

**DANNON® HANNAFORD SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. ELIGIBILITY: The Dannon Hannaford Sweepstakes (“Sweepstakes”) is open to legal residents residing in Massachusetts, Maine, New Hampshire, New York and Vermont who are 18 years of age or older at the time of participation. Void where prohibited by law and anywhere not specifically listed herein. Employees, officers and directors of The Dannon Company, Inc. (“Sponsor”), Hannaford Brothers Company (“Hannaford”), their respective parent, subsidiary, and affiliated companies, advertising, promotion, production or fulfillment agencies, Web masters/suppliers (and their IRS dependents, immediate family members [spouse, parents, children, siblings] and individuals residing in their same household, whether or not related), and the NFL Entities (as defined below) are not eligible to participate. By participating, entrants agree to these Official Rules and the decisions of the Sponsor and/or its independent judging agency which are final and binding in all respects.

2. SWEEPSTAKES PERIOD: Sweepstakes begins at 12:00:00 a.m. Central Standard Time (“CST”) on January 1, 2017 and ends at 11:59:59 p.m. CST on January 21, 2017 (“Sweepstakes Period”). Sponsor's computer is the official time keeping device for this Sweepstakes.

3. HOW TO ENTER: During the Sweepstakes Period, you may enter in one (1) of the following manners:

(a) To enter by Text Message: Use your wireless device to text OIKOS to shortcode 50563. By submitting your text, you are consenting to receive text messages sent by Sponsor's Sweepstakes administrator to confirm your entry. Participants must have a wireless device with text messaging capabilities and may incur a standard text message and data charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and any other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. By participating in this Sweepstakes via Text Message, the participant is consenting to receive text and phone messages regarding the Sweepstakes. A text message entry will be deemed to have been submitted by the registered owner of the wireless number used to enter. To opt-out text STOP to 50563. For Help text HELP to 50563. Privacy Policy: <http://www.dannon.com/privacy-policy>.

(b) To enter without sending a text message, clearly hand print your date of birth, complete name and mailing address, daytime phone number, and valid email address on a 3” x 5” card or piece of paper and mail in an envelope with proper postage affixed to: Dannon Hannaford Sweepstakes, PO Box 650003, Dept. 856-779, El Paso, TX 88565-0003. Mail-in entries must be postmarked by January 21, 2017 and received by January 27, 2017. Limit one (1) entry per outer-mailing envelope. No photocopied or mechanically reproduced entries will be accepted. All entries become the property of the Sponsor, and none will be returned.

Limit one (1) entry per person/phone number/household during the Sweepstakes Period, regardless of entry method used.

4. RANDOM DRAWING: Winners will be selected in a random drawing to be held on or about January 31, 2017 from among all eligible entries received by an independent agency whose decisions are final and binding. Odds of winning depend on the number of eligible entries received.

5. PRIZE DETAILS: Prize (10): Each winner will receive a \$500.00 Hannaford Gift Card and a \$500.00 NFLShop.com Online Gift Certificate redeemable at www.NFLShop.com. Gift Card/Certificate is subject to terms and conditions as set by issuer. Approximate Retail Value ("ARV"): \$1,000.00 each.

Limit one (1) prize per person/household. If winner cannot accept prize as stated, prize may be forfeited in its entirety. No substitution, cash redemption or transfer of prize permitted, except in Sponsor's sole discretion. Sponsor reserves the right to substitute prize with prize of equal or greater value if the advertised prize becomes unavailable. Total ARV of all prizes is up to \$10,000.00. Any difference between stated value and actual value will not be awarded.

6. GENERAL CONDITIONS: By entering, participants agree (and agree to confirm in writing) that: (a) Sponsor, the NFL Entities (as defined below), Hannaford, and their respective parents, subsidiaries, related and affiliated entities, participating retailers, partners, members, representatives, consultants, contractors, legal counsel, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties") are released, will have no liability whatsoever for, and shall be held harmless by participants against any liability for any injuries, losses or damages of any kind to person(s) including, without limitation, death, or property, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes or any Sweepstakes-related activities including, without limitation, any travel related thereto; (b) except where legally prohibited, winners grant (and agree to confirm that grant in writing) permission to Sponsor and those acting under its authority the right to the use of his/her name, picture, likeness, voice, biographical information and statements, at any time or times, for advertising, trade, publicity and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide in perpetuity, and on the Internet and World Wide Web, without notice, review or approval, unless prohibited by law; (c) any portion of the prize not accepted or used by the winner will be forfeited; and (d) Sponsor is not responsible for any inability of winner to accept or use any prize (or any portion thereof) for any reason. The prize winners shall bear all risk of loss or damage to their prize after it has been delivered.

7. WINNER NOTIFICATION: If a winner participated via text message, he/she will be notified by phone and will be required to respond to the notification (as stated within the notification) within seventy-two (72) hours in order for Sponsor's agency to capture his/her name and address. In the event of noncompliance within this time period, prize may be forfeited. If winner participated via mail-in, he/she will be notified by email, phone and/or mail at the email address, phone number or mailing address provided at the time of entry. Sponsor is not responsible for suspended or discontinued Internet or wireless service which may result in potential winner not receiving initial prize notification. Sponsor is not responsible for any change in entrant's email, mailing address and/or telephone number. Winners will be required

to complete, sign and return an Affidavit of Eligibility, a Liability Release, and where lawful, a Publicity Release within seven (7) days of date of notification. If a potential winner is found not to be eligible or not in compliance with these Official Rules, if any required documents are not returned in a timely manner, if Sponsor is unable to contact a potential winner within a reasonable time period, or if prize notification is returned as undeliverable, the potential winner may be disqualified. The value of any prize awarded to a winner may be reported for tax purposes. Winners will be issued an IRS 1099 Form for the retail value of the prize. All federal, state and local taxes, if any, on prize and any other costs and expenses associated with prize acceptance and use not specified herein as being provided are solely winner's responsibility, regardless of whether it, in whole or in part, is used. Any unclaimed prize or portion of prize will not be awarded. If a prize is returned as undeliverable, prize may be forfeited and Sponsor shall have no further liability to award that prize. Allow up to six (6) weeks for prize delivery following completion of verification process. Prizes will only be delivered to addresses (no PO Boxes) within an eligible state. Please see the privacy policy located at www.dannon.com/privacy.aspx for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. If you are verified as the prize winner, your first name, last initial, city and state will be included in a publicly-available winner's list.

8. LIABILITY LIMITATIONS: The Released Parties are not responsible for lost, late, illegible, incomplete, stolen, postage-due, mutilated, non-delivered or misdirected entries, text messages or mail; or for interrupted or unavailable satellite, network, server, Internet Service Provider, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of an entry or other information or the failure to capture, or loss of, any such information. Persons who tamper with or abuse any aspect of this Sweepstakes or otherwise attempt to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair entry practices or intending to annoy, abuse, threaten or harass any other participants or Sponsor representatives, as solely determined by the Sponsor, will be disqualified. Any use of robotic, automatic, macro, programmed or like entry methods will void all such entries by such methods, and disqualify any participant using such methods. The Released Parties are not responsible for injury or damage to participants' or to any other person's wireless device related to or resulting from participating in this Sweepstakes. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by human error, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes, and assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction. Sponsor reserves the right, in its sole discretion to cancel or suspend this Sweepstakes should fraud, virus, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Sweepstakes. In the event of cancellation, Sponsor will randomly award the prizes from among all eligible, non-suspect entries received prior to cancellation.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY EQUIPMENT USED FOR THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT

TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. BINDING ARBITRATION AND DISPUTES: Any controversy or claim arising out of or relating to this Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS (“JAMS Rules and Procedures”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply New York law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE PARTICIPANT’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN SPONSOR’S SWEEPSTAKES, EACH PARTICIPANT INCLUDING EACH PRIZE WINNER AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT OR PRIZE WINNER BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED;

AND (4) PARTICIPANT AND EACH PRIZE WINNER'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY PARTICIPANT.

10. GOVERNING LAW AND JURISDICTION: By participating, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules, and any matters or proceedings which are not subject to arbitration as set forth in these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of New York, in the County of Westchester. By participating, participants consent to the jurisdiction and venue of the federal, state and local courts located in Westchester County, New York.

11. WINNER'S LIST: For the names of the winners, mail a self-addressed, stamped envelope to: Dannon Hannaford Sweepstakes, 10 South 5th Street, 7th Floor, Dept. 856-779, Minneapolis, MN 55402 for receipt by February 28, 2017.

SPONSOR: The Dannon Company, Inc., 100 Hillside Avenue, White Plains, NY 10603-2863.

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