

Get Ready, Get Set, Start Tracking! Contest

NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: All schools in CT, MA, NH, RI and VT enrolled in Fuel Up to Play 60. Employees of New England Dairy & Food Council, NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible. Void where prohibited.

Contest Period: Contest runs from February 6, 2012 to May 31, 2012, while supplies last. Winners will be notified upon receipt of their entry.

Prize: Fifty (50) Fuel Up to Play 60 wristbands (estimated value \$32.50) per qualified school will be awarded to up to 120 schools on a first come first serve basis while supplies last. Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by Sponsors. In the event that a prize (or part thereof) cannot be awarded, sponsors will, at their sole discretion, award a prize (or part thereof) of equal or greater value. Taxes are the sole responsibility of the winners. Winner understands that he/she must claim a prize award on their tax return that is valued at \$600.00 or greater.

How to Enter and Win: Eligible schools who have at least 50 students registered and tracking online at www.FuelUptoPlay60.com are eligible to win by sending an e-mail to nedfc@newenglanddairy.com with the name of the school, school district, state, contact person and phone number as well as number of students registered and tracking. All entries will be verified, and all schools who meet the criteria within the contest period will receive the prize, while supplies last.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., New England Dairy & Food Council, the NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable Federal, state, and local laws and regulations.

Winners List: To receive a list of winners, mail a self-addressed, stamped envelope to: Get Ready, Get Set, Start Tracking! Contest, c/o New England Dairy & Food Council, 1034 Commonwealth Ave., Boston, MA 02215

Sponsor: New England Dairy & Food Council, 1034 Commonwealth Ave., Boston, MA 02215

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