

Official Rules: Moo Money Participant Survey Prize Drawing

May 3, 2019

NO PURCHASE IS NECESSARY TO ENTER OR WIN: Open to legal CA residents, 18 years of age or older at the time of entry. **ENTRY INTO THIS PRIZE DRAWING CONSTITUTES ACCEPTANCE OF THESE PRIZE DRAWING OFFICIAL RULES. VOID WHERE PROHIBITED. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.**

1. ELIGIBILITY

To be eligible to enter The Moo Money Participant Survey Prize Drawing (hereinafter, "Prize Drawing"), entrants (i) must have received an invitation to complete The Moo Money Participant Survey, and (ii) must have completed the related survey by May 15, 2019 (retroactive surveys are not eligible).

2. TERM

Entry date for the Prize Drawing corresponds with an invitation to complete The Moo Money Participant Survey. The Prize Drawing will take place within 60 days of the survey invitation having been extended.

3. TO ENTER

NO PURCHASE IS NECESSARY TO ENTER OR WIN. The Prize Drawing is open to those eligible persons who receive an invitation from got milk? to complete The Moo Money Participant Survey during the Term. To enter, during the Term, eligible persons must complete a response to The Moo Money Participant Survey. Invitations will be delivered to eligible persons via email only. Surveys must be completed online (through the web site designated by got milk? in the invitation) during the applicable Term. Upon completion of a survey response, eligible person must enter their email address to be entered. Survey completion is defined as eligible person clicking on the "Done" button.

LIMIT: ONE (1) ENTRY PER COMPLETED SURVEY RESPONSE. Each eligible respondent will be allowed one (1) entry. All entries become the property of got milk?. Got milk? is not responsible for late, misdirected, incomplete, or for any computer-related, online, telephonic, or technical malfunctions that may occur. Entries are void if they are incomplete, damaged, irregular, altered, counterfeit, produced in error, or obtained through fraud or theft. By entering, eligible persons agree to be bound by these Official Rules.

Personal information (if any) collected through responses to The Moo Money Participant Survey will be governed by got milk's privacy policy, which may be at found at www.gotmilk.com

5. PRIZES

Prizes will be awarded as per the Official Rules. Got milk? reserves the right to modify or substitute prizes at any time.

Potential prize winners will be selected in a random Prize Drawing from all qualified entries received during the survey Term. All decisions on all matters pertaining to the Prize Drawing are final. Odds of winning a prize are based upon the total number of eligible entries received.

6. WINNER NOTIFICATION

Random selection of the potential prize winners will occur within 60 days of the close of the survey from among all eligible entries received. Prize winners will be notified by email within thirty (30) days from the date of winner selection. Prize winners will have seven (7) days from date of email notification to claim their prize. Got milk?, its affiliates, subsidiaries, employees, agents, officers and directors, advertising and promotion agencies, and their respective officers, directors, employees and their respective agents will not be liable for unsuccessful efforts to notify a winner. The prize will be delivered by email. No prize transfer, assignment or substitution by winner permitted. Got milk? reserves the right, in its sole discretion, to substitute the prize for a prize of equal or greater value should all or part of a prize become unavailable for any reason. All federal, state and local taxes, fees and surcharges on prize are the sole responsibility of the winners. If the prize winner declines the prize, fails to claim the prize, is unavailable for prize fulfillment, fails to abide by the Official Rules, or is ineligible, got milk? may, but is not obligated to, select an alternate winner from all remaining eligible entries.

7. LIMITATION OF LIABILITY

(a) Got milk? reserves the right at its sole discretion to cancel, terminate, modify or suspend the Prize Drawing.

(b) By participating, entrants and winners release got milk?, its affiliates subsidiary companies, its employees, agents and officers, advertising and promotion agencies, as well as all others associated with the development and execution of the Prize Drawings, from and against any and all liability with respect to or in any way arising from the Prize Drawing and the awarding and use of the prize. Got milk? assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Prize Drawing entries or entry forms; or alteration of entries or entry forms. Got milk? reserves the right to correct clerical or typographical errors in promotional materials or any materials related to the Prize Drawings.

(c) Participants also agree (a) to be bound by these Official Rules; and (b) that the decisions of go milk? are final on all matters relating to the Prize Drawing. Winner agrees to be bound by these rules and the decisions of got milk?, whose decisions are final and binding.

8. LAWS

This Prize Drawing is governed by the laws of the state of California, without regard to the conflicts of law provisions.

9. WINNERS LIST

To obtain the names of the winners, email a request, to survey@gotmilk.com. Use Moo Money Participant Customer Survey Winners List in the subject line of the email.