



2009 OFFICIAL RULES

Rules: The following are the official rules of the Purity Dairies (“Purity”), Southeast United Dairy Industry Association (“SUDIA”/Fuel Up To Play 60) and the Tennessee Titans (“Titans”) School Milk Contest. Prizes are awarded to the schools with the highest milk consumption per student per day averaged over the contest period.

Contest Dates: The contest begins on October 15, 2009 and ends on November 25, 2009 (“Promotion Period”).

Eligibility: The contest is open to any accredited public, private or parochial school grades K-5, and 6-12 within a 75 mile radius of Nashville, Tennessee that serves Purity Milk in its student cafeteria. Employees of Purity Dairies/Dean Foods, SUDIA, Dairy Management Inc. (“DMI”), Tennessee Titans, the NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible to win the individual school prizes.

PURITY'S TITANS OF TASTE MILK CONTEST



School Site Coordinator: For enrollment, each participating school must designate a school site coordinator who will register the school to participate in the contest at PurityLovers.com/contest. Deadline to register is October 14, 2009 at noon. To register via fax or mail, please contact Ramona Finn at Purity Dairies at Ramona_Finn@deanfoods.com or by calling 615-244-1900. School Site Coordinators will be responsible for coordinating all contest activity within the school (i.e. implementing in-school awareness campaigns for the contest, submitting campaign photos for extra credit [described below], etc.). When registering, the site coordinator may opt-in to receive a weekly e-newsletter during the contest period with tips for success, current school standings, etc.

Contest Scoring: During the contest period, school milk consumption will be tracked by contest officials Purity Dairies. Total milk consumption per student per day will be calculated each week by dividing the total number of school milk cartons sold by the total number of the school's enrolled students, and again by the number of school days in that week. For schools with a la carte programs selling pint milk, one pint will equal 2 cartons of school milk. Sample calculation:

- Week 1, students at School ABC consume 5,000 school milk cartons plus 500 pints from its a la carte program.
- School ABC's Week 1 total cartons = 6,000.
- School ABC has 800 students enrolled.

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- There were 5 school days in Week 1.
- $6,000 \div 800 \div 5 = 1.5$ cartons per student per day.

Each week's results will be posted on a "scoreboard" at PurityLovers.com/contest. There will be separate scoreboard areas for elementary, middle, and high schools. Students, parents, and teachers are encouraged to visit the site often to see their school's progress.

Extra Credit: Each school's site coordinator will work with other faculty and staff of the school to direct students to create their own awareness campaigns for the contest and for the health benefits of drinking more milk at school. Schools can earn extra credit of 10% added to their final perstudent consumption total at the conclusion of the contest by simply emailing photos of the campaigns and a brief written summary to Ramona_Finn@deanfoods.com. For information on submitting campaigns via mail or courier delivery, please contact Ramona Finn at Purity Dairies at Ramona_Finn@deanfoods.com or by calling 615-244-1900. Submissions must include: photos of student-created campaign materials (i.e. posters, banners, buttons, t-shirts, skits, a la carte programs, vending machines, breakfast programs, videos, etc.), and a written description (250 words or less) of how the campaign raised awareness of the health and nutritional value of drinking milk at school, and how it was created and incorporated into daily

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PURITY'S TITANS OF TASTE MILK CONTEST



school activities. Acceptable photo formats are jpeg, tiff, gif, or pdf. Please limit submissions to 10 photos or a total of 4MB. Contest officials will judge all campaign entries based on creativity, effectiveness at conveying health/nutritional benefits of drinking milk at school, overall scope/variety of campaign materials, and use of logos (Fuel Up to Play 60, Purity, and Titans). A winner will be selected for each school level (elementary, middle, and high school). The winning schools will each receive \$1,250 and four (4) tickets to the 12/13/09 Titans home game vs. the St. Louis Rams. Deadline to submit campaigns for extra credit is November 18, 2009 (one week prior to contest end). Encourage students to work together and be creative!

First Place Winners: At the conclusion of the contest, each school's final score will be calculated as follows:

Total cartons sold ÷ total students enrolled ÷ total school days in contest + any extra credit earned.

The elementary, middle, and high school with the highest per student per day total after extra credit is added will win the First Place prize of \$5,000. Only one (1) first place prize will be awarded in each division.

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Grand Prize Winners: In addition, the school with the highest overall per student per day total will win the First Place Grand Prize: a school appearance by a Tennessee Titan; a Fuel Up with Purity Milk pep rally led by Titans Mascot T-Rac and Titans Cheerleaders; twelve (12) tickets and pre-game sideline passes to the 12/13/09 home game vs. the St. Louis Rams. Of the 12 tickets, 2 will go to the school's site coordinator, 2 will go to the principal, and 8 will go the school to give to four students. The student tickets can be given away in a contest or selection process determined by the school. The school with the second highest overall per student per day total will win the Second Place Grand Prize: a School Appearance by a Tennessee Titan and a Fuel Up with Purity Milk pep rally led by Titans Mascot T-Rac and Titans Cheerleaders. Only one (1) 1st place Grand prize and one (1) 2nd place Grand prize will be awarded.

Final Decision: Winning schools will be determined by Purity Dairies, Tennessee Titans, and SUDIA. All decisions will be final. The winners will be announced the week of November 30, 2009.

Pep Rallies for the Grand Prize Winning Schools: NFL player appearances will be provided by SUDIA. SUDIA reserves the right to make adjustments to any appearances based on player availability. An appropriate replacement player may be named in the unlikely event that Kyle Vanden Bosch is unavailable. If the winning school(s) falls

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outside of the players' acceptable traveling distance, an acceptable replacement prize will be granted. Assembly date(s) will be based on player's availability and cannot be changed.

Rule/Winner List: To receive a copy of these Official Rules or a list of winners (please specify), mail a self-addressed, stamped envelope to be received by Ramona Finn to: "Titans of Taste Milk Cap Collection Contest", Purity Dairies, Inc, 360 Murfreesboro Road, Nashville, TN 37224.

Sponsors: This contest is sponsored by SUDIA, Purity Dairies and the Tennessee Titans.

Other: The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, NFL International LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

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