

OFFICIAL RULES FOR THE EGGLAND'S BEST "FAMILY MEALS PLEDGE" PROMOTION

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

1. The Eggland's Best "Family Meals Pledge" Promotion ("Promotion") begins 12:00 AM Eastern Time ("ET") July 12, 2018 and ends 11:59 PM ET October 3, 2018 ("Promotion Period"). The Promotion Period will be divided into twelve (12) weekly game play/entry periods (each an "Entry Period"), as outlined in the chart below.

Entry Period	Entry Period Dates (each Entry Period begins at 12:00 AM and ends at 11:59 PM)
1	7/12/18 -7/18/18
2	7/19/18 -7/25/18
3	7/26/18 -8/1/18
4	8/2/18 – 8/8/18
5	8/9/18 – 8/15/18
6	8/16/18 – 8/22/18
7	8/23/18 – 8/29/18
8	8/30/18 – 9/5/18
9	9/6/18 – 9/12/18
10	9/13/18 – 9/19/18
11	9/20/18 – 9/26/18
12	9/27/18 – 10/3/18

2. Open only to legal residents of the 50 United States and the District of Columbia, Puerto Rico and Guam who are 18 years of age or older and who have reached the legal age of majority in their state, jurisdiction or territory of residence at the time of entry.

3. **How to Participate:** During an Entry Period, you (the "Entrant") can enter and play by visiting www.EBFamilyMealsPledge.com; then completing and submitting the official Family Meals Pledge form by providing your first and last name, street address, city, state/territory, zip code, e-mail address, phone number (including area code), and confirming your agreement to the pledge for a chance to win an Instant Win Prize (the "Game Play") and one (1) entry into the Grand Prize Drawing (an "Entry"), as described below. There will be a total of one hundred eighty (180) winning moments during the Promotion Period, each associated with an Instant Win Prize (see Prizes chart below in section 4 for number of winning moments in each Entry Period). Winning moments will be randomly seeded throughout each Entry Period. Submission of erroneous or incomplete personal information will void the submitted Game Play. Upon successful submission of the Family Meals Pledge form, Entrants will be notified immediately if, subject to verification and compliance with these Official Rules, they have won an Instant Win Prize ("Prize Notification") by being the first Entrant to complete a game play at or after a winning moment which has been randomly seeded during each Entry Period using a computer-generated algorithm or other randomization method. If upon entering, the Entrant does not receive a Prize Notification, the Entrant will instead receive the message, "You didn't win this time...but keep trying!" or a message to similar effect. Limit one (1) Game Play/Entry per person and per e-mail address per day (where each day begins at 12:00:01 AM ET and ends at 11:59:59 PM ET, as determined by Sponsor's clock) for the duration of the Promotion Period. Game Plays received from any person or e-mail address in excess of the above stated daily limitation will be deemed void. **Additional Entries:** Upon completion of each Game Play, you will have the opportunity to obtain up to two (2) additional Entries by: (a) completing the "Eggland's Best Better Egg Quiz" ("Quiz") in its entirety (regardless of correctness) for one (1) additional Entry; and (b) by sharing the Pledge via social media by following the instructions provided for one (1) additional entry. Maximum of (3) Entries per person and per e-mail address per day for the duration of the Promotion Period. If Entries are received in excess of the stated limitation from any person or e-mail address during any day, only the first three (3) Entries (one entry per method) received will be eligible for entry for that day. Game Plays/Entries will not be acknowledged or returned. Except as otherwise provided herein, Eggland's Best, LLC (the "Sponsor") will not enter into any correspondence with an Entrant regarding a Game Play/Entry. Should multiple users of the same e-mail account enter the Promotion and a dispute thereafter arises regarding the identity of the Entrant, the authorized account subscriber of said e-mail account at the time of Game Play/Entry will be considered the Entrant and must comply with these Official Rules. "Authorized account subscriber" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization, which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

4. **Prizes:** Prizes include the following:

First Prize: A cookware package (as solely determined by Sponsor) (Estimated Retail Value ("ERV") \$250.00)

Second Prize: A \$75.00 Supermarket Gift Card of winner's choice (subject to availability and awarded in the form of a pre-paid debit card) (certain terms and conditions as specified by issuer apply) (ERV \$75.00)

Third Prize: A Family Game package (awarded in the form of a \$50.00 Amazon Gift Card. Certain terms and conditions as specified by issuer apply). (ERV \$50.00)

Fourth Prize: One (1) Eggland's Best full-value coupon for one (1) dozen eggs (coupon expires on 12/31/20) (ERV \$4.50)

Entry Period	First Prize: (Prize Quantity)	Second Prize: (Prize Quantity)	Third Prize: (Prize Quantity)	Fourth Prize: (Prize Quantity)
1		1	2	12
2		2	1	12
3	1	1	1	12
4		1	2	12
5		2	1	12
6	1	1	1	12
7		1	2	12
8		2	1	12
9	1	1	1	12
10		1	2	12
11		2	1	12
12	1	1	1	12

Potential Second Prize winners will be contacted via telephone and/or e-mail approximately seven (7) days after receiving Prize Notification to select a Supermarket Gift Card (subject to availability). If any e-mail to the potential winner is undeliverable, any phone number provided by the potential winner is incorrect or no longer in service, a response to any given e-mail or phone call/message is not received within three (3) business days of date of its issuance or potential winner does not comply with these Official Rules, the prize may be forfeited and not awarded. Potential First, Third and Fourth Prize winners will receive their prize within four (4)-six (6) weeks of the conclusion of the Promotion Period at the address provided during entry. If any potential winner does not comply with these Official Rules or prize is undeliverable, the prize may be forfeited and not awarded. In the event more prizes are claimed than are intended to be awarded for any prize level, Sponsor reserves the right, as applicable, to award the stated prizes in a random drawing from among all valid prize claims for such level. In no event will Sponsor be liable for more than the stated number of prizes listed in these Official Rules.

Grand Prize Drawing: The Grand Prize random drawing will be conducted on or about October 4, 2018 from among all eligible Entries received during the Promotion Period. Drawing will be conducted by Trymark Consulting Group, L.L.C., an independent judging organization whose decisions are final and binding. Odds of winning will depend on the total number of eligible Entries received.

Grand Prize package (1 for Promotion Period): The Grand Prize package consists of: \$5,000.00, awarded in the form of a \$5,000.00 check (ERV \$5,000.00) and one (1) Eggland's Best swag bag, containing six (6) coupons for 12ct shell eggs (coupons expire on 12/31/20), four (4) coupons for hard cooked and peeled eggs (coupons expire on 12/31/20), one (1) Eggland's Best 3" plush egg, one (1) Eggland's Best silicone spatula, one (1) Eggland's Best phone stand, one (1) Eggland's Best wedge phone pillow, one (1) Eggland's Best insulated tote and one (1) set of Eggland's Best kitchen grips (ERV \$77.45). Total ERV of Grand Prize package is \$5,077.45.

Potential Grand Prize winner will be contacted via telephone and/or e-mail on or about October 4, 2018. If any e-mail to the potential winner is undeliverable, any phone number provided by the potential winner is incorrect or no longer in service, a response to any given e-mail or phone call/message is not received within three (3) business days of date of its issuance or potential winner does not comply with these Official Rules, the prize may be forfeited and, at Sponsor's discretion, an alternate winner may be selected. Potential winner will be required to execute and return an affidavit of eligibility and a liability release and, where legal, a publicity release within five (5) days of date of issuance of those documents or the prize may be forfeited and, at

Sponsor's discretion, awarded to an alternate winner. If potential winner does not comply with these Official Rules or prize or prize notification is undeliverable, the prize may be forfeited and, at Sponsor's discretion, awarded to an alternate winner.

Total ERV of all prizes combined is \$8,725.45. Winners will be responsible for all taxes (including federal, state and local taxes) and any other costs and expenses associated with acceptance and use of the prize not described herein as being awarded. The value of merchandise is based on the ERV at the commencement of the Promotion. No compensation will be offered for any difference in value between stated ERV and the actual ERV at time of prize award. Prizes are not transferable, redeemable for cash, or substitutable except by Sponsor, which reserves the right, at its discretion, to substitute a prize or portion of a prize with one of comparable or greater value. All prize details are at the sole discretion of the Sponsor. Limit one (1) Instant Win Prize per person and per e-mail address for the duration of the Promotion.

5. Employees of Egglund's Best, LLC, ("Sponsor"), Land O'Lakes, Inc., Coyne PR, Trymark Consulting Group, L.L.C., and their respective parents, affiliates, franchisees, subsidiaries, advertising and promotion agencies, and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of such employees, whether or not related, are ineligible to enter or win. Void where prohibited. Subject to all applicable federal, state and local laws and regulations.

6. By participating, you agree: a) to abide by these Official Rules, and to the decisions of Sponsor and the judges, which shall be final and binding in all respects; b) to the use of your name, likeness and biographical data by Sponsor and its designees if selected as a winner for advertising, promotional and other purposes in any and all media now or hereafter known throughout the world in perpetuity without compensation, right of review or notification (except where prohibited by law); and c) THAT SPONSOR, LAND O'LAKES, INC., AMERICAN HEART ASSOCIATION, INC., COYNE PR, TRYMARK CONSULTING GROUP, L.L.C., AND ALL OF THEIR RESPECTIVE PARENTS, AFFILIATES, FRANCHISEES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, RETAILERS, DISTRIBUTORS AND SUPPLIERS, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, SHAREHOLDERS, AGENTS, AND EMPLOYEES (COLLECTIVELY, THE "RELEASED PARTIES") SHALL HAVE NO LIABILITY AND SHALL BE HELD HARMLESS FOR ANY DAMAGE, LOSS OR INJURY TO YOU OR ANY THIRD PARTY RESULTING FROM PARTICIPATION IN THIS PROMOTION, SPONSOR'S OR ITS DESIGNEES' USE OF ANY ENTRY OR THE USE OR MISUSE OF THE PRIZES. PRIZES ARE AWARDED "AS IS" WITHOUT ANY REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED BY SPONSOR EXCEPT FOR ANY "IN THE BOX" WARRANTY THAT MAY BE PROVIDED WITH A PRIZE. Released Parties are not responsible for lost, delayed, interrupted or unavailable, network, server, cable, satellite, Internet Service Provider (ISP) or other connections, miscommunications, failed phone, computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other errors or malfunctions of any kind whether computer, network, human, mechanical, electronic, printing, typographical or otherwise relating to or in connection with this Promotion, including, without limitation, errors or problems which may occur in connection with the administration of the Promotion, the processing of Entries or Game Plays, the announcement of the prizes or for any damage to your or other person's computer hardware or software as a result of participation. Released Parties are not responsible for Entries or Game Plays that are lost, late, stolen, inaccurate, incomplete, delayed, misdirected, undelivered, garbled or delayed by computer transmissions. Persons found tampering with or abusing any aspect of this Promotion or who are in violation of these Official Rules, as solely determined by the Sponsor and/or the judging organization, will be disqualified and all associated Entries will be void. Every Entry must be manually keystroked and manually entered by you and repetitive automated electronic submission of Entries is specifically disallowed. Use of script, macro or automated entry software or programs or other means or practices which subvert the entry process is prohibited and all such Entries will be void. If the Promotion is compromised by virus, bugs, non-authorized human intervention or other causes which corrupt or impair the administration, security, fairness or proper play of the Promotion, or if the Promotion is unable to run as planned for any other reason, Sponsor reserves the right in its sole discretion to modify, suspend or terminate the Promotion or any portion thereof and/or terminate the participation of any Entrant (and void his/her Entry/ies) whose conduct potentially compromises the Promotion and at its sole discretion award the prizes from among all eligible, non-suspect Entries received prior to the act requiring such suspension or termination using the applicable judging procedure outlined above. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal

provision were not contained herein. Promotion is governed by the laws of the State of Pennsylvania without regard to its conflict of laws or principals, with venue in Chester County, Pennsylvania.

7. EXCEPT WHERE PROHIBITED BY LAW, AS A CONDITION OF PARTICIPATING IN THIS PROMOTION, YOU AGREE THAT A) UNDER NO CIRCUMSTANCES WILL YOU BE PERMITTED TO OBTAIN AWARDS FOR, AND YOU HEREBY WAIVE ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT OF POCKET EXPENSES, IF ANY; B) ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROMOTION, OR ANY COMPENSATION OR CREDIT TO BE PROVIDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION AND EXCLUSIVELY BY FINAL AND BINDING ARBITRATION IN ACCORDANCE WITH THE FEDERAL ARBITRATION ACT ("FAA", Title 9 of the United States Code) UNDER THE AUSPICES OF THE AMERICAN ARBITRATION ASSOCIATION; C) THE FEDERAL ARBITRATION ACT SHALL GOVERN THE INTERPRETATION, ENFORCEMENT AND ALL PROCEEDINGS AT SUCH ARBITRATION; AND D) JUDGEMENT UPON SUCH ARBITRATION AWARD MAY BE ENTERED IN ANY COURT HAVING JURISDICTION. YOU HAVE A RIGHT TO OPT-OUT OF THIS ARBITRATION PROVISION. IF YOU DO NOT AGREE TO THIS MANDATORY ARBITRATION PROVISION WITH REGARD TO THIS PROMOTION, THEN WITHIN THIRTY (30) DAYS FROM THE DATE OF YOUR ENTRY, YOU MAY OPT-OUT OF THIS, AND ONLY THIS, PART OF THE OFFICIAL RULES BY NOTIFYING THE SPONSOR OF SUCH OPT-OUT REQUEST BY PROVIDING WRITTEN NOTICE AND MAILING SUCH NOTICE TO: EGGLAND'S BEST "FAMILY MEALS PLEDGE" PROMOTION – ARBITRATION REJECTION, P.O. BOX 295, GAINESVILLE, VA 20156. ANY OPT-OUT RECEIVED AFTER THE THIRTY (30) DAY TIME PERIOD WILL NOT BE VALID AND YOU MUST PURSUE YOUR CLAIM, IF ANY, VIA ARBITRATION PURSUANT TO THESE OFFICIAL RULES. ANY AND ALL CLAIMS, JUDGMENTS, AND AWARD SHALL BE LIMITED TO ACTUAL OUT OF POCKET COSTS INCURRED, IF ANY, AND IN NO EVENT SHALL YOU BE ENTITLED TO RECEIVE ATTORNEYS' FEES OR OTHER LEGAL COSTS OR EXPENSES.

IN THE EVENT THAT YOU OPT-OUT OF THIS MANDATORY ARBITRATION PROVISION, ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROMOTION SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY A FEDERAL OR STATE COURT LOCATED IN CHESTER COUNTY, PENNSYLVANIA.

8. Information submitted in connection with the Promotion will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended from time to time), currently located at <http://egglandsbest.com/legal/privacy-policy.aspx>; provided, that if there is any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail.

9. The names of the winners (available after November 1, 2018) and/or a copy of these Official Rules may be obtained by mailing a self-addressed, stamped #10 envelope to: Egglan's Best "Family Meals Pledge" Promotion - Winners/Rules (please specify which), P.O. Box 295, Gainesville, VA 20156, for receipt no later than January 2, 2019. VT residents omit return postage on rules requests.

10. Sponsor: Egglan's Best, LLC, 70 East Swedesford Road, Suite 150, Malvern, PA 19355.

Promoter: Trymark Consulting Group, L.L.C., P.O. Box 295, Gainesville, VA 20156.

The American Heart Association, Inc., nor any of its respective subsidiaries and affiliates are sponsors of the Promotion and are not responsible for any obligations in connection with the Promotion.