

**Body By Milk Win a Trip to the Red Carpet Contest  
Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN.**

Body By Milk Win a Trip to the Red Carpet Contest (the "Contest") starts on April 15, 2009 at 9:01 AM Eastern Time ("ET") and ends on May 15, 2009 at 11:59 PM ET ("Contest Period").

**ELIGIBILITY:** Contest is open to legal residents of the 48 contiguous United States and the District of Columbia (excluding Alaska and Hawaii), who are at least 13 years of age who have internet access as of April 15, 2009. Eligible minors should have their parents' or legal guardians' permission prior to entering this Contest. Employees of National Fluid Milk Processor Promotion Board ("Sponsor"), Twentieth Century Fox Film Corporation, Weber Shandwick, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to enter or win. Void in AK and HI and where prohibited by law. Contest is subject to all applicable federal, state and local laws.

**HOW TO ENTER:** During the Contest Period, visit [BodyByMilk.com](http://BodyByMilk.com) and follow the directions to write an essay about how milk makes you look and feel good in seventy five (75) words or less, complete the entry form, and submit. All entries must be received by 11:59 PM ET on May 15, 2009 to be considered. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. Limit one (1) entry per person and per email address. Entries received from any person or email address in excess of the stated limitation will be void. All entries become the sole property of the Sponsor and will not be returned.

Each entry must be entrant's own original work, be truthful, be in English, cannot be previously published or submitted in connection with any other contest, be in keeping with the Sponsor's image and may not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights.

By submitting an entry, entrant (and, if an eligible minor, his/her parent or legal guardian) acknowledge and agree that Sponsor may obtain many submissions under this Contest and that such entries may be similar or identical in theme, idea, format or other respects to others submitted under this Contest and/or other contests staged and/or sponsored by the Sponsor, and waive any and all claims entrant may have had, may have, and/or may have in the future, that any composition and/or other works accepted, reviewed and/or used by the Sponsor (or its designees) may be similar to his/her entry. Except where prohibited by law, each entrant (and, if an eligible minor, his/her parent or legal guardian) acknowledge and agree that the Sponsor does not have now, nor shall it have in the future, any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of any copyright in and to entrant's entry.

**JUDGING:** All eligible entries received by Sponsor will be judged by a panel of qualified judges based on the following criteria: creativity of explanation of how milk helps entrant look and feel good (50%) and ability to communicate effectively (50%) The entry with the highest score will be deemed the potential Grand Prize winner. In the event of a tie, an additional, "tie-breaking" judge will determine the winner based on the criteria listed herein. Sponsor reserves the right not to award the prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

Judges' and Sponsor's decisions are final and binding on all matters relating to this Contest. Potential winner will be notified by telephone, mail and/or email and will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law), which must be signed, notarized, and returned within fourteen (14) days of date appearing on prize notification. Guest must also sign (or winner, if guest is his/her child or legal ward) a Liability and Publicity Release. Return of prize notification as undeliverable, failure to sign and return requested documentation within fourteen (14) days of issuance, the inability of Sponsor to contact the potential winner within a reasonable time period, or noncompliance with these Official Rules by the potential winner will result in disqualification, at Sponsor's sole discretion, and the prize may be awarded to the runner-up. If potential winner is an eligible minor in his/her jurisdiction of residence, prize will be awarded in the name of his/her parent or legal guardian, and such parent or legal guardian will be required to fulfill all requirements imposed on winner set forth herein. If winner is a minor, guest must be his/her parent or legal guardian.

**PRIZE: Grand Prize (1):** A trip for Grand Prize winner and one (1) guest to attend an upcoming FOX movie premiere (exact premiere to be determined by Sponsor). Exact dates and destination of travel will be determined by Sponsor. Location of trip to be Los Angeles or New York. Trip includes roundtrip coach class air transportation from a major U.S. gateway airport nearest winner's residence to designated location, two (2) days and one (1) night standard hotel accommodations (one (1) room, double occupancy) hotel accommodations and ground transportation to and from airport/hotel and hotel/premiere. Approximate Retail Value ("ARV") of Grand Prize: \$3,000. Actual value of may vary based on point of departure and dates of travel. If winner resides within a 100-mile radius of destination, ground transportation will be provided in lieu of air transportation and no compensation or substitution will be provided in lieu thereof. Any difference between stated value and actual value will not be awarded. Trip must be taken on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such winner. Sponsor reserves right to change dates. Winner and guest must travel together on the same itinerary. Winner and guest are responsible for obtaining all required travel documents prior to travel. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless the child or legal ward of winner. Travel must be made through Sponsor's agent, on a carrier of Sponsor's choice. Certain travel restrictions may apply. Seat locations at premiere will be determined by Sponsor. Winner and guest must comply with all venue rules and regulations. Failure to do so may result in forfeiture of such portion of prize. In the event Sponsor is unable to provide attendance at a premiere, no compensation or substitution will be provided in lieu thereof; however, remainder of prize package will be awarded and Sponsor will have no further obligation to winner. All prize details are at the sole discretion of the Sponsor. No substitution, transfer, or cash equivalent of prize is permitted, except by Sponsor,

which reserves the right to substitute the prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prize, and any other costs, fees, and expenses not explicitly stated herein as being awarded, including luggage fees, additional ground transportation, meals, and souvenirs, are the sole responsibility of the winner.

**GENERAL:** By participating, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Twentieth Century Fox Film Corporation, Weber Shandwick., and their respective parents, affiliates, subsidiaries, dealerships, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of the awarded prize (including any travel/activity related thereto); and (c) to the use of his/her name, voice, performance, photograph/video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, entrant (and, if an eligible minor, his/her parent or legal guardian) also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of the Sponsor, which it may withhold in its sole discretion.

**OWNERSHIP/USE OF ENTRIES:** By submitting an entry, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees Sponsor shall own the entry submitted (including all rights embodied therein) and that it and its designees may edit, publish, use, adapt, exploit, modify, copy, disseminate, distribute or dispose of any entry (and all elements of such entry), the concepts embodied therein or any elements thereof, including, without limitation, proper names, and locations, online, in print, film, television, or in any other media now known or hereafter devised, worldwide in perpetuity, for advertising and promotional purposes without compensation or notification to the entrant of any kind, except as prohibited by law.

Released Parties are not responsible for late, lost, damaged, misdirected, incomplete, garbled, inaccurate, undeliverable, destroyed or stolen entries; or for any typographical, printing, network, mechanical, electronic, network, human or other errors relating to or in connection with this Contest, including, without limitation, any errors or problems that may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prize or in any other Contest-related materials. Released Parties are not responsible for entries that fail to enter into the Sponsor's processing system, or that are processed, reported, or transmitted late or incorrectly or are lost or misdirected for any reason including computer, telephone, paper transfer, human or other error; or for electronic, computer, cable, satellite, Internet Service Provider (ISP), or telephone malfunction or error, including inability to access any web site associated with the Contest. Released Parties are also not responsible for any

incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the website. Sponsor may disqualify anyone from participating in the Contest or winning the prize if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives and void all associated entries. ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right in its sole discretion to cancel or suspend any portion of the Contest should virus, bugs, worms, non-authorized intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Contest and, if cancelled, at its discretion, judge all non-suspect, eligible entries received up to time of such impairment using the judging procedure outlined above.

**REQUEST FOR WINNERS NAMES AND COPY OF OFFICIAL RULES:** For a list of winners and copy of official rules (available after [May 15]) send a self-addressed, stamped, envelope by [June 1] to: Body By Milk (Contest Name Winner and Copy of Official Rules), c/o Weber Shandwick, 676 N. St. Clair, Suite 1000, Chicago IL. VT residents may omit return postage.

**SPONSOR:** National Fluid Milk Processor Promotion Board, 1250 H Street NW, Suite 950, Washington, D.C., 20005.