



Siggi Supports Entrepreneurs Contest 2017

About the Contest (pages 1-2) Official Rules (pages 3-9)

About the Contest:

siggi's dairy began in 2004 when Siggi Hilmarsson, a native of Iceland, felt homesick for skyr – a thick, creamy, high-protein yogurt that was a staple of his childhood diet. The yogurts he found on shelves in the US were much too sweet and artificial for his liking. His mother sent him a recipe and with that, he began making skyr in his small New York City apartment. Within just a few months, Siggi refined his technique, quit his day job and moved his humble skyr-making operation from his home kitchen to a full-scale dairy plant in Upstate New York. He never planned to become a “yogurt entrepreneur” but was driven by his desire to make yogurt with simple ingredients and not a lot of sugar.

As Siggi began sharing his story with the nutrition community, he realized just how aligned their goals were with his own – to help people choose real foods without a lot of added sugar. He also noted, and was inspired by, the entrepreneurial spirit of many registered dietitians who follow their passion and bring their creative visions to life. He was so inspired that he saw an opportunity to give back, as one entrepreneur to another.

The “Siggi Supports Entrepreneurs” Contest will help harness your entrepreneurial spirit to support and/or improve your community with the opportunity to bring your ideas to life. siggi's will choose one winner and fund the development and execution of their community nutrition education program idea.

The Criteria:

The community nutrition education program should align with the siggi's brand philosophy:

- Simple ingredients
 - Not a lot of sugar (added sugars)
 - No artificial sweeteners or “natural” sweeteners like stevia
 - Real, whole food ingredients
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- The program can be designed to resonate with a broad range of age groups and nutrition comprehension or be for a specific population (i.e.: childhood nutrition, diabetes education).
 - The program should be engaging in nature and be based on current guidelines and science.
 - The program components do not have to make mention of the siggi's brand, or even yogurt for that matter (but could if you so choose).
 - The program should be budgeted to cost no more than \$5,000 to plan and execute.

Eligibility:

Applicants must be registered dietitian nutritionists (RDNs), dietetic technicians registered (DTRs) dietetic interns or nutrition students currently enrolled in an accredited dietetics program.

To Apply:

Describe on one page or PowerPoint (or equivalent) slide, using pictures or images if necessary, your idea for a nutrition education program that aligns with the siggi's brand philosophy. Be specific about what you hope your idea will achieve. Describe the tools and/or resources you would use or create to bring your idea to life. Ideas that would help take existing programs, tools, or resources to the next level, but don't currently have funding to do so, will also be considered.

On a separate page or slide, include a thorough, estimated budget for the development of this program, specifying the types of costs that would need to be covered. Be sure to consider and include the cost for any external vendors. As a guardrail for this contest, the total budget should not exceed \$5,000.

On a separate page or slide, submit a personal statement in 250 words or less about why this contest resonates with you. Include your name, mailing address, email address, and phone number.

The above-referenced documents or slides should be emailed to siggiscontest@siggisdairy.com by June 30, 2017. If you have any questions, please don't hesitate to contact this email address for further clarification.

Judging:

A panel of judges, including Siggi himself, will rate the ideas based on the following criteria:

50%- alignment with the siggi's brand philosophy

25%- originality of the Idea

15%- potential of the Idea in making an impact on nutrition education

10%- ease of implementation of the Idea

Prize:

One submission will be selected as the winner and siggi's will provide support in the form of a \$5,000 grant. The winner will also win a trip to FNCE® in Chicago where they will attend a breakfast event and be recognized as the contest winner. The trip will include roundtrip airfare, hotel accommodations for three nights, and a three-day FNCE® pass arranged by Ketchum.

The winner will be required to complete the planning and execution of the program by March 31, 2018. Following completion of the program, the winner will be required to submit a recap on the program in either a Word document or PowerPoint (or equivalent) slide by June 1, 2018. Up to four check-ins will be scheduled between the winner and the siggi's team to offer guidance for the development and execution of the program. These check-ins will take place via conference call between September 4, 2017 and February 2, 2018.

“Siggi Supports Entrepreneurs” Contest

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Contest may only be entered in or from the 50 United States and the District of Columbia and entries originating from any other jurisdiction are not eligible for entry. This Contest is governed exclusively by the laws of the United States. You are not authorized to participate in the Contest if you are not located within the 50 United States or District of Columbia.

1. How to Enter. To enter the “*Siggi Supports Entrepreneurs*” Contest (“Contest”), submit your idea for a community nutrition education program that aligns with the philosophy of the siggi’s brand (“Idea”) by email to siggiscontest@siggisdairy.com during the Contest Entry Period (defined below) in accordance with the following Submission Criteria and Submission Guidelines:

Submission Criteria:

The Idea for a community nutrition education program must align with the siggi’s brand philosophy, which encourages:

- Simple ingredients;
 - Not a lot of sugar or added sugars;
 - No artificial sweeteners or “natural” sweeteners like stevia; and
 - Real, whole food ingredients.
- The program components do not have to make mention of the siggi’s brand, or even yogurt for that matter (but they could if you so choose, although such mentions will not factor into the judges’ decisions and/or the judging criteria).
 - The Idea can be designed to resonate with a broad range of age groups and nutrition comprehension or be for a specific population (i.e.: childhood nutrition, diabetes education).
 - The Idea should be engaging and be based on current guidelines and science.
 - The Idea should be estimated to cost no more than \$5,000 to plan and execute.

Submission Guidelines:

Page/slide 1: The Idea must be submitted on one (1) page or PowerPoint (or equivalent) slide. You should be specific about what you hope your Idea will achieve and describe the tools and/or resources that you would use or create to bring your Idea to life. Ideas that would help take existing programs, tools, or resources to the next level, but do not currently have funding to do so, will also be considered. You can include images and pictures to illustrate your Idea.

- **Page/slide 2:** An additional page or PowerPoint slide should outline a thorough, estimated budget for the development of this Idea (up to \$5,000), specifying the types of costs that would need to be covered to plan and execute the Idea. You should consider and include

the cost for any external vendors. As a guardrail for this Contest, the total budget should not exceed \$5,000.

- **Page/slide 3:** You should include a personal statement in 250 words or less explaining why this Contest resonates with you. You must also include your first and last name, email address, telephone number and mailing address with your personal statement.

The Idea and the above-referenced pages/slides must be submitted in the English language. All entry information, Ideas and personal statements shall be collectively referred to herein as the “Submissions” or each as a “Submission.” Submissions must comply with the Submission Criteria, the Submission Guidelines and the Content Restrictions (defined below). Sponsor reserves the right to cancel or modify this Contest in the event an insufficient number of entries are received that meet the minimum judging criteria. Limit one (1) Submission per person.

By entering, each entrant warrants and represents the following with respect to his/her Submission: (a) Submission is entrant’s own creation; and (b) the Submission will not infringe on any rights of any third parties.

Providing a Submission constitutes entrant’s consent to grant Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including but not limited to on any and all Internet media, including Sponsor’s web sites and properties (e.g., <http://siggsdairy.com/>) and on social networking sites (i.e., Facebook, YouTube, Twitter etc.), for any legal purpose whatsoever. **PLEASE NOTE THAT BY SUBMITTING A SUBMISSION, YOU GRANT SPONSOR THE RIGHT TO POST THE WINNING SUBMISSION ON ITS WEBSITES AND SOCIAL MEDIA SITES FOREVER WITHOUT ANY ADDITIONAL PERMISSION OR COMPENSATION.**

All entrants must have a valid email address. No automated entry devices and/or programs permitted. Receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. In the event of a dispute, the authorized account holder of the email address used to register on the account will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

2. Start/End Dates. Contest entry period begins on April 17, 2017 at 8:00:00 am Eastern Time (“ET”) and ends on June 30, 2017 at 11:59:59 pm ET (“Contest Entry Period”).

3. Eligibility. Participation open only to (i) registered dietitian nutritionists (RDNs), (ii) dietetic technicians registered (DTRs) and (iii) dietetic interns or nutrition students currently enrolled in an accredited dietetics program; each who are 18 years of age or older as of date of entry and are legal residents of the fifty (50) United States or the District of Columbia. Void where prohibited, taxed or restricted by law. Employees, officers and directors of the Icelandic Milk & Skyr Corporation, known as siggi's brand, siggi's dairy, or siggi's ("Sponsor") and its parent company, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of Contest materials, or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. All federal, state and local laws and regulations apply.

4. Content Restrictions: By entering, each entrant agrees that his or her Submission conforms to the Content Restrictions as defined below and that Sponsor, in its sole discretion, may remove any Submission and disqualify an entrant from the Contest if it believes, in its sole discretion that the entrant's Submission fails to conform to the Contest Restrictions.

Content Restrictions:

- The Submission must be in English.
- The Submission must not contain material that violates or infringes any rights of any other party, including but not limited to copyright, trademark, privacy, publicity or any other intellectual property rights;
- The Submission must not in any way disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the United States or of any jurisdiction where Submission is created;
- The Submission cannot promote illegal drugs or firearms (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- The Submission must be consistent with the image and values of Sponsor and be consistent with and satisfy the purpose of the Contest.

Each entrant acknowledges that other entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in entrant's Submission. Each entrant understands and agrees that he/she shall not have any claim against any other entrant or Sponsor arising out any such similarity or be entitled to any compensation because of any such similarity.

Sponsor's decisions are final and binding in all matters relating to this Contest, including, but not limited to, interpretation and application of these Official Rules. By entering the Contest, entrants

fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

5. Judging/Judging Criteria. On or about July 3, 2017, all eligible Submissions will be judged by a panel of judges (including Siggi Hilmarsson) that have the required knowledge and experience to apply the judging panel's judging criteria (defined below). All eligible Submissions will be judged by the judging panel based on the following judging criteria:

- a) Alignment with the siggi's brand philosophy (50%),
- b) Originality of Idea (25%),
- c) Potential of the Idea in making an impact on nutrition education (15%), and
- d) Ease of implementation of the Idea (10%).

7. Prizes. One (1) grand prize winner (the "Winner") will receive the following:

- (1) A five thousand dollar (\$5,000.00) grant (the "Grant") to plan and execute the winning Idea. Approximate Retail Value (ARV) of Grant: \$5,000.00. Up to four (4) check-ins will be scheduled between the Winner and the siggi's team to offer guidance for the development and execution of the Idea. The Winner will be required to complete the planning and execution of his or her Idea by March 31, 2018, and submit a full recap and report on the success of the program by June 1, 2018.
- (2) A 4 day/ 3 night trip for one (1) person to Chicago, IL for the Food and Nutrition Conference and Expo™ (FNCE®) (the "Trip"). Trip includes round-trip coach airfare from major gateway airport near winner's residence, single occupancy hotel accommodations and FNCE® conference registration fee. Taxes, meals, ground transport, gratuities, travel upgrades, or any other expenses not specifically listed herein responsibility of Winner. Travel and accommodations subject to availability; certain restrictions and blackout dates may apply. Winner must travel between Friday, October 20, 2017 and Tuesday, October 24, 2017 exclusively to attend FNCE®, or Prize (as defined below) will be forfeited and may be awarded to an alternate. Sponsor is not liable for delays, cancellation or unforeseen events related to the flights. Winner will be solely responsible for obtaining valid identification relating to acceptance and use of the travel prize packages. If in the judgment of Sponsor, air travel is not required due to Winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate Retail Value (ARV) of the Trip prize: \$2,000.00, but actual value may vary depending on air flight fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.
- (3) Together, the Grant and the Trip constitute the "Prize". The Approximate Retail Value (ARV) of the Prize: \$7,000.00.

IN NO EVENT WILL SPONSOR BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF ANY USE, MISUSE,

ACCEPTANCE OR POSSESSION OF PRIZES. WITHOUT LIMITING THE FOREGOING, THE PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

Grant prize will be awarded in the form of a check. Prize is non-transferable. No substitutions or cash redemptions. In the case of unavailability of Trip or Grant, Sponsor reserves the right to substitute a prize of equal or greater value. All taxes and expenses not specifically listed herein are the responsibility of the Winner. Limit one (1) Prize per person.

TAX GROSS UP PAYMENT: The Winner will also receive a single cash payment in the form of a corporate check which is intended to assist with any federal, state, or other tax obligations related to the Grant (the "Tax Gross-Up Payment"). The amount of Tax Gross-Up Payment will be computed based upon the actual retail value of the **Grant [or Prize]** and assuming that the Winner's combined tax rate for all federal, state, and other tax obligations related to such prize is 33%. The Tax Gross-Up Payment is intended to *assist* with any federal, state, or other tax obligations related to the Grant. **The Tax Gross-Up Payment may not be sufficient to cover the Winner's entire tax liability related to winning the applicable prize.** Sponsor will comply with all tax reporting requirements, including a Form 1099-MISC issued to the winners.

8. Notification. Potential Winner will be notified via email or telephone on or about August 20, 2017. Potential Winner may be required to sign and return, where legal, an Affidavit or Declaration of Eligibility, Liability/Publicity Release and/or rights transfer document (including transfer/assignment of rights in the Submission to Sponsor) within the time frame designated by Sponsor. Potential winner will be required to email Sponsor within 5 calendar days to confirm his or her winning status. If potential Winner cannot be contacted within two (2) calendar days of first notification attempt, if any component of the Prize or Winner/prize notification is returned as undeliverable, if any potential Winner rejects his/her Winner position, or potential Winner rejects his/her Prize or in the event of noncompliance with these Contest rules and requirements, such Winner's position/Prize will be forfeited and may be awarded to the Submission with the next highest score. Upon forfeiture, no compensation will be given.

9. Conditions. Submissions may be cut, edited, reformatted, rearranged, combined with other materials and/or otherwise modified, in Sponsor's sole and absolute discretion. Any and all federal, state and local taxes are the sole responsibility of the winner. Participation in Contest and/or acceptance of Prize constitutes winner's permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, Submission and/or any statements made by winner regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winner agree to release and hold harmless Sponsor, Ketchum Inc., and their advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, (the "Released Entities") from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or

participation in Contest, or possession, acceptance and/or use or misuse of Prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Entrants who do not comply with these Official Rules, or attempt to interfere with this Contest in any way shall be disqualified. Sponsor is not responsible if Contest cannot take place or if any Prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.

10. Additional Terms. Any attempted form of entry other than as set forth above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. The Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or web site. Sponsor may prohibit an entrant from participating in the Contest or winning Prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. Limitation of Liability; Disclaimer of Warranties. IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE ANY WEBSITES ASSOCIATED WITH THE CONTEST OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS

OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

12. Disputes; Governing Law. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest. Any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. The parties agree not to raise the defense of forum non convenient.

13. Use of Data. Sponsor may be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <http://siggisdairy.com/privacy-policy/>. By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

14. List of Winners. To obtain the name of winner, send an email to siggiscontest@siggisdairy.com after November 1, 2017 and before December 1, 2017.

15. Sponsor. The Icelandic Milk and Skyr Corporation, 135 W 26th St 6th Floor, New York, NY 10001.

In the event there is a discrepancy or inconsistency between statements contained in any Contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.