

OFFICIAL RULES
Get Fit By Finals All-Star VIP Package Sweepstakes (“Sweepstakes”)

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FORTY-EIGHT (48) CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA, VOID IN HAWAII AND ALASKA, RESIDENTS MUST BE 18 YEARS OF AGE OR OLDER WHO ARE MIDDLE SCHOOL AND HIGH SCHOOL EMPLOYEES WHO ARE EMPLOYED PART-TIME OR FULL-TIME WITH A MIDDLE SCHOOL OR HIGH SCHOOL LOCATED IN THE FORTY-EIGHT (48) STATES AND DISTRICT OF COLUMBIA. EMPLOYEES INCLUDE, BUT ARE NOT LIMITED TO TEACHERS, AIDS, COACHES, NUTRITIONAL PROFESSIONALS, CAFETERIA MANAGERS, SCHOOL OFFICIALS AND SCHOOL DISTRICT DIRECTORS. VOID WHERE PROHIBITED. Employees (and their immediate families (parent, child, spouse, sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of the Employees of the National Fluid Milk Processors Promotion Board (“Sponsor”), Weber Shandwick, the National Basketball Association and its member teams, NBA Development League, LLC, NBA Properties, Inc., NBA Media Ventures, LLC (collectively, the “NBA Entities”), and their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on matters relating to this Sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

TO ENTER: Between 12:01 a.m. Eastern Time (“ET”) on **July 20, 2008** and 11:59 p.m. ET on **January 2, 2009** (the “Entry Period”), visit **www.getfitbyfinals.com** and follow the directions provided to complete and submit the official Get Fit By Finals school registration form and opt in to the NBA All-Star Package Sweepstakes. All online entries must be received by 11:59 p.m. ET on **January 2, 2009** to be eligible. Limit one (1) entry via this method per person and per e-mail address for the duration of the Entry Period. Entries received in excess of the stated limitation via this method will be void. To receive up to five (5) additional entries, use the “forward to a colleague” option. You will receive one (1) additional entry for each unique and valid e-mail address of a colleague you provide for a total of up to five (5) additional entries. Only refer colleagues you know and who have consented to your providing their e-mail address. To receive up to five (5) additional entries without forwarding to a colleague, hand-print your name, complete address, telephone number (including area code) on a post card with proper postage affixed and mail it to: **Get Fit By Finals All-Star VIP Package Sweepstakes, 676 N. St. Clair, Suite 1000, Chicago, IL 60611.** A mail-in entry will count as five (5) entries. Limit one (1) mail-in entry per person and per household. Entries received in excess of the stated limitation via this method will be void. Mail-in entries must be postmarked by January 2, 2009 and received by January 9, 2009 to be eligible. Entries generated by script, macro or other automated or mechanical means are void. All entries become the property of Sponsor and will not be acknowledged or returned. All entries may also be eligible for other contests with changes to win a rally with an NBA player, official NBA gear and even an NBA-inspired gym makeover.

DRAWING: Potential winners will be selected in a random drawing held on or about **January 10, 2009** from all eligible entries received by an independent judging agency. Odds of winning depend on the number of eligible entries received. Potential winners will be notified by mail, phone, and/or e-mail and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within three (3) days of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner within a reasonable time period, or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner selected. If a potential winner is 18 but still considered a minor in his/her jurisdiction of residence, prize may be awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein.

PRIZES (2): A VIP NBA All-Star Game package for winner and a guest from February 13, 2009 – February 16, 2009. Package will include two (2) tickets to the NBA All-Star Game, scheduled to take place on February 15, 2009; hotel accommodations for two (2) in Phoenix, Arizona for four (4) days and three (3) nights (one (1) room, double occupancy) from February, 13-16, 2009; round trip coach class air transportation for two (2) from major U.S. gateway airport nearest winner's residence to Phoenix; \$400 (awarded as a check for the winner only), which may be used to purchase daily meals (3/day) for two (2); and \$60 (awarded as a check for the winner only), which winner may use toward cab fare to and from Phoenix Airport on day of arrival and day of departure. Approximate Retail Value ("ARV") is **\$4,750** each. Actual value may vary based on point of departure. Total ARV of all prizes: **\$9,500**. If a winner resides within a 100-mile radius of Phoenix, Sponsor reserves the right to provide ground transportation in lieu of air transportation and no compensation or substitution will be provided for the difference in prize value. Travel must be made through Sponsor's agent on a carrier of Sponsor's choice. Winners and guests must travel together on the same itinerary. Trip must be taken on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such winner. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18) unless child or legal ward of winner and must execute and return a liability/publicity release. If guest is child or legal ward of winner, winner must execute such liability/publicity release on behalf of such child or legal ward. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided, including, but not limited to, additional ground transportation, gratuities, luggage fees, souvenirs and all incidentals at the hotel during their stay. Seat locations to be determined by Sponsor. Tickets are subject to certain terms and conditions specified thereon. Winners and guests must comply with all venue rules and regulations. Failure to do so may result in forfeiture of such portion of prize. Certain travel restrictions may apply. All prize details are at Sponsor's sole discretion.

GENERAL CONDITIONS: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, illegible or postage-due mail, entries, referrals or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries or referrals, travel delays, the cancellation or postponement of the game, the announcement of the prizes or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor, Weber Shandwick, the NBA Entities and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize (including any travel/activity related thereto) or participation in this Sweepstakes. Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same email account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the email address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning email addresses.

WINNERS' LIST: For the names of the winners (available after **March 1, 2009**), send a self-addressed stamped envelope to: **Get Fit By Finals All-Star VIP Package Sweepstakes Winners' List, 676 N. St. Clair, Suite 1000, Chicago, IL 60611**, for receipt no later than **September 30, 2009**.

SPONSOR: The National Fluid Milk Processors Board, 1250 H. Street NW, Suite 900, Washington, DC 20005.