

DEAN FOODS IRELAND TRIP 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 February 28, 2018. The DEAN FOODS IRELAND TRIP 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”) March 27, 2018.

1. HERE’S HOW TO ENTER:

Purchase with VIC Card: Between 12:00:00 a.m. ET on February 28, 2018 and 11:59:59 p.m. ET on March 27, 2018 (“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: DEAN FOODS IRELAND TRIP 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 March 27, 2018 and received by April 2, 2018. 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 (1) prize winner will be chosen. Winners will be selected in a random drawing on or about April 3, 2018 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 Prize: One (1) Grand Prize will be awarded consisting of a trip for two (2) to Ireland. Trip includes round-trip, coach airfare for two (2) from airport nearest winner’s home address; 5-night hotel accommodation at a hotel of Sponsor’s choosing and \$500 spending cash. 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.

Travel must occur between May 1, 2018 and November 30, 2018. Departure dates are subject to availability; certain restrictions and blackout dates may apply. Airlines and flight times to be selected by Sponsor at its sole discretion. The Winner is responsible for obtaining any travel insurance (and all other forms of insurance) that he/she may wish to obtain (at his/her own expense) and hereby acknowledges that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. All expenses not included in prize description (including, but not limited to, ground transportation, meals, food, beverages, gratuities, activities and insurance) will be sole responsibility of winner.

Photo identification and credit card or cash deposit may be required at any time for incidental charges (e.g., room service, use of telephone/IT services, laundry and all other optional extra services not provided in the Grand Prize). If Grand Prize winner elects to travel or partake in the Grand Prize with no travel companion, no additional compensation will be awarded. Travel reservations are based on availability and all holidays are excluded. Blackout dates, advance booking requirements and travel restrictions may apply. Availability is subject to factors such as weather, seasonality and space availability. If weather or other incident or conditions beyond the control of the Sponsor affects the ability for Winner to redeem any portion of prize during the scheduled date and time, then the Sponsor shall have no further obligation to the Winner. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carrier(s). Sponsor is not liable for expenses incurred as a consequence of flight cancellation/delay. No refund or compensation will be made in the event of the cancellation or delay except at the sole and

absolute discretion of Sponsor. If for any reason whatsoever, Winner is unable to travel after all travel arrangements have been made and paid, the Sponsor shall have no further obligation to the Winner. Winner is responsible for obtaining the proper travel documentation (e.g., valid photo ID and/or passport with a minimum validity of 6 months following the date of return) prior to travel. Grand Prize may not be sold, traded, transferred, rescheduled to dates not within the fulfillment period set forth above, or refunded. Tickets awarded as part of the prize are subject to additional terms and conditions stated on such tickets. Travel package is for the Grand Prize winner and one (1) guest of the winner's choosing. Winner and guest must travel together on the same itinerary and are responsible for obtaining all required identification required for travel. Travel guest of winner must be legal U.S. resident, 18 years of age or older, and must complete and return a Travel Companion Liability Release prior to booking travel package. Travel package and its components may not be sold, traded, transferred, rescheduled to dates not within the fulfillment period set forth above, or refunded. Travel package is not redeemable for cash in whole or in part. Tickets awarded as part of the prize are subject to additional terms and conditions stated on such tickets.

ARV of Grand Prize: US \$4,500. The actual value of the Grand Prize depends upon the city of departure, time of travel, any airfare fluctuations, and current market conditions at time of prize fulfillment. Any difference between the stated ARV and the actual value will not be awarded. Odds of winning a prize depend on number of eligible entries received. All prizes will be awarded. Prizes returned as undeliverable or otherwise not claimed within three (3) days after delivery of notification may be forfeited and awarded to an alternate winner. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value for any prize. Limit one (1) prize per household or address. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). ALL FEDERAL, STATE, PROVINCIAL AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER.

4. GENERAL RULES: Employees, officers and directors of Harris Teeter, LLC, Dean 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, Dean 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 May 4, 2018 to: DEAN FOODS IRELAND TRIP SWEEPSTAKES 10555 Newkirk St, Suite 500 Dallas, TX 75220.

10. SPONSORS: Harris Teeter, LLC, 701 Crestdale Road, Matthews, NC 28105 and Dean Foods, Inc., 3436 Toringdon Way #200, Charlotte, NC 28277.