

CASTELLO BUILD A BETTER CHEESE BOARD SWEEPSTAKES AT HARRIS TEETER OFFICIAL RULES

NO PURCHASE NECESSARY TO WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. Sweepstakes open only to legal residents of Georgia, Delaware, Virginia, Maryland, North Carolina, South Carolina and the District of Columbia who are Harris Teeter VIC Card holders, 18 years of age or older as of August 30 2017. The CASTELLO BUILD A BETTER CHEESE BOARD SWEEPSTAKES AT HARRIS TEETER (“Sweepstakes”) is void in all other States and where prohibited, or otherwise restricted by law. Sweepstakes ends 11:59:59 p.m. Eastern Time (“ET”) October 3, 2017.

1. HERE’S HOW TO ENTER:

Purchase with VIC Card: Between 12:00:00 a.m. ET on August 30, 2017 and 11:59:59 p.m. ET on October 3, 2017 (“Sweepstakes Period”), each time you use your Harris Teeter VIC Card at a participating Harris Teeter store you will receive one (1) entry into the random drawing (limit one [1] entry per day per household). A free VIC Card can be obtained upon application at any Harris Teeter store. VIC Cards that are stolen, fraudulent, tampered with or otherwise altered are not eligible for use.

Harris Teeter VIC Card holders can send Entry by Mail: To enter without making a purchase, hand print your name, complete address (including city, state and zip code), VIC Card number, day and evening phone numbers, age, e-mail address (optional) on a 3” x 5” paper (the “Mail-In Entry”) and mail it to: CASTELLO BUILD A BETTER CHEESE BOARD SWEEPSTAKES 10555 Newkirk St, Suite 500 Dallas, TX 75220. Customers are limited to one (1) Mail-In Entry per envelope. Only original hand printed Mail-In Entries are eligible. Mechanically reproduced Mail-In Entries will not be accepted. Each Mail-In Entry must be placed in a separate outer-mailing envelope. Any Mail-In Entry received in excess of one per outer-mailing envelope will not be entered into the drawing. Limit one (1) Mail-in Entry per day. Mail-in Entries must be postmarked by October 3, 2017 and received by October 10, 2017. All Mail-In Entries become the exclusive property of Harris Teeter and will not necessarily be acknowledged or returned. Limit one (1) entry per household per day regardless of entry method. Any information collected from the Sweepstakes shall be used only in a manner consistent with the consent given by the Entrants at the time of entry, with these Official Rules, and with the Sponsors’ Privacy Policy found at: http://www.harristeeter.com/other/privacy_policy/privacy_policy.aspx

2. RANDOM DRAWING/NOTIFICATION: One-Hundred (100) prize winners will be chosen. Winners will be selected in a random drawing on or about October 16, 2017 from among all eligible entries received, by a Harris Teeter company representative whose decision shall be final. Odds of winning depend on the total number of eligible entries received from both methods of entry. The potential winner will be notified by telephone and/or mail. Potential winner will be required to complete and return an Affidavit of Eligibility, Liability/Prize Acceptance Form and Publicity Release (where applicable) via mail within five (5) days of dated notification, or that potential winner will be disqualified and an alternate winner will be selected from the remaining eligible entries. Prize will also be forfeited in the event (i) mail is returned as undeliverable mail without a forwarding address (ii) a telephone notification is not confirmed by Sponsors within forty-eight (48) hours. If applicable, allow up to Six (6) weeks for delivery of prize following completion of notification process. Prize will only be delivered to Winner’s legal residence which must be within one of the following States: GA, DE, VA, MD, NC, SC or DC.

3. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):

Grand Prizes: One-Hundred (100) Prizes will be awarded, \$50 VIP Castello Cash good to use on any Castello® Cheese purchase at Harris Teeter and Cheese Board. Castello® Cash will be provided in five (5) free coupons on any Castello® item, up to a \$10 value. Prize is non-transferable. No substitution, cash redemption, assignment or transfer of prize permitted, except by Sponsor, who reserves the right in its sole discretion to substitute a prize with another prize of greater or equal value. All federal, state and local taxes, if any, related to a prize are the responsibility of the individual winner.

4. GENERAL RULES: Employees, officers and directors of Harris Teeter, LLC, Arla Foods, Inc. (collectively, the “Sponsors”), and each of their respective parent companies, their affiliates or subsidiaries, and their advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible. All federal, state and local laws apply. The Sweepstakes is void where prohibited by law. Acceptance of the prize constitutes permission by the winner for the Sponsor and their agencies to use, without further compensation, the winner’s name and/or likeness for purposes of advertising. By participating in this sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors are not responsible for any typographical or other error in the printing of the offering, the administration of the sweepstakes, or the announcement of the prize. Sponsors are not responsible for any damages resulting from the use of prize and make no warranty concerning the characteristics, performance, safety or qualities of the prize.

In the event of noncompliance with the Official Rules, or if the winner cannot be reached at the phone number on the winner’s Entry Form or VIC Card application, the prize will be forfeited and awarded to an alternate winner (in the order drawn).

All Mail-In Entries become the property of Harris Teeter, LLC and will not be returned. Sponsors assume no responsibility or liability for lost, misdirected, misplaced, damaged, illegible, incomplete, late, mutilated or postage-due Mail-In Entries or for any act or failure to act regarding the transmitting, delay or processing of entries or VIC Card applications or for the operation of the VIC Card program and/or www.harristeeter.com, including data loss and/or corruption, computer malfunctions or software errors. To qualify for entry

based on having a VIC Card, you must provide Harris Teeter, LLC a valid name and address associated with the card number. VIC Card membership is free and is open to everyone who completes and submits a customer application. Harris Teeter, LLC reserves the right, at its sole discretion, to cancel any part of the "Purchase With VIC Card" entry portion of this Sweepstakes, should the VIC Card program become technically corrupted or otherwise cannot be conducted as originally planned and to select winners from among all eligible Mail-In Entries received.

5. CONDUCT: Sponsor reserves the right at its sole discretion to disqualify any individual suspected of tampering with the entry process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND COSTS (INCLUDING WITHOUT LIMITATION, ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT OR ANY OTHER PROVISION.

6. LIMITATION OF LIABILITY AND RELEASE: Harris Teeter, LLC, Arla Foods, Inc., the Promotional Parties and each of their respective parent companies, their affiliates, parents and subsidiaries, and the employees, officers and directors of all such parties, assume no responsibility or liability for, and all entrants agree to release and hold them harmless from and against, any damages, injuries, losses, claims or causes of action of any kind arising from participation in this promotion, the operation of this promotion or the acceptance, possession, use or misuse of the prize or while traveling to or from any prize-related event. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

7. WINNERS RELEASES: By participating in the Sweepstakes, entrants release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting a play or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or traveling to or from any prize related activity or any typographical or other error in these Official Rules or the announcement or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor and Promotion Parties make no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Except where prohibited by law, winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

8. OFFICIAL RULES: In the event there is a discrepancy or inconsistency between statements contained in any Sweepstakes-related materials, and terms and conditions stated in the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion. The Official Rules will be available at: http://www.harristeeter.com/promotions/current_sweepstakes.aspx throughout the Sweepstakes Period.

9. NAME OF WINNER: For the winner's name, send a self-addressed, stamped envelope to be received by September 30, 2017 to: CASTELLO BUILD A BETTER CHEESE BOARD SWEEPSTAKES 10555 Newkirk St, Suite 500 Dallas, TX 75220.

10. SPONSORS: Harris Teeter, LLC, 701 Crestdale Road, Matthews, NC 28105 and Arla Foods, Inc., 106 Allen Rd, 4th Floor, Basking Ridge, NJ 07960.