

"NUTRITIONAL OUTLOOK Best of Industry Survey"

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

GENERAL CONDITIONS:

The contest is sponsored by UBM, LLC with a principal place of business at 535 Connecticut Avenue, Norwalk, CT 06854 ("**Sponsor**"). The contest is governed by these Official Rules, as well as by the laws of the State of New York and applicable United States federal law, without regard to any conflicts of laws principles. The contest is void where prohibited or restricted by law. By entering the contest, each entrant agrees to abide by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to the contest. The Giveaway is being run in connection with SurveyMonkey's ("**Administrator**") website at www.surveymonkey.com (the "**Administrator Site**") and is therefore also governed by Administrator's Terms of Use and Privacy Statement, as well as other policies pertaining to the Administrator Site (collectively, the "Policies"), although these Rules will govern any conflict between any of the Policies and these Rules. The Policies may be viewed on the Administrator Site.

HOW TO ENTER:

Potential entrants may enter the Giveaway by completing and submitting the applicable online **NUTRITIONAL OUTLOOK Best of Industry Survey** (the "**Survey**"). The odds of winning are determined by the total number of eligible entries received.

ELIGIBILITY:

The contest is open to any natural person who is a legal resident of the 50 United States, including the District of Columbia (excluding Puerto Rico) and Canada (excluding Quebec), who is 18 years or older at the time of entry. Potential Entrants may enter the Giveaway beginning on October 16, 2018. All entries must be submitted on or before 5:00 PM E.T. on October 31, 2018. Officers, directors, and employees of Sponsor, Administrator and/or their parents, subsidiaries, affiliates, divisions, or agents (including but not limited to advertising, promotion and production agencies) and members of their immediate families (including spouse, parents, siblings, grandparents, grandchildren, step-children, step-parents and in-laws) or those with whom they are domiciled are not eligible.

Only one (1) entry per individual may be submitted. Late, incomplete, computer-generated script, or other automated entries are not eligible and are void. In addition, entries that have been tampered with or altered are not eligible and are void. Entries made on the Internet will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. In the event of a dispute, a potential winner may be required to provide proof that the potential winner is the authorized account holder of the e-mail address associated with the potentially winning entry. It is the sole responsibility of each entrant to notify Sponsor in the event of a change in e-mail address or other contact information. Sponsor is not responsible for network, modem, or other equipment failures or for incomplete, garbled, or delayed entries, however caused.

NOTIFICATION:

On or around October 31, 2018, a representative of Sponsor will randomly select one (1)

winners from the pool of eligible entries received. The odds of winning depend on the number of eligible entries received.

The potential winner will be notified by mail, email and/or telephone on or about November 2, 2018.

Winner(s) will be required to respond to the prize notification and may be required to: (1) provide his or her full mailing address for the purpose of receiving the prize(s), which address must be within the 50 United States (excluding Puerto Rico) or Canada (excluding Quebec); (2) sign and return a release of liability, declaration of eligibility, and, where lawful, a publicity release, upon Sponsor's request; (3) verify his or her social security number or other taxpayer identification number within 21 days of notification. The Winner must also take possession of the prize(s) in the manner specified by Sponsor. In addition, selected Canadian entrants must first correctly answer a time-limited mathematical skill testing question administered by telephone in order to claim a prize. If the above requirements are not met, the prize(s) may be awarded to a replacement winner or winners drawn at random from the pool of remaining eligible entries. The replacement winner(s) will need to satisfy all of the requirements of these Official Rules. This process will be repeated until the prize(s) are awarded in full.

PRIZE(S): One (1) prize winners will be selected at random from the pool of eligible entries received.

The winners will receive a Visa® gift card with a stated retail value of \$100 (the "Prize"). Because the Prize is a gift card, acceptance and use of the prizes are subject to all eligibility criteria, expiration dates, service or dormancy fees, and all other terms and conditions (if any) imposed by the issuer of the Prize. Neither Sponsor, Administrator, nor any of their respective parents, subsidiaries, or affiliates is the issuer of the Prize, and none of them are responsible for establishing those terms and conditions, for disclosing or explaining any of those terms and conditions to Entrants, or for the winner's failure to comply with any of them. If the winner does not comply with all of those terms and conditions, the winner may not be able to obtain the maximum value, or any value, from the Prize.

Sponsor reserves the right to substitute items of equal or greater value. Travel and hotel costs are not included in the prize. Prizes are not transferable, exchangeable, or redeemable for cash. Reporting and payment of any federal, state, provincial, local, VAT, or other taxes, fees, customs, duties, insurance, or other amounts owed in connection with any prize are the sole responsibility of the winner(s). Winner(s) will be required to sign and return an affidavit of eligibility, liability release and grant permission to use his/her name and likeness for advertising and promotion (without further compensation) within 21 days of notification or alternate winner(s) will be selected. (Tennessee residents need not complete and return a publicity release.)

EACH PRIZE IS GIVEN AWAY BY SPONSOR "AS-IS." SPONSOR DOES NOT MAKE, AND HEREBY DISCLAIMS, ANY WARRANTIES, WHETHER EXPRESS, IMPLIED, OR STATUTORY, REGARDING ANY PRIZE, INCLUDING WITHOUT LIMITATION ANY IMPLIED OR STATUTORY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, AND NON-INFRINGEMENT.

DISQUALIFICATION:

Sponsor reserves the right, in its sole discretion, to disqualify any entrant that Sponsor determines: (1) has tampered with the entry process or the operation of the contest or the Web Site; (2) has acted in an unsportsmanlike or disruptive manner or with the intent to annoy or harass Sponsor or any other person or entity; (3) has not satisfied all of the requirements for entry in the contest; or (4) to be otherwise ineligible under, or otherwise in violation of, these Official Rules. Any attempt by an entrant to commit any of the above acts of misconduct may be a violation of civil or criminal law and Sponsor reserves the right to seek damages from such entrant to the fullest extent permitted by law.

LIABILITY/TERMS AND CONDITIONS:

By entering, each entrant releases and holds harmless Sponsor, any supplier of any prize, any other persons or entities involved in the contest, each of its and their respective parents, subsidiaries, and affiliates, and each of its and their respective officers, directors, employees, and agents, from any responsibility or liability whatsoever arising out of or resulting from: (1) entry or participation in the contest; (2) the acceptance, possession, or use of any prize; (3) any violation by such entrant of these Official Rules or applicable laws; (4) any incorrect or inaccurate entry of information including, but not limited to as a result of technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof; (5) entry materials that have been tampered with, or entries that are illegible, late, lost, damaged, postage due or misdirected; (6) any injury or damage to participants or any other person's computer related to or resulting from participation or downloading any material in connection with the contest; and (7) any conditions arising from events beyond Sponsor's reasonable control.

WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, NEITHER SPONSOR NOR ANY OF THE AFOREMENTIONED PARTIES WILL BE LIABLE FOR ANY SPECIAL, INCIDENTAL, INDIRECT, PUNITIVE, EXEMPLARY, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE CONTEST, HOWSOEVER CAUSED, WHETHER ARISING IN STATUTE, TORT, CONTRACT, OR OTHER LEGAL THEORY, AND REGARDLESS OF WHETHER SUCH PARTY WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, AND ALL SUCH DAMAGES ARE HEREBY DISCLAIMED AND EXCLUDED.

PUBLICITY:

By entering, each entrant grants to Sponsor the right to use and publish such entrant's name, state of residence, and any other information in any winning entry both online and in print, in connection with the contest, without additional compensation, except to the extent prohibited by law. In addition, by entering, each entrant consents to the use of their names and likeness for advertising and/or promotional and/or marketing purposes without additional compensation. (A Tennessee resident consents to the use of his name and likeness only if such Tennessee resident expressly consents to such use.) Sponsor reserves the right to use any information provided by entrants in connection with the contest in any manner permitted by these Official Rules or the Web Site policies.

PRIVACY DISCLOSURES:

Sponsor may use cookies and web beacons to collect information about each entrant's individual participation in the contest. The information collected by means of these technologies is used only for contest purposes.

TERMINATION:

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the contest at any time for any reason, including but not limited to any reason that affects the administration, security, fairness, integrity, or proper conduct of the contest. Such reasons included but are not limited to fraud, tampering, unauthorized access, infections by computer virus, bugs, technical failures, or any other causes beyond the control of Sponsor. Should the contest ever be terminated prior to awarding of the prize(s), Sponsor will announce an alternate means of awarding the prize(s) on the Web Site.

NO ENDORSEMENT:

Nothing contained in these Official Rules or in any of the contest materials should be construed as an endorsement by Sponsor of any prize manufacturers or suppliers or other third party, product, or service. Visa ® is a trademark of Visa, Inc. This promotion is not sponsored, endorsed or administered by Visa, Inc.

WINNERS LIST:

For the name of the prize winner(s), available after November 2, 2018 send a stamped, self-addressed envelope to:

UBM LLC
“**NUTRITIONAL OUTLOOK Best of Industry Survey**”
535 Connecticut Avenue, Suite 300
Norwalk, CT 06854
Attention: Marketing Department

Requests must be received by October 31st, 2018. Any questions regarding this contest may be directed to christine.shappell@ubm.com.