



## The Hiland Holiday Home Cookie Contest Official Rules

---

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.
2. To enter this contest ("Contest"), either (i) complete the official online entry form (which will require you to submit a holiday cookie recipe containing at least one Hiland Dairy ingredient and include an original picture of that prepared recipe) or (ii) submit your name, address and telephone number with a printout of your recipe containing at least one Hiland Dairy ingredient with an original picture of the prepared recipe and mail your entry to: Hiland Dairy, "Hiland for the Holidays Cookie Contest," P.O. Box 2270, Springfield, MO 65801. To enter online, visit [www.hilanddairy.com/cookiecontest](http://www.hilanddairy.com/cookiecontest). Limited to one entry per person, per day, during the Contest entry period, regardless of the method of entry. Mail-in entries must be mailed and postmarked by December 28, 2015, and received by December 31, 2015. Electronic entries must be submitted by 11:59 p.m. (central time zone), December 31, 2015. Partially completed entries will not be accepted. The clock of Hiland Dairy ("Sponsor") will be the official clock for determining the time of entry. Contest entries

will be accepted between November 1, 2015 and December 31, 2015 (the “Contest Period”).

3. Entries that do not comply with the terms of the Contest will result in disqualification. Incomplete or illegible entries will not be considered. Entries will be void if electronically or mechanically reproduced, forged, defective, altered or obtained through unauthorized channels, or if they contain production, typographical, electronic, mechanical or other errors. Sponsor reserves the right in its sole discretion to disqualify any entry at any time which, in Sponsor’s opinion, is offensive, contains unsuitable material, endangers the safety or well-being of any person, or if it is determined that the entrant has not complied with these Rules.

All entries become the property of Sponsor, and entrant grants Sponsor an irrevocable, non-exclusive, perpetual license to use the entry, any recipes submitted and any other material submitted in connection with the Contest for any purpose whatsoever, including but not limited to Sponsor’s marketing and promotion of the Contest and/or its products.

4. Contest is open to legal residents of Missouri, Kansas, Iowa, Nebraska, Colorado, Wyoming, Texas, Arkansas and Oklahoma (“Contest states”) who are 18 years of age or older at the time of entry. Employees of Hiland Dairy, its affiliates, subsidiaries, respective advertising, promotion and fulfillment agencies, and the immediate families of each such person are ineligible to enter or win. Contest is void where prohibited by law. Estimated odds of winning are 1/1,000. The actual odds of winning depend on the number of eligible entries received.

Entrant consents to the use of his/her entry and name, likeness, and biographical information, including, but not limited to geographical location, by Hiland Dairy for publicity purposes (including on the HilandDairy.com web site and through Hiland Dairy’s accounts on various social media services) without further compensation. Winners will be notified by phone and/or e-mail and may be required to sign and return an Affidavit of Eligibility and Publicity/Liability Release within five (5) days of notification, or the prize will be forfeited and awarded to an alternate winner. Prizes will only be delivered to addresses within the Contest States. Sponsor will make two

(2) attempts to contact the potential winner at the contact information on the entry form. If after two (2) attempts, Sponsor is unable to contact the potential winner, then that entry/potential winner will be disqualified and an alternate potential winner's name will be drawn.

5. All entries received during the Contest Period will be reviewed by the Sponsor and may, at the Sponsor's sole discretion, be posted on HilandDairy.com and then shared through Hiland Dairy's accounts on various social media services, including but not limited to Facebook, Twitter, Instagram and Pinterest.
6. One (1) Grand Prize will be awarded to the entry receiving the most social media "shares," "likes," "pins," "retweets," "favorites" and other engagement as determined by Sponsor in their sole discretion. Each Grand Prize will consist of the following: one KitchenAid® tilt head stand mixer, 4.5 quart stainless steel bowl with handle, stainless steel wire whip, coated dough hook, coated flat beater, Flex Edge beater, pouring shield and bowl lid; one KitchenAid® 9-speed digital hand mixer with wire whisk and blender rod; mixing bowls and/or baking pans; and a year's supply of Hiland Dairy products in the form of coupons redeemable for various Hiland Dairy products. The Grand Prize has an approximate retail value of \$1,000.00. The product coupons are good only on product sizes and flavors indicated, and may be redeemed at participating retailers in Missouri, Kansas, Iowa, Nebraska, Colorado, Wyoming, Texas, Arkansas and Oklahoma. The Grand Prize does not include any other expenses or taxes not specifically included above nor any other expenses not mentioned, and any and all other expenses resulting from the Grand Prize shall be the obligation of the winner.
7. If potential prize winner is unable to accept a prize, the prize must be forfeited, and an alternate winner will be selected from among all remaining entries as time permits. Upon forfeiture for any reason as stated herein, no compensation shall be given. No cash substitutions will be given under any circumstances, except at the sole discretion of the Sponsor. Sponsor reserves the right to substitute any prize with another prize of equal or greater value.
8. Sponsor is not responsible for lost, stolen, incomplete, damaged, late or misdirected transmissions; for failed or partially garbled computer transmissions or for technical failures of any kind, including but not limited to electronic malfunction or damage to

any network, hardware or software. If any portion of the Contest is not capable of running as planned for any reason, including tampering, computer virus, unauthorized intervention, fraud, technical failures or any other causes beyond the control of Sponsor and which corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserves the right to cancel, modify or suspend the Contest. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation in this Contest. Any attempt by any person to deliberately damage any website or undermine legitimate operation of the Contest is 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 individual to the fullest extent permitted by law.

9. In the event of noncompliance with these Rules, the winner may forfeit any prize won, and an alternate winner may be selected at Sponsor's discretion. Each entrant agrees to, accepts and shall abide by these Rules of this Contest and agrees that any dispute with regard to the conduct of this Contest, rule interpretation or awarding of a prize, shall be resolved by Sponsor, in its sole discretion.

Sponsor is not responsible for any typographical or other errors in the printing of these Rules, administration of this Contest or in the announcement of any winner(s) or prize(s). In the event this Contest is canceled, Sponsor reserves the right to conduct a random drawing to award the prizes from among all eligible, non-suspect entries received for the drawing prior to the time of the action or event warranting such cancellation.

10. Prize is nontransferable, nonreturnable and cannot be sold or redeemed for cash. No substitutions allowed. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these Rules to its members. All federal, state, local taxes on a prize are the responsibility of the winner.

11. By participating, each entrant and each prize winner agrees to release Sponsor, participating sponsors, and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies from any liability whatsoever, and waive any and all causes of action for any claims, costs, injuries, losses or damages of any kind (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, whether intentional or unintentional) arising out of or in connection with acceptance, possession or use/misuse of any prize, participation in any promotion-related activity or participation in the promotion, whether under a theory of contract, torts (including, without limitation, negligence), warranty or any other theory or cause of action.
12. For a complete set of Rules or winners list, send a self-addressed, stamped envelope by January 11, 2016 to: "The Hiland Holiday Home Cookie Contest," P.O. Box 2270, Springfield, MO 65801.
13. Hiland Dairy, P.O. Box 2270, Springfield, MO 65801, is the Sponsor of this Contest.