6:00 PM on the following day for each day through 05/21/18 (each, a “Daily Entry Period”) (For the avoidance of doubt, the Sweepstakes will be dormant and inactive in between Daily Entry Periods.) The first Weekly Grand Prize winner will be selected at random from all eligible entries received between 12:00 PM ET on 04/22/18 and 6:00 PM ET on 04/28/18. Thereafter, the entry period for each subsequent Weekly Grand Prize will start at 12:00 PM Sunday and end at 6:00 PM Saturday on the week for each week through 05/21/18 (except for the last week which will start at 12:00 PM on Sunday 05/13/18 and end at 6:00 PM on Monday 05/21/18) (each, a “Weekly Entry Period”) (For the avoidance of doubt, the Sweepstakes will be dormant and inactive in between Weekly Entry Periods.) All entries must be received and recorded by Administrator’s computer by the end date of the applicable Daily Entry Period and/or Weekly Entry Period to be eligible for a prize. Administrator’s computer is the official clock for the Promotion. No entries will be accepted after 05/21/18 at 6:00 PM ET.

A Cabot brand ambassador will direct you to a tablet where, under the direction of a Cabot brand ambassador, you can enter the sweepstakes.

On the tablet, when prompted, enter your first name, last name, email address, phone number, and check the box acknowledging that you have read and agree to these Official Rules (“Entry”).

During the entry process, you may be asked to consent to receive promotional and reminder e-mails from Cabot and/or third parties. Consenting to receive promotional and/or reminder e-mails is optional and does not have to be agreed upon in order to be eligible to participate in the Sweepstakes and does not improve your chances of winning. In the event you do consent to receive these e-mails, the use of such e-mails shall be subject to the privacy policy at <https://www.cabotcheese.coop/privacy-policy> and/or the privacy policy of the corresponding third party, as applicable. You may opt out of receiving these e-mails at any time.

Limit one (1) Entry per person/email address per day per location during the Promotion Period.

Participation must be effected in accordance with these Official Rules. Participation in excess of the applicable limitation (i.e., participating more than once on a given day) will result in disqualification of such person. Entries must be manually key-stroked on the tablet at the Events in full accordance with the instructions of Cabot brand ambassadors; use of any other device or program to enter or any other deviation from the Cabot brand ambassadors' instructions is prohibited and may result in disqualification. In addition, acting in an inappropriate, anti-social or belligerent manner toward Cabot brand ambassadors or other persons will result in disqualification.

- 5. Random Drawings/Selection of Winners:** Potential winners (each a "Winner" and collectively referred to as "Winners") will be selected during each Daily and Weekly Entry Period in a series of random drawings conducted by the Administrator. Each participating ShopRite location will have its own Daily and Weekly Entry Period random drawings. Each Daily Entry Period random drawing will consist of all eligible entries received at a given participating ShopRite location for that day; each Weekly Entry Period random drawing will consist of all eligible entries received at a given participating ShopRite location for the corresponding Weekly Entry Period. Eligible entries received at one (1) ShopRite location are only valid for the Daily Entry Period random drawing and corresponding Weekly Entry Period random drawings for that ShopRite location. The drawings will take place on the subsequent business day following each Daily and Weekly Entry Period. Non-winning entries will NOT be retained for subsequent Daily Entry Period and Weekly Entry Period drawings. For avoidance of doubt, all Daily Prize entries will be included in the respective Weekly Grand Prize Drawing for the applicable ShopRite location. The drawings will be conducted by the Administrator whose decisions are final and binding on all matters related to the Sweepstakes.

- 6. Prizes, Approximate Retail Value ("ARV") and Odds:**

Daily Prize (Ninety [90] Winners, thirty [30] winners per participating ShopRite location): Each Daily Prize will be posted onsite at each event. Such Daily Prize postings are made a part of these Official Rules and incorporated herein by reference. In the event of any inconsistency between any Daily Prize posting and these Official Rules, these Official Rules shall prevail, govern and control in all respects. For Daily Prizes which are or include products, Sponsor will determine in its sole discretion the specific model number and features of the product to the extent it is not identified in the Daily Prize posting. For Daily Prizes which are or include services, Sponsor will determine in its sole discretion the specific service package and provider to the extent it is not identified in the Daily Prize posting. Physical products and services will only be delivered to a street address in New York, New Jersey or Connecticut. Daily Prizes are offered subject to availability and other restrictions. For Daily Prizes which are activities, blackout dates, advanced notice requirements apply; unless otherwise indicated in Daily Prize posting, Daily Prize activity must be completed by May 21, 2019. Daily Prize components which are gift cards are subject to the terms and conditions of the issuing entity. Should a Daily Prize (or component of same) be intended for the winner and other person(s), Sponsor will only award such Daily Prize (or component of same) in increments appropriate for the winner and the actual number of persons participating in the applicable Daily Prize activity and, in such case, no alternate prize or compensation will be awarded. Sponsor may condition winner and guest(s), if and as applicable, participating in Daily Prize activity upon signing beforehand an affidavit of eligibility, a liability release and a publicity release (where lawful) for winner and a liability release and a publicity release (where lawful) for winner's guest(s) and, if guest is a minor in his/her jurisdiction of residency, his/her parent or legal guardian signing such release and accompanying the minor guest on the activity, with the parent/legal guardian

counting as a guest him/herself unless the parent/legal guardian is the Daily Prize winner. **Certain Daily Prize activities and products involve a certain inherent risk of injury and, by accepting any such Daily Prize, winner assumes such risk of injury and releases Sponsor, Administrator and Wakefern Food Corp. from any and all liability in conjunction with same.** Any images are for illustration purposes only and actual items awarded may differ from such items. **Actual retail value of each Daily Prize: up to \$599.00. (Should value of a given Daily Prize be less than \$599.00, winner will not receive the difference in cash or otherwise.)**

Weekly Grand Prize (Twelve [12] Winners, one [1] per week per participating ShopRite location): Each Weekly Prize winner will receive a 3-day/2-night trip for winner and one (1) guest to Liberty Hill Farm, Vermont ("Trip"). Trip includes three (3) day rental of a mid-sized car with GPS for one (1) named driver aged twenty-five (25) or older with an unrestricted, valid automobile driver's license from a location near winner's residence (location to be selected at Sponsor's sole discretion); two (2) night standard hotel accommodations (double occupancy); meals for two (2) people for three (3) days to be awarded as a \$300 gift card (issuer to be determined by Sponsor in its sole discretion; gift card is subject to the terms and conditions of the issuing entity); one (1) Weekly Grand Prize experience for winner and his/her guest (exact experience to be determined by Sponsor at its sole discretion.) ARV of each Weekly Grand Prize: \$1,485.00.

Actual retail value of Weekly Grand Prize depends on location of winner's residence, lodging and other costs at time of booking. Winner is not entitled to the cash value of the rental car in the event she/he forfeits car portion of the prize; rental car is available to one (1) named driver who is twenty-five (25) years of age or older, with an unrestricted, valid automobile driver's license in good standing in at least one (1) U.S. state, and provides such security deposit as rental car company requires using a valid credit card in named driver's name. If winner is between the ages of eighteen (18) and twenty-four (24) years of age, the winner must be accompanied by a guest who is twenty-five (25) years of age or older to receive car rental portion of the prize. If actual retail value of Trip is less than stated ARV, neither the difference in value nor any additional compensation will be awarded. All reservations and travel arrangements shall be with suppliers selected by Sponsor in its sole and absolute discretion; must be made through a travel agent selected by Sponsor; and are subject to availability and other restrictions. The Trip may not be combined with any other offer and travel or lodging may not qualify for travel rewards programs. Winner's guest will be required to complete and return a liability and publicity release (where lawful) prior to travel. Weekly Prize Trip must be taken before May 21, 2019. Weekly Prize winner must provide Sponsor with three (3) possible travel dates with at least two (2) weeks advance notice prior to the earliest potential date of travel; however, Sponsor's decision as to actual travel dates is final and binding. Winner therefore may not be able to travel on his/her first choice of travel date. Winner and guest must travel on the same itinerary. Winner and guest must conduct themselves at all times in a socially responsible, appropriate and well-behaved manner during trip; failure to do so will result in immediate termination of trip for winner and/or guest and Sponsor shall have no further liability or obligation to winner/guest. All federal, state and/or local taxes are the sole responsibility of Weekly Grand Prize winners, who will receive an IRS Form 1099 reflecting the final actual value of his/her prize.

TOTAL ARV OF PRIZES PER LOCATION: \$20,810.37

FOR ALL PRIZES:

All federal, state and local taxes and fees and all other unspecified expenses are the sole responsibility of the winner; for certain Daily Prizes, this includes Internet access fees and like charges. Prize consists only of items specifically listed as part of the prize and must be accepted AS IS.

Prizes are not transferable; no prize substitutions (except for Sponsor substitutions) or cash alternatives are allowed (except for gift card prizing, where required by law).

Limit of one (1) Daily Prize per person/family/household.

Odds of winning depend on number of eligible entries received during each applicable Daily/Weekly Entry Period for a given participating ShopRite location.

WINNER NOTIFICATION: Winners will be notified by e-mail and/or phone by Administrator. Failure to respond to the initial verification notice within two (2) business days after notification for any reason or return of notification as undeliverable after three (3) attempts will result in disqualification. Potential Grand Prize winners will be required to sign and return within five (5) days, an Affidavit of Eligibility, Release and Indemnification, and a Publicity Release where allowed by law ("Winner Documents"); and, as discussed above, potential Daily Prize winners *may* be required to sign and return Winner Documents. Failure to do so (if applicable) will result in disqualification. In the event of disqualification, an alternate winner will be selected from among all remaining eligible entries received for the applicable Daily Entry Period random drawing or Weekly Entry Period random drawing for the corresponding participating ShopRite location.

7. **Conditions of Participation:** By participating, entrant indemnifies, releases and agrees to hold harmless Sponsor, Administrator, Wakefern Food Corp. as well as officers, agents, representatives, members, shareholders, and employees of any of the above organizations and their affiliated entities (collectively, the "Released Parties") from any and all liability arising from participating in the Sweepstakes, any Sweepstakes-related activity and/or acceptance, receipt, possession or use/misuse of any prize. Sponsor and/or Administrator reserves the right, at their sole discretion, to disqualify any individual they find, in their sole discretion, to be tampering (or attempting to tamper) with the entry process or the operation of the Sweepstakes; to be acting in violation of the Official Rules or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or any Sponsor or Administrator representative. The preceding in no way precludes Sponsor and/or Administrator from taking other actions against such individuals so as to protect their respective rights. By entering, entrants also authorize the Released Parties to use their name, voice, likeness, photograph, prize information, biographical data and city and state of residence in programming, advertising, trade and/or promotional material or on a winners' list (if applicable) without compensation or notice, to the extent permitted by law. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.
8. **Limitations of Liability:** Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind affecting the tablet, including but not limited to electronic malfunction or damage of any network, hardware or software or the tablet itself. If for any reason the Sweepstakes (in whole or in part) is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures, fraud, fire, flood, epidemic, earthquake, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond Sponsor's and/or Administrator's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes at one or more participating ShopRite locations, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes (in whole or in part) and/or disqualify any individual who tampers with (or attempts to tamper with) the entry process/operation of the Sweepstakes (or any part thereof). (For the avoidance of doubt, disqualification will not represent the sole remedy available to Sponsor, however.) In such event, Sponsor shall conduct the Sweepstakes at the affected participating ShopRite location(s) in a manner which is fair, appropriate and consistent with the spirit of these Official Rules, as determined by Sponsor in its sole discretion. Notice of cancellation/termination/modification/suspension of Sweepstakes will be posted at Events at the affected participating ShopRite location(s), to the extent feasible. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries or the operation of the tablet; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, the tablet, or an entry to be received on account of technical problems or any combination thereof.

Participants further agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. This includes but is not limited to

an individual's attempts to modify or alter the tablet, the violation of Cabot brand ambassadors' instructions with regard to use of the tablet/participation in the Sweepstakes or acting in an inappropriate, anti-social or belligerent manner toward Cabot brand ambassadors or other persons.

CAUTION: ANY ATTEMPT TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE OR AN INDIVIDUAL OTHERWISE ATTEMPTS TO DEFRAUD SPONSOR OR ADMINISTRATOR, SPONSOR MAY DISQUALIFY ANY PARTICIPANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

SPONSOR MAKES NO WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF THE PRIZES, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. (THE PRECEDING EXCLUDES ONLY THE EXPRESS WARRANTIES MADE BY SPONSOR IN CONJUNCTION WITH OFFERING ITS OWN CHEESE PRODUCTS AS PRIZES, WITH SUCH WARRANTIES BEING LIMITED TO THEIR TERMS.)

9. **Disputes:** To the fullest extent permitted by law, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the state or federal courts located in New York, NY; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.
10. **Winners' List:** For the names of winners (available after 5/22/18) mail a self-addressed, stamped envelope to: "Cabot 30 Days 30 Giveaways Winners", c/o LeadDog Marketing Group, 440 9th Avenue, 17th Floor, New York, NY 10001, for receipt no later than 6/1/18.