



Date: June 11, 2015
Client: Conopco, Inc., d/b/a Unilever
Sweepstakes: Meijer Ice Cream Summer Sweepstakes
Subject: Mandatories and Official Rules

Mandatories:

No purchase necessary. Void where prohibited. Meijer Ice Cream Summer Sweepstakes is sponsored by Conopco, Inc., d/b/a Unilever. Open to legal U.S. residents, residing in IL, IN, KY, MI, OH or WI, 18 or older. Begins 12:01 a.m. ET on 7/5/15 & ends 11:59 p.m. ET on 8/1/15. For official rules, visit Meijer.com/IceCream. Message & Data rates may apply. Text "STOP" to 634537 to stop. Text "HELP" to 634537 for help.

NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL U.S. RESIDENTS, RESIDING IN IL, IN, KY, MI, OH or WI, 18 OR OVER. INTERNET ACCESS REQUIRED.

1. **Sweepstakes Period:** The Meijer Ice Cream Summer Sweepstakes (the "Sweepstakes") begins at 12:00 a.m. Eastern Time ("ET") on July 5, 2015 and ends at 11:59 p.m. ET on August 1, 2015 (the "Sweepstakes Period").
2. **How To Enter:** To enter using a text-enabled cell phone/device, send a text message with the word "ICECREAM" to the short code "634537" to receive one (1) Sweepstakes entry (the "Entry") into the corresponding Entry Period Sweepstakes drawing only, as described below. Entries will not carry forward for subsequent Entry Period Sweepstakes drawings, if any. You will receive a "thank you" text message following receipt of your text message letting you know that your entry was received. Data and text-messaging rates may apply. Text "STOP" to 634537 to stop. Text "HELP" to 634537 for help. Limit one (1) text Entry per person per day. All Entries must be received by 11:59 p.m. ET on August 1, 2015, to be eligible. To enter without a text-enabled cell phone/device, hand print your first and last name, full address, date of birth, day and evening phone numbers and email address on a plain 3" x 5" piece of paper ("Entry") and mail it in an envelope with proper postage, to: Meijer Ice Cream Summer Sweepstakes, PO Box 7683, Melville, NY 11775-7683. You will receive one (1) Entry into the corresponding Entry Period Sweepstakes drawing only, as described below, for each qualifying mail-in Entry you submit in accordance with these instructions. Limit one (1) mail-in Entry per hand-addressed stamped envelope. All mail-in Entries must be handwritten and postmarked by each Entry Period's end date and received within 7 days later to be eligible for that Entry Period's drawing only. All mail-in Entries must be postmarked by August 1, 2015 and received by August 8, 2015 to be eligible for the final Entry Period's drawing. All mail-in Entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due mail-in Entries, which will be disqualified. Limit one (1) mail-in Entry per person per day (based on postmark date). All entrant information, including phone number, is subject to the Privacy Policy of Sponsor, available at http://www.unileverprivacypolicy.com/en_gb/policy.aspx.

NOTE ABOUT ENTERING SWEEPSTAKES VIA TEXT USING A DEVICE: When you use your device and/or transmit data via your device, standard data/text messaging rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your

■ | **NEW YORK**
100 Marcus Drive
Melville, NY 11747
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F. 631.454.1834

■ | **CALIFORNIA**
717 East Union Street
Pasadena, CA 91101
T. 818.508.3000
F. 818.508.3034

■ | **WWW.DJA.COM**
information@dja.com

wireless carrier for more information on rate plans and charges relating to your participation in this Sweepstakes. Check your device's capabilities for specific instructions.

Entry Period	Start Date/Time	End Date/Time/Mail-in Postmark Date
1	7/5/15 12:00 a.m. ET	7/11/15 11:59 p.m. ET
2	7/12/15 12:00 a.m. ET	7/18/15 11:59 p.m. ET
3	7/19/15 12:00 a.m. ET	7/25/15 11:59 p.m. ET
4	7/26/15 12:00 a.m. ET	8/1/15 11:59 p.m. ET

3. **Eligibility:** Open to legal U.S. residents, residing in IL, IN, KY, MI, OH or WI, who are 18 years of age and older as of date of Entry. Employees of Conopco, Inc., d/b/a Unilever (the “**Sponsor**”), Don Jagoda Associates, Inc., Meijer Great Lakes Limited Partnership, their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (collectively “**Sponsor and its Administrators**”), and each of their respective employees, shareholders, directors, officers, members and agents and their immediate family members and/or those living in the same household of each are not eligible to participate or win. Void outside of IL, IN, KY, MI, OH, WI and where prohibited and subject to all federal, state and local laws.
4. **Sweepstakes Drawings:** Fifty (50) Prize winners per Entry Period (200 total) will be randomly selected on or about the following dates: July 22, 2015; July 29, 2015; August 5, 2015; and August 13, 2015, from all eligible Entries postmarked/received during the corresponding Entry Periods. The random drawings will be conducted by Don Jagoda Associates, Inc. (the “**Administrator**”), an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. The odds of winning a Prize will depend on the number of eligible Entries postmarked/received per Entry Period.
5. **Prize:** Prize (200 total, 50 per Entry Period): A \$100 Meijer gift card to use to purchase ice cream. Gift cards subject to restrictions and expiration dates may apply. Limit one (1) Prize per person. No substitution or transfer of any prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value in the event the prize is unavailable.
6. **General Rules:** Potential Prize winners will be notified on via phone and/or email (if available). Potential Prize winner then must follow the directions in the notification to claim the prize and complete registration and verify eligibility within three (3) days of notification attempt or prize will be forfeited and Sponsor will have no further obligation to such winner and an alternate Prize winner will be selected. Return of Prize or prize notification as undeliverable may result in disqualification and alternate selection. Acceptance of Prize constitutes permission to Sponsor and its Administrators to use winners' names and likenesses for promotional purposes without further compensation except where prohibited by law. Winners, by accepting a prize and all entrants, as a condition of Entry, agree, as applicable, to release and hold harmless Sponsor and its Administrators, their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies and their respective officers, directors, shareholders, members, employees, agents, assigns, and all others associated with the development and execution of the Sweepstakes, from and against any and all liability, claims or actions of any kind whatsoever, for injuries, death, damages, or losses to persons or property which may be sustained in connection with submitting an Entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of Prize awarded, or while preparing for, participating in or from any prize-related activity or for any typographical or other error in these Official Rules or the announcement or offering of the Prizes. In the event of a dispute as to the identity

of an entrant, the authorized account holder of the mobile phone number/email account used to enter, will be deemed to be the entrant. "Authorized account holder" of the mobile phone number/email account is defined as the natural person who is assigned to the mobile phone number/email account by a Phone Access provider/internet service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning phone numbers/email addresses. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry process or the operation of the Sweepstakes; violates these Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. Sponsor and its Administrators are not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications, whether caused by the sender, by any of the equipment or programming associated with or utilized in the Sweepstakes which may limit the ability to participate, or by any human error which may occur in the processing of the entries and administration of the Sweepstakes. Sponsor reserves the right to cancel, terminate or modify the Sweepstakes if it cannot be completed as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or corruption of any sort. In such event, Sponsor will award Prizes in a random drawing from among all eligible Entries postmarked/received per Entry Period prior to cancellation. As a condition of entering in the Sweepstakes, entrant agrees that: 1) under no circumstance will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with this Sweepstakes, or prizes awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees.

7. **Winners List:** For a list of winners, available after September 14, 2015, send a stamped, self-addressed envelope by October 14, 2015, to: Meijer Ice Cream Summer Sweepstakes Winners, 100 Marcus Dr. Attn: AS, Melville, NY 11747.
8. **Sponsor/Administrator:** The Sponsor of the Sweepstakes is Conopco, Inc., d/b/a Unilever, 800 Sylvan Ave, Englewood Cliffs, NJ 07632. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.