

ESCALON/POLLY-O PROFESSIONAL PHOTOSHOOT GIVEAWAY OFFICIAL RULES

NO PURCHASE NECESSARY

1. TO ENTER: During the 2018 International Pizza Expo at Las Vegas, Nevada, visit the Escalon Premier Brands/Polly-O Cheese Company Booth between the hours of 10:00 a.m. PST and 3:00 p.m. PST each day from March 20, 2018 through March 22, 2018 (the "Sweepstakes Period") and scan badge. You will receive one entry into Sweepstakes drawing. By Mail: To enter the Sweepstakes by mail, hand print in ink on a 3" x 5" card your full name, complete home address and zip code, home telephone number and area code, date of birth, and e-mail address (if any). Mail this completed card in a first-class stamped envelope to:

Grand Prize: Professional Photoshoot
ATTN: Senior Marketing Analyst
Escalon Premier Brands
25155 Ullrey Ave.
Escalon, CA 95320

No metered mail will be accepted. All mail-in entries must be postmarked between February 1, 2018 and March 12, 2018 and received by March 22, 2018. No copies, facsimiles or mechanical reproductions will be accepted. Sponsor assumes no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit: one entry per person regardless of method of entry.

2. ELIGIBILITY: Open to residents of the 50 United States and D.C., 18 years of age or older who are foodservice operators. Employees of Kraft Heinz Foods Company ("Sponsor"), its affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family or persons living in the same household are not eligible to participate. Void where restricted by owner/operator's policy and where prohibited. Participants must comply with their employer's policy and/or directives regarding prize acceptance.

3. RANDOM DRAWING: Winners will be selected by random drawing on or around March 26, 2018. Drawing will be conducted by Sponsor. Sponsor will contact potential winners by email or phone. Each potential winner may be required to respond and provide his/her mailing address for prize fulfillment purposes within three (3) days of the notification or the prize will be forfeited and may be awarded to an alternate winner. Odds of winning will depend upon the number of eligible entries received. Timing of photoshoot will be determined within 4 – 6 weeks following winner confirmation.

4. PRIZES/APPROXIMATE RETAIL VALUES (ARVs): One (1) Grand Prize: Professional Photoshoot including 4 food shots and 1 location shot, excluding retouching. ARV: \$5,000 No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value. Limit one prize per person, household or business.

5. GENERAL RULES: All income taxes resulting from acceptance of prizes, if any, are the responsibility of the winners. By entering sweepstakes, entrants accept and agree to these Official Rules and the decisions of Sponsor, which shall be final in all matters. By accepting prize, winner agrees to hold Promotion Parties, their respective parents, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents harmless against

any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to Promotion Parties to use winner's name, likeness (and biographical information) for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late mail, or for lost or stolen entries, or for any human error which may occur in the processing of the entries in this sweepstakes. If, in the Sponsor's opinion, there is any suspected evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the promotion, the Sponsor reserves the right to modify or terminate the sweepstakes in a manner deemed reasonable by the Sponsor, in its sole discretion. If terminated, prize will be awarded in a random drawing using all non-suspect entries as of the date of termination. All federal and state laws apply .

6. WAIVER: By participating in this Promotion, participants waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

7. WINNERS' LIST: For a winner list, send a self-addressed return envelope to:
Grand Prize: Professional Photoshoot
ATTN: Senior Marketing Analyst
Escalon Premier Brands
25155 Ullrey Ave.
Escalon, CA 95320

SPONSOR: Kraft Heinz Foods Company, 200 E. Randolph St., Chicago, IL 60601