

QUAKER "OATMEAL ON THE MOVE" CONTEST ("Contest") OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **ELIGIBILITY:** The Contest is open only to legal residents of any of the 50 United States or the District of Columbia, who are (i) 18 years of age (19 in Alabama or Nebraska) or older; (ii) an accredited dietitian employed by or who consults to a retail grocery or drug chain (at a corporate, regional or store level) (and the retail grocery or drug chain currently carries Quaker Old Fashioned and/or Steel Cut Oats or has the ability to bring the product into their store); (iii) a member of Retail Dietitians Business Alliance ("RDBA"); and (iv) willing and able to accept and perform the prize as stated in Rule #5 at the time of entry. Void where prohibited. **NOT OPEN TO THE GENERAL PUBLIC.** Employees, contractors, and directors of The Quaker Oats Company ("Sponsor"), its parent company, affiliates, subsidiaries, distributors, sales representatives, RDBA ("Administrator"), Web masters/suppliers, advertising and promotional agencies, and the immediate family members (spouse, children, parents, siblings) or household members (whether or not related) of each are not eligible. The Contest is subject to all federal, state and local laws and regulations.

2. **CONTEST ASSIGNMENT:** Sponsor invites eligible entrants to submit a presentation of how they are promoting oatmeal as part of a healthy diet in the month of October (2017) and/or for Oatmeal Day on October 29, 2017 (the "Presentation"). The Presentation, and all contents of the Presentation, including but not limited to, text, videos, images, photographs, captions and descriptions, shall hereinafter be referred to as the "Entry". **Limit one (1) Entry per person. Entries will be judged.** See below for Judging Criteria.

Your original Entry should clearly depict your efforts to promote oatmeal as part of a healthy diet (e.g. recipes [savory or sweet], creative ways to use overnight oats/oats in recipes, cooking demonstrations/classes, etc.). Examples of Presentation content may include: Links and/or screen shots to your saved videos (Facebook Live, Instagram, etc.) or social media posts (including comments), traditional advertising, description(s), and/or photo(s) of your October promotion(s).

Entry requirements:

- Entry must be created in a presentation format (e.g. PowerPoint); however, the file must be saved as a PDF.

- Entry must not exceed five (5) pages and should include samples of how entrant has promoted oatmeal as part of a healthy diet in the month of October, 2017.
- Entry must include a brief statement (200-word maximum) summarizing your October promotion(s).
- Entry must include a brief description (200-word maximum) of how you would use the prize (oatmeal cart) for a January, 2018 promotion or event. See Rule #5 for prize details.
- Entry must be in English language.
- Entry must not refer to any oatmeal products other than Quaker Oats and should not depict other branded products. (Purchase of Sponsor's product is not required for participation.)
- Entry must comply with all of the Entry Guidelines stated in Rule #3.
- Entry can only include activities executed between 12:01am CST on October, 1, 2017 and 11:59pm CST on October 31, 2017.

NOTE: You must have obtained permission from any individuals appearing in photos submitted as part of your Entry, including permission from any minor's parent or legal guardian if a minor appears in a photo.

Entry submission requirements:

- Entry must be saved as a PDF; file must be submitted in Adobe Acrobat PDF. No other format will be accepted.
- Files should be named according to the following format, including the entrant's first and last name where "[FirstName_LastName]" is indicated: QUAKER_CONTEST_[FirstName_LastName].pdf
- Submit Entry via email. In the body of the email you must include your first and last name, position, complete mailing address, email address, and phone number, and the retailer's name and address. Entry (email) should be sent to: annette@retaildietitians.com.
- All Entry submissions must be received by 11:59 p.m. CT on November 3, 2017. The computer accepting Entries is the official timekeeping device for this Contest.

Judging Criteria:

- Originality and Creativity (of entrant's October promotion(s); use of oatmeal; and overall presentation) (40%)
- Potential use of prize (Oatmeal Cart) (entrant's plans for using the Oatmeal Cart to promote Quaker® Oatmeal) (30%)
- Perceived impact of entrant's October promotion(s) and entrant's plan to utilize the Oatmeal Cart if he/she is selected as the winner (30%)

The Sponsor is not responsible for late, lost, incomplete, misdirected, unintelligible or lost Entries. Any other form of Entry is void.

3. ENTRY GUIDELINES: Entries cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate. Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entries in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any manner whatsoever and for any purpose, without additional compensation or right of approval. Entries that are not in accordance with the guidelines as stated herein will be ineligible. Entries cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, political, professional or age group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain or reference trademarks, logos or trade dress owned by others or advertise or promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses (other than entrant's and retailer's); (e) contain copyrighted materials owned by others without permission; (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; and (g) depict, and cannot itself, be in violation of any law. By submitting an Entry you warrant and represent that it: (a) is your original work, (b) has not been previously published, (c) has not received previous awards, (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity (other than Sponsor's), and (e) that you have obtained permission from a person whose name or likeness is used in the Entry, if any, and (f) that publication of the Entry via various media including Web posting, will not infringe on the rights of any third party rights. Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary. Any Entry that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication is ineligible. Incomplete, illegible, false, deceptive or garbled Entries are not eligible. In the event of an identity dispute, Entry will be considered made by the name appearing on the Entry.

By submitting an Entry, each entrant warrants and represents that he/she is in compliance with these Official Rules. Sponsor, in its sole discretion, shall have the right to disqualify any Entry that it deems not in compliance with these Official Rules.

You acknowledge that, by acceptance of your submission, Sponsor does not waive any rights to use similar or related concepts or images previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

4. CONTEST JUDGING: At the conclusion of the Contest Period, Entries will be judged by a panel of judges, determined by Sponsor, in Sponsor's sole discretion based on the Judging Criteria set forth above in Rule #2. The entrant who submitted the Entry receiving the highest cumulative score for all criteria awarded by the judges will be deemed the potential winner. In the event of a tie, tie breaker will be based upon the highest point score in the first Judging Criteria, continuing thereafter to each Judging Criteria in order, as needed, to break the tie.

5. PRIZE DETAILS/APPROXIMATE RETAIL VALUES: **One (1) prize will be awarded:** Winner will receive use of Sponsor's Oatmeal Cart (a three-wheeled, motorized bike with heaters and pots from which to serve oatmeal) in January, 2018 to promote "Quaker® Oatmeal"; \$100.00 worth of Quaker products; and \$500.00 which may be used towards the January 2018 Oatmeal Cart promotion. Sponsor also requests for winner, following their January 2018 Oatmeal Cart promotion, to write an article regarding their January 2018 Oatmeal Cart promotion for publication in a future edition of the Retail Dietitians Business Alliance ("RDBA") newsletter. Exact date(s) for use of the Oatmeal Cart shall be determined by Sponsor at a later date, in Sponsor's sole discretion (subject to availability). Publication of article shall be determined by Sponsor and RDBA, in their sole discretion. Prize Value: \$600.00. No value is attributable to the use of the Oatmeal Cart or opportunity to write the newsletter article. No compensation shall be provided to winner for winner's effort or Sponsor's use/publication of the newsletter article.

If the winner cannot host an Oatmeal Cart promotional event on the date(s) selected by Sponsor or if the winner is unwilling, for any reason, to receive the prize as described herein and in accordance with these Official Rules, the prize may be forfeited in its entirety. All expenses not specified herein are the sole responsibility of the winner.

The prize is not transferable, and the Oatmeal Cart portion of prize is not redeemable for cash. No prize substitution allowed, except at the sole

discretion of the Sponsor who reserves the right to substitute prize of equal or greater value. Unclaimed prize will not be awarded. Taxes, if any, on prize are the sole responsibility of winner. If winner cannot accept prize as stated by Sponsor, prize will be forfeited.

6. GENERAL: Potential prize winner will be contacted by email and will be required to respond to the email within seventy-two (72) hours indicating whether he/she can accept the prize. If no response is received within the time allotted, prize will be forfeited and an alternate winner selected. Winner may be required to complete and sign an Affidavit of Eligibility, Liability Release and, where legal, a Publicity Release within seven (7) days of attempted notification and delivery of documents. Failure to comply with these conditions or the return of prize or prize documents as undeliverable, will result in forfeiture of prize, without compensation.

Participation constitutes permission (except where prohibited by law) for Sponsor and its designees to use winner's name and likeness for purposes of advertising, promotion, and publicity without additional compensation, unless prohibited by law. Entrants agree to abide by these Official Rules and by the decisions of Sponsor. Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process. By accepting a prize, winner releases and agrees to hold harmless Sponsor, its parent company, and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotion agencies from any and all liability, injury, loss, or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Contest, or the awarding, receipt, possession, use or misuse of the prize and/or with respect to participating in any prize-related activity, including travel thereto.

Sponsor and its agencies are not responsible for any incorrect or inaccurate information caused by entrant; any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, or destruction or unauthorized access of the computer accepting Entries. If, in Sponsor's or Administrator's opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, the Sponsor and Administrator reserve the right to disqualify suspect Entries or modify the Contest in a manner deemed appropriate by the Sponsor and Administrator, at their sole discretion. In such event, winner will be determined from eligible Entries received prior to such determination, or as otherwise deemed fair and equitable by the Sponsor and Administrator.

7. WORK FOR HIRE: Each Entry will be deemed a Work Made For Hire under

the Copyright laws of the United States, but if it cannot be so deemed, then the entrant irrevocably assigns and transfers to Sponsor all of his/her right, title and interest in and to his/her Entry, including all but not limited to all copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. Entrant hereby waives in favor of Sponsor, all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that winner may now or later have to his/her Entry. Sponsor reserves the right to alter, change or modify any Entry, in its sole discretion. Upon request of Sponsor, entrant shall execute and deliver such additional instrument of assignment, as may be solely deemed by Sponsor, reasonably necessary to establish the ownership of record of the right, title and interest in and to the Entry and of the copyrights transferred and "Moral Rights of Authors" waived under these Official Rules. Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor's rights and Sponsor may at a later time request the assignment.

8. WAIVER: By entering this Contest, entrant waives all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter.

9. WINNER'S LIST: For the name of the winner (available after November 10, 2017), send a self-addressed, stamped envelope to: Quaker "Oatmeal on the Move" Contest Winner's List, Retail Dietitians Business Alliance, 3015 Main Street, Suite 320, Santa Monica, CA 90405. Requests must be received by November 30, 2017.

Sponsor: The Quaker Oats Company, 555 W. Monroe St., Chicago, IL 60661.