

Fuel Up to Play 60 Cap Collection Contest

PROMOTION SUMMARY: Fuel Up to Play 60 Cap Collection Contest (“the Contest”). Schools could win a \$10,000 school cafeteria makeover.

OFFICIAL PROMOTION RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW.

AGREEMENT TO CONTEST RULES:

By participating in the Contest, entrants fully and unconditionally agree to and accept these Official Promotion Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Contest.

ENTRY:

Contest runs from November 1, 2011 to February 16, 2012 (the “Contest Period”). Winners will be notified by February 2012.

Each school (“Entrant”) is required to submit specially marked Fuel Up to Play 60 milk caps collected from a participating retailer during the “Contest Period”. Caps must be submitted by mail as a submission for the entire school. Submissions by individuals are ineligible.

The Entrant is responsible for ensuring that the authorized administrator of the school is aware that the entrant is entering on behalf of the school. The entrant indicated on the submission may be required to provide proof that the authorized administrator of the school has authorized the school to participate in the Contest. In the event more than one entrant submits an entry for the same school, only the authorized entry per school will be counted.

The winning school will be selected by Sponsor based upon student participation in the Contest (the ratio of the school’s total student enrollment to the number of specially-marked caps collected and submitted).

Entries must be submitted by mail. Entry forms and official rules may be found online at www.dairyspot.com. Please include the completed entry form with your collection of caps. Entries must be mailed to the Mid-Atlantic Dairy Association, Attn: Jill Stankiewicz, 325 Chestnut Street, Suite 600, Philadelphia, PA 19106. All mailed entries must be postmarked by February 16, 2012 to be eligible.

FREE METHOD OF ENTRY:

To obtain entries for a school without making a purchase, send a 3" x 5" index card with your name, address and phone number in an envelope with proper postage to Mid-Atlantic Dairy Association, Attn: Jill Stankiewicz, 325 Chestnut Street, Suite 600, Philadelphia, PA 19106. For each mail-in request, you will receive one (1) bottlecap that may be used for entry. Limit one (1) request per mailing envelope. All mail-in entries must be handwritten. Mail-in entries become the exclusive property of Sponsor. Mail-in entries will not be acknowledged or returned. Proof

of mailing will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, illegible, misdirected or postage-due entries, which will be disqualified. All requests for entries must be postmarked during the Contest Period by February 12, 2012 to be eligible.

ELIGIBILITY:

Contest is open to all elementary, middle, and high schools that are within Delaware, Pennsylvania, Maryland, select counties in New Jersey (Mercer, Burlington, Atlantic, Camden, Gloucester, Salem, Cumberland, and Cape May), and select counties in Virginia (Prince William, Fairfax, and Loudon). Employees of the Mid-Atlantic Dairy Association and immediate family members of any such employees are not eligible for participation. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

PRIZES AND ODDS:

One Grand Prize winner will receive a \$10,000 grant that must be used to upgrade or renovate the student cafeteria. Approximate Retail Value ("ARV"): \$10,000. Restrictions, terms and conditions of grants apply. Grants must be used within one year of the date the school accepts the grant. Grants are non-transferable and no substitution or cash equivalent will be made except as determined by the Sponsor in its sole discretion. Schools are responsible for all taxes and fees associated with grant receipt and/or use, if applicable. Grants will be awarded to the school only and will not be awarded to the entrant. Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor.

WINNER NOTIFICATION AND ACCEPTANCE

The winning school will be notified by email or phone on or about February 19, 2012. Return of prize notification or undeliverable mail may result in disqualification and an alternate winner may be selected. The winning school is solely responsible for reporting and payment of any taxes on prizes. The principal or other authorized administrator of the winning school may be required to complete an affidavit of eligibility and a liability and publicity release (except where prohibited by law) which must be returned within ten (10) days. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may, at the sole discretion of sponsor, result in winner's disqualification, the forfeiture of its interest in the prize, and the award of the prize to an alternate winner.

OWNERSHIP OF ENTRIES

All entries become the property of Mid-Atlantic Dairy Association. Entrants agree that the materials submitted can be used in promotions including but not limited to website, video, photography, direct mail, and marketing. Except where prohibited, participation in the Contest constitutes the school's consent for Sponsor and its designees to use the school's name, prize information, city and state for promotional purposes in any media without further consideration.

LIMITATIONS OF LIABILITY

Neither Sponsor nor its agencies are responsible for lost, late, stolen, illegible, misdirected, mutilated, incomplete, or non-delivered entries or for lost, interrupted, or unavailable satellite, network, server, Internet Service Provider, website, or other connections availability, accessibility, traffic congestion, or miscommunication, or failed computer, network, telephone, satellite, or cable hardware or software malfunctions, failures, or difficulties, or other errors of any kind whether human, mechanical, electronic, or network, or the incorrect or inaccurate capture of Entry or other information or the failure to capture any such information. Neither Sponsor nor its agencies are responsible for any incorrect or inaccurate information, whether caused by website users or by any equipment or programming associated with or utilized in this contest. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds may be tampering with the entry process or operation of this contest or website, may be acting in violation of the terms of the website or the Official Rules or may be acting in a non-sportsmanlike or disruptive manner, or with intent to threaten, abuse, or harass any other person. Any attempt to deliberately damage any Website or undermine the legitimate operation of this contest is unlawful and subject to legal action by Sponsor or its agents.

In no event will Sponsor, its affiliates, subsidiaries, and related companies or Wawa, Inc. and its affiliates, subsidiaries, and related companies (collectively, "Wawa") be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential, or punitive damages arising out of this contest, including entrants access to and use of the contest site or downloading from and printing material downloaded from said site.

GENERAL RELEASE

By entering the Contest, entrants release Sponsor, Wawa and the organizers of the Fuel Up to Play 60 Cap Collection Contest and each of their respective affiliated companies, directors, officers, employees, representatives, partners, and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses, or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).

ADDITIONAL TERMS AND CONDITIONS

In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, the Sponsor may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Contest and award the grand prize from among all eligible entries received up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any school, or void any entries received, if it discovers tampering with the entry process or the operation of the Contest, or violations of the Official Promotion Rules. The Sponsor's failure to enforce any term of these Official Promotion Rules shall not constitute a waiver of that provision.

DISPUTES

Schools, and those entering on their behalf, agree that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Pennsylvania or the appropriate Pennsylvania state court located in Philadelphia, Pennsylvania; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Promotion Rules, or the rights and obligations of the school, those entering on their behalf, and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania, without giving effect to any choice of law or conflict of law rules.

SPONSOR

The Sponsor is the Mid-Atlantic Dairy Association, 325 Chestnut Street, Suite 600, Philadelphia, PA 19106.

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