

ROTH CHEESE: THE ART OF LEFTOVERING SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. SWEEPSTAKES PERIOD: The Art of Leftovering Sweepstakes (the "Sweepstakes") is sponsored by Emmi Roth ("Sponsor") and begins at 5:00 p.m. Central Time ("CST") on November 19, 2015 and ends at 11:59 p.m. CST on December 31, 2015 (the "Sweepstakes Period"). Sponsor's designated computer is the official time clock for this Sweepstakes.

2. ELIGIBILITY: The Sweepstakes is open to individuals who are legal residents of the fifty (50) United States and/or Washington, D.C., age 18 or older, located in the United States at the time of entry and with a mailing address in the United States. Employees, contractors, directors and officers, and vendors of Sponsor, Emmi Roth, each of their parent, subsidiary and affiliated entities, advertising, and fulfillment agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Sweepstakes Parties"), and the immediate family members of each (spouse, domestic partner, parent, child, sibling, grandparent, and spouse, domestic partner or "step" of each) and those living in the same households of each are not eligible to enter or win. The Sweepstakes is subject to all federal, state, and local laws and regulations. Void where prohibited or where restricted by law in a manner inconsistent with these Official Rules. By participating in the Sweepstakes, participants agree to comply with these Official Rules and all decisions of the Sponsor, which shall be final and binding in all matters relating to this Sweepstakes.

3. HOW TO ENTER THE SWEEPSTAKES:

During the Sweepstakes Period, visit <http://www.rothcheese.com/leftovering> (the "Site") and complete the online registration form in accordance with the directions at the Site. Completion includes taking The Art of Leftovering Quiz and providing a valid name and email address. Completing the entry form will provide one (1) entry in the Sweepstakes. Only one (1) entry allowed per person. Entrants may take The Art of Leftovering Quiz as many times as they like and share on Twitter, Facebook, and Pinterest but only one (1) entry is allowed per person in the Sweepstakes. Sharing the recipe on Twitter, Facebook and/or Pinterest is not required to enter the contest. **Alternate Means of Entry (AMOE).** Eligible entrants may alternatively enter by mail without a Submission. To enter by mail, eligible entrants may type or print on a 3" x 5" card the following information: entrant's name, address, telephone number email address of entrant and the words "Roth Cheese Fan – The Art of Leftover Sweepstakes" The completed card must be mailed, postage prepaid, to Lindsay, Stone & Briggs, Attn: Roth Cheese Fan, 1 South Pinckney Street, Suite 500, Madison, WI 53703(the "Sweepstakes Address"). Entries by AMOE must be postmarked during the Sweepstakes Period and received within seven days after the final Entry Period Deadline to be eligible. Limit one entry per outer envelope or mailer. **LIMIT ONE ENTRY PER PERSON IN THE SWEEPSTAKES REGARDLESS OF MEANS OF ENTRY AND REGARDLESS OF DATE OF ENTRY.**

4. PRIZES; ODDS: After applicable verification and subject to compliance with these Official Rules, fifty (50) prizes (with the Approximate Retail Value ("ARV") indicated below) will be awarded, consisting of a Roth Cheese gift box valued at \$75.00. Each of the fifty (50) gift boxes will include a three piece Roth leftovers "Tupperware" set (ARV \$13.00), one (1) Grand Cru t-shirt (ARV \$25.00), and five (5) pieces of Grand Cru cheese (Original, Reserve and Surchoix)

(ARV \$37.00).

No transfer or substitution of prizes permitted except where required by law. If a Prize becomes unavailable, Sponsor may award a substitute prize of equal or greater value. Odds of winning a Prize depend upon the number of eligible entries received. Limit one prize per person. Taxes on a Prize and expenses related to acceptance, delivery and use of a Prize, are the sole responsibility of the applicable prize winner. Prizes will be delivered to applicable Prize winners approximately 4 to 6 weeks after determination of applicable Prize winners.

5. WINNER SELECTION AND NOTIFICATION: Sponsor or its designee will conduct a random drawing on or about January 7, 2016 to select entrants to receive a Prize, awarded subject to verification and compliance with these Official Rules. Sponsor will attempt to notify the selected entrants within one week of the drawing via email used to obtain entries (as described in Section 3, above). To be confirmed a winner, a selected entrant may be required, at Sponsor's election, to sign and return within seven (7) days of notification attempt, an Affidavit of Eligibility, Liability and Publicity Release (where permitted by law) (the "Affidavit") and provide his or her U.S. mailing address or the applicable Prize will be forfeited and an alternate entrant may be selected. Following timely receipt of the Affidavit (if required) and confirmation by Sponsor of compliance with the Official Rules, a selected entrant will be confirmed a winner and will receive the Prize.

A notified person, at his or her sole discretion, may disclaim a Prize by not responding to a notice from Sponsor or timely completing the Affidavit (if required by Sponsor) and in such case an alternate entrant will be selected and this process will be repeated until such time as a selected entrant completes and returns to Sponsor the Affidavit within seven (7) days of attempted notification. After receipt of the Affidavit (if required) and subject to verification by the Promotion Sponsor, a selected entrant will be deemed a Prize Winner. Except where prohibited by law, each Prize Winner further grants to the Sponsor the right to use such prize Winner's name, photograph, voice, likeness and city of residence for purposes of advertising or promoting and publicizing the efforts and activities of the Sponsor and the Sweepstakes without further consideration and to release his or her name to persons requesting the names of the winners of the Sweepstakes. Non-compliance or the return of any prize notification as undeliverable may result in disqualification and selection of an alternate winner. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the Platform account associated with the selected entry. If a dispute as to identification of an entrant for a particular entry cannot be resolved, the entry will be deemed ineligible.

6. GENERAL CONDITIONS: By participating in the Sweepstakes, entrants agree to these Official Rules and the decisions of Sponsor with respect to the Sweepstakes and the awarding of any Prize, which shall be final and binding in all respects. Sponsor and its agents are not responsible for technical, hardware, software, online, internet or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, undelivered, misdirected, postage-due, garbled or delayed communications caused by the user or others or by any of the equipment or programming associated with or utilized in this Sweepstakes, or by any human error which may occur in the processing of the entries in this Sweepstakes, or for any liability for damage to any computer system resulting from participation in, or accessing or downloading information or applications in connection with this Sweepstakes, or other errors or problems in connection with or relating to the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other

causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes process, then Sponsor reserves the right at its sole discretion to cancel or modify the Sweepstakes. If a court of competent jurisdiction deems any provision of these Official Rules invalid or unenforceable, such provisions shall be enforced to the maximum extent permitted and the remaining provisions of the Official Rules shall remain in full force and effect.

7. PRIVACY

Sponsor collects and uses Entrants' personal information for the purpose of administering this Promotion. The winner will be listed on the Site and may be listed elsewhere. No marketing communications will be received by Entrants by virtue of entry unless Entrants provide permission to do so. Please see Sponsor's Privacy Policy here.

<http://www.emmirothusa.com/en/meta-nav/disclaimer/>

8. UNSPORTSMANLIKE CONDUCT: Sponsor reserves the right in its sole discretion to disqualify any individual that tampers or attempts to tamper with the operation of the Sweepstakes; violates the Official Rules, or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use or attempt to use multiple e-mail addresses or Platform accounts or other tactics to enter more than the stated limit of entries in this Sweepstakes may result in disqualification and all associated entries will be void. Any use of robotic, automatic, macro, programmed or like entry methods will void all such entries by such methods and persons using any like methods will be disqualified. Each entry must be entered by the individual entrant.

9. LIMITATIONS OF LIABILITY AND RELEASE: BY PARTICIPATING IN ANY ASPECT OF THE SWEEPSTAKES, YOU AGREE TO THE FULL EXTENT PERMITTED BY LAW TO RELEASE AND HOLD HARMLESS SPONSOR, THE SWEEPSTAKES PARTIES, FACEBOOK AND THEIR RESPECTIVE PARENT, SUBSIDIARIES, AFFILIATED ENTITIES, AGENTS, ADVERTISING AND SWEEPSTAKES AGENCIES, AND ALL OF THEIR RESPECTIVE SHAREHOLDERS, OFFICERS, DIRECTORS, EMPLOYEES AND ASSIGNS, MEMBERS, REPRESENTATIVES AND AGENTS (COLLECTIVELY, THE "RELEASED PARTIES"), FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF PARTICIPATION IN ANY PART OF THE SWEEPSTAKES (INCLUDING, WITHOUT LIMITATION, PREPARING FOR OR PARTICIPATING IN OR SUBMITTING ANY ENTRY AND/OR FROM ANY SWEEPSTAKES RELATED ACTIVITY) OR RECEIPT OR USE OF ANY PRIZE, INCLUDING PROPERTY DAMAGE, PERSONAL INJURY OR DEATH. EACH ENTRANT FURTHER AGREES THAT IN ANY CAUSE OF ACTION, THE RELEASED PARTIES' LIABILITY WILL BE LIMITED TO THE OUT OF POCKET COST OF PARTICIPATING IN THE SWEEPSTAKES, AND IN NO EVENT SHALL THE SWEEPSTAKES PARTIES BE LIABLE FOR ATTORNEYS' FEES, PUNITIVE, CONSEQUENTIAL, DIRECT OR INDIRECT DAMAGES AND EACH ENTRANT WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER. YOU HEREBY WAIVE ALL RIGHTS AND RELEASE EACH OF THE RELEASED PARTIES FROM ANY CLAIM OR CAUSE OF ACTION, WHETHER NOW KNOWN OR UNKNOWN, OF ANY KIND, INCLUDING BUT NOT LIMITED TO DEFAMATION, INVASION OF RIGHT TO PRIVACY, PUBLICITY OR PERSONALITY OR ANY SIMILAR MATTER, RELATING TO THE SWEEPSTAKES, THE OPERATION THEREOF, OR ANY SUBMISSION, OR BASED UPON OR RELATING TO THE USE AND EXPLOITATION OF THE SUBMISSION AS CONTEMPLATED HEREIN, EITHER INTENTIONALLY OR OTHERWISE. YOU HEREBY

REPRESENT AND WARRANT THAT YOU HAVE READ THESE OFFICIAL RULES AND ARE FULLY FAMILIAR WITH THEM.

10. DISPUTES/VENUE/GOVERNING LAW: By participating, entrants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded (if applicable) shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in or encompassing Oakland County, Michigan; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives, all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of any participant or Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the internal laws of Michigan without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, announcements or notifications and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

11. WINNERS LIST: To receive a copy of the Winner's List by mail, send a self-addressed stamped envelope (except where not required by applicable law) to: Sponsor at the Sweepstakes Address. Limit one request per outer mailer which should be marked "Roth Cheese: Art of Leftovering Winners List Request." Requests must be received by March 31, 2016. Limit one request per outer mailer.

12. SPONSOR: This Sweepstakes is sponsored by Emmi Roth, USA, 251 South Main Street, Verona, WI 53593. The administrator of this Sweepstakes is Lindsay, Stone & Briggs, 1 South Pinckney Street, Suite 500, Madison, WI 53703 (the "Sweepstakes Address").

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to Sponsor and not to Facebook. Any questions, comments or complains regarding the Promotion should be directed to Sponsor at the Promotion Address, not Facebook.