OFFICIAL RULES
RISE, SIZZLE AND SHINE BREAKFAST RECIPE CONTEST - 2016

The Rise, Sizzle & Shine Breakfast Recipe Contest (the "**Contest**") is sponsored by Jones Dairy Farm, 800 Jones Avenue, Fort Atkinson, WI, 53538 (**"Sponsor**").

PRIZE STRUCTURE
One (1) FIRST PLACE PRIZE: $2,000 Visa Gift Card

One (1) SECOND PLACE PRIZE: $1,000 Visa Gift Card

One (1) BEST BRINNER RECIPE PRIZE: $500 Visa Gift Card

PRIZES MAY BE SUBJECT TO TAX; ALL APPLICABLE TAXES ARE THE RESPONSIBILITY OF THE WINNER. All federal, state and local laws and regulations apply. Void where prohibited.

ENTRY PERIOD: The Contest starts at 12:00:01 AM Eastern Time on February 1, 2016 and eligible contestants may submit entries until 11:59:59 PM Eastern Time on May 31, 2016 (the "**Entry Period**"). Entries submitted after the Entry Period will be deemed ineligible to win. The Contest ends on July 30, 2016. The period between February 1, 2016 and July 30, 2016 is referred to in the Rules as the "**Contest Period."**

ELIGIBILITY: The Contest is open only to individuals, eighteen (18) years or older at time of entry, who are legal residents of the United States, except residents of Arizona, Rhode Island, Nebraska, Vermont, North Dakota, and Tennessee or otherwise where prohibited by law (the "**Ineligible States**"). Residents of Ineligible States and employees of Jones Dairy Farm, subsidiaries or agents, their immediate families (defined as parents, children, siblings, spouse and grandparents), and those domiciled with any of the foregoing are not eligible.

ENTRY: Visit the Contest web page, www.JonesRecipeContest.com. Each entrant will be required to fill out the Entry Form and submit an original recipe ("**Recipe**"). The Recipe must:

- Include detailed, step-by-step preparation instructions
- List each ingredient in exact common U.S. household measurements and order of use in making the Recipe
- Indicate cooking times and number of servings
- Use at least one of the following Sponsor products: Jones Dairy Farm sausage (pork, chicken or turkey), bacon, Canadian bacon, and ham ("**Products**"). **Actual purchase of Sponsor Products is not required to enter.**

  NO PURCHASE NECESSARY.

An entrant may include an original photograph depicting the finished recipe ("**Photo**"), but a Photo is not required.

If a Recipe contains a brand name product or a trademark other than Jones Dairy Farm, Sponsor may disqualify the Recipe or, at its sole discretion, remove the brand name or trademark from the Recipe prior to judging without notice to entrant. The Recipe must be an original recipe that was created by the person

entering the Contest and cannot have previously won a contest or other promotion. Recipe must not have been previously published, must not be awaiting publication, nor may be submitted for publication consideration during the Contest Period.

HOW TO ENTER: You may only enter electronically. All information provided by entrant must be complete, true and correct. Submissions to the Contest must be received by May 31, 2016 at 11:59:59 p.m. Eastern Time in order to be eligible; Recipes received after that date will be deemed ineligible to win. All submitted Recipes (including Photos) become the property of Sponsor and will not be acknowledged or returned; Sponsor is not responsible for lost, late, inaccurate, incomplete, damaged, illegible, or misdirected entries. Each Recipe must be submitted on an individual basis (i.e., no team, joint, or corporate entries) and all components of the Recipe (including Photos) must be the original creation of the submitting participant. Only non-commercial work may be submitted. Recipes may not contain profanity, nudity, pornographic images, violent images, anti-competition messages, illegal material, or material that violates the rights of third parties. Recipes may not include confidential information, trade secrets, trademarks or copyrighted material belonging to any person or entity other than the entrant absent a suitable license or permission agreement, proof of which is required. Recipes containing any forbidden matter or material otherwise deemed by Sponsor to be inappropriate will be disqualified. Online entries will be deemed submitted by the authorized account holder of the email address submitted at time of entry.

RISE, SIZZLE AND SHINE BREAKFAST RECIPE CONTEST WINNER SELECTION:
Round 1: Initial Selection by Panel of Judges.
A panel of judges consisting of Sponsor personnel will select twelve (12) Recipes for consumer voting based equally upon the criteria of creative use of the Sponsor Product, originality, and adherence to these Official Rules. Twelve semifinalists will be notified on or about June 15, 2016.

Round 2: Consumer Voting on Facebook to Determine Top 6 Recipes.
The twelve Recipes selected by Sponsor, along with a professional photo of the finished dish, will be made available online for consumer voting on Jones Dairy Farm's FACEBOOK page at www.Facebook.com/JonesDairyFarm, beginning July 5, 2016 through July 22, 2016 (the "**Voting Period 1**"). The Sponsor judges will create six (6) recipe groups with two (2) Recipes in each group (each, an "**Initial Recipe Group**"). Each Initial Recipe Group will be placed in a separate FACEBOOK Album. During Voting Period 1, consumers will be able to vote for their favorite Recipe in each Initial Recipe Group based on creative use of the Sponsor Product and originality by liking one of the two Recipes in the Initial Recipe Group.

Round 3: Consumer Voting on Facebook to Determine Top 3 Recipes.
The Recipe in each Recipe Group that receives the most likes during Voting Period One will move onto the semifinalist phase of voting which will be made available online for consumer voting on Jones Dairy Farm's FACEBOOK page at www.Facebook.com/JonesDairyFarm beginning July 25, 2016 through July 30, 2016 ("**Voting Period 2**"). The Sponsor judges will create three (3) recipe groups with two (2) recipes in each group (each, a "**Final Recipe Group**"). Each Final Recipe Group will be placed in a separate FACEBOOK Album. During Voting Period 2, consumers will be able to vote for their favorite Recipe in each Final Recipe Group based on creative use of the Sponsor Product and originality by liking one of the two Recipes in the Final Recipe Group.

A consumer should only vote for one Recipe in each Recipe Group during each Voting Period. Semifinalists are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, paying for votes; offering sweepstakes/contest entries, prizes or inducements; agreeing to exchange votes with another person; offering any consideration or incentive of any kind whatsoever to persons in exchange for votes; or other means, as determined by Sponsor in its sole discretion. Any

attempt by a semifinalist, his/her family or friends, or any other individual to obtain votes using any mechanism that violates these Official Rules, or any other kind of fraudulent or inappropriate mechanism, as determined by Sponsor in its sole discretion, shall give Sponsor the right to void the votes in question and/or disqualify the semifinalist in its sole discretion. Votes must be entered manually through FACEBOOK. Votes generated by script, macro, bot or other automated means or which subvert or impair the integrity of the voting process will be void, as determined by Sponsor in its sole discretion. Voting must be completed by the actual person casting the vote. A person may not vote on behalf of another person.

Final Selection Finalist Selection by Panel of Judges.
At the end of Voting Period 2, the panel of judges will judge the three semifinalist Recipes and award the top 2 semifinalists with the First Place and Second Place Prizes. The three semifinalist Recipes will be based on the following criteria, all of which shall be weighted equally:

- Taste
- Originality
- Creative use of a Product
- Consumer Appeal - taking into account each Recipe's total likes

"BEST BRINNER" RECIPE CONTEST WINNER (Breakfast for Dinner):
The panel of judges will also select an overall "Best of Brinner" winner from all Recipes entered. A Recipe is eligible to win the "Best of Brinner" prize even if it is not one of the 12 Recipes selected for consumer voting on FACEBOOK. When selecting the "Best of Brinner" winner, judges will take the following recipe criteria into consideration, which shall be weighted as follow:

- Fifty percent (50%) - Originality of a "breakfast for dinner" recipe
- Twenty-five percent (25%) – Creative use of a Product
- Twenty-five percent (25%) - Taste

All winners will be notified of final prize(s) on or about August 1, 2016. By entering, you agree to be bound by these Official Rules, and that the decisions of the judges are final and binding in all respects. Sponsor reserves the right not to select any winning submissions based upon the quality or content of submissions. Potential winners may be required to sign and return a sworn Affidavit of Eligibility and Liability and Publicity Release. If required documentation is not returned within seven (7) business days of notification, or if notification is returned as undeliverable, any prize will be forfeited and an alternate winner will be selected.

PRIZE AWARDS: Prizes will be awarded within sixty (60) days after winner verification. No prize substitution or transfer is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value, for any reason. Sponsor is required by law to report prize values to taxing authorities; all taxes and any other incidental expenses on prizes are the sole responsibility of each winner.

GENERAL RULES & LIMITATIONS: By entering a Recipe with a Photo, you represent that: (i) your Recipe and Photo are your own original works; and (ii) you own or have the rights to convey any and all right and title in any material submitted as part of your entry into the Contest. By entering, you grant to Sponsor a non-exclusive, worldwide, royalty-free license to edit, publish, promote, republish at any time in the future and otherwise use your Recipe and Photo along with your name and likeness, in any and all media for any purpose, without further permission, notice or compensation (except where prohibited by law). By participating in the Contest, you agree to release Sponsor and its parent companies, affiliates, subsidiaries, employees, directors, officers, and agents from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership, possession, use, or misuse of any prize. Sponsor is not

responsible for technical, hardware or software failures, or other errors or problems which may occur in connection with the Contest, whether computer, network, technical, mechanical, typographical, printing, human or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prizes, in any Contest-related materials, or that may limit prize fulfillment or a participant's ability to enter the Contest. Sponsor reserves the right to amend these Official Rules and to disqualify permanently from the Contest any person it believes has intentionally violated these Official Rules.

WINNER'S LIST: For the names of prize winners, send a self-addressed, stamped No. 10 envelope to: Stephan & Brady, Inc., "Rise, Sizzle & Shine" Prize Winners, 1850 Hoffman Street, Madison, WI 53704. All requests for the winners list must be received by September 1, 2016.

RELEASE: By entering the Contest you agree to release FACEBOOK, Inc., its affiliates, subsidiaries, employees, directors, officers and agents from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losees to persons and property which may be sustained in connection with the Contest.

The Rise, Sizzle & Shine Breakfast Recipe Contest is not sponsored by, endorsed by or affiliated with FACEBOOK, Inc., Visa® or any of their respective affiliated companies or subsidiaries. "Visa"is a registered trademark of Visa International Service Association. "FACEBOOK" is a registered trademark of FACEBOOK, Inc. All other trademarks mentioned in this Contest are the property of their respective owners.

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