



"FRIGO® CHEESE HEADS® / SIX FLAGS® FAMILY DREAM TRIP SWEEPSTAKES" OFFICIAL RULES



NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. MANY WILL ENTER THIS SWEEPSTAKES, BUT ONLY ONE WILL WIN.

THE FOLLOWING SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA ("D.C."). VOID ELSEWHERE AND WHEREVER PROHIBITED. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. SWEEPSTAKES BEGINS AT 12:00:00 A.M. EASTERN TIME (ET) ON MAY 1, 2008, AND ENDS AT 11:59:59 P.M. ET ON AUGUST 31, 2008 ("PROMOTION PERIOD"). DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT LOCATED IN THE 50 UNITED STATES/D.C. AT THE TIME OF ENTRY.

1. HOW TO ENTER: To participate in the Frigo® Cheese Heads® / Six Flags® Family Dream Trip Sweepstakes (the "Sweepstakes"), visit www.frigocheeseheads.com/sixflagssweepstakes, complete the Sweepstakes entry form with all required information, and submit as instructed on-screen during the Promotion Period. All entries must be received by 11:59:59 p.m. ET on August 31, 2008. Limit one entry per person per day and limit one entry per e-mail address per day. If more than one entry is received from the same person or from the same e-mail address on any given day, all entries submitted on that day from said person or e-mail address will be disqualified. Entries become the property of Saputo Cheese USA Inc. ("Sponsor") and will not be acknowledged or returned. Proof of submission is not proof of receipt by Sponsor. Sponsor reserves the right to void all entries made through any robotic, automatic, mechanical, programmed or similar entry duplication method and to disqualify any individual using such method. In the event of a dispute as to the identity of an entrant, such entry will be deemed made by the person named on the entry form. Only one person's name may be stated on the entry form. Any entries not in compliance with these Official Rules will be disqualified.

2. ELIGIBILITY: Sweepstakes is open to legal residents of the 50 United States and D.C. Employees of Sponsor, its parent company, affiliates, subsidiaries, advertising & promotion agencies, sweepstakes administrators and members of such employees' immediate families, defined as spouses, parents, children, siblings (whether such family members are biological, adoptive, step or in-law) and their respective spouses, and those living in the same household of such employees are not eligible to enter.

3. PRIZE/APPROXIMATE RETAIL VALUE ("ARV"): ONE (1) GRAND PRIZE: Prize consists of a trip for winner and five (5) guests to the Six Flags® Theme Park of winner's choice in the continental United States. Trip includes roundtrip coach airfare (21 day advance purchase) for six from a major airport near winner's home (as determined by Sponsor) to a major airport near the selected Six Flags® Theme Park location (or, if winner lives within 150 miles of said Six Flags® Theme Park location, winner will be reimbursed for gas or rental car needs up to \$500 in U.S. dollars; the difference in the value between the gas or rental expense and value of the flights will not be awarded), 2-nights double occupancy hotel accommodations (three rooms) at a Sponsor-designated hotel, VIP passes for winner and his/her five (5) guests for three days at the selected Six Flags® Theme Park location. The Approximate Retail Value ("ARV") of the prize is: \$7000.00 U.S. Actual value of trip depends on departure location, destination and airfare fluctuations. Any difference between the stated value and actual value will not be awarded. Winner and travel companions are responsible for all meals, gratuities, ground transportation and all other expenses not specified herein. Exact travel dates and arrangements subject to availability. Winner and travel companions must travel together on the same itinerary and complete all travel within one calendar year of accepting prize or prize will be forfeited in its entirety and awarded to an alternate winner, chosen at random from the

remaining eligible entries received, time permitting. Winner's travel companions may not be minors unless winner is the parent or legal guardian of the travel companion.

By accepting prize, the winner (or his/her parent or legal guardian if winner is an eligible minor) and each of winner's guests acknowledges and accepts sole liability for the inherently dangerous nature of and risks of traveling and visiting amusement parks, and other public events, including but not limited to personal injury and/or death. By accepting prize, each winner and each travel companion agrees to release Sponsor, Six Flags® Theme Parks, and each of their respective parent companies, affiliates, subsidiaries, divisions, advertising and promotion agencies, and all of their respective employees, directors, officers, shareholders, agents, successors or assigns (collectively "Releasees"), from any and all liability, loss or damage of any kind incurred with respect to participation in this Sweepstakes, including, without limitation, the awarding, receipt, possession, and/or use or misuse of any prize, or participation in prize-related activities, including but not limited to travel related thereto.

4. DRAWING: Winner will be determined in a random drawing conducted on or about September 19, 2008. Sponsor's decisions are final in all matters relating to this Sweepstakes. Odds of winning a prize depend on total number of eligible entries received. Entrants need not be present to win.

5. PRIZE NOTIFICATION/WINNER VERIFICATION: Winner will be notified by phone, postal mail, and/or e-mail and the winner (and his/her parent or legal guardian if winner is an eligible minor in his/her state, territory or province of residence) will be required to execute and return an affidavit of eligibility, a liability release, and except where prohibited by law, a publicity release within seven (7) days of date printed on prize notification, or prize will be forfeited and an alternate winner selected from all eligible entries received, time permitting. If a winner is an eligible minor, the prize will be awarded (on minor's behalf) to his/her parent or legal guardian, who will be required to sign and return all required documents and accompany minor on trip. Travel companions of winner will also be required to execute and return a liability/publicity release prior to travel. If a travel companion is an eligible minor, in accordance with these Official Rules, then his/her parent/legal guardian must execute such documents on his/her behalf. By accepting the prize, the winner (or, if winner is an eligible minor, winner's parent/legal guardian) consents to the use of winner's name, photograph, quote(s) and/or likeness for advertising/publicity purposes in commerce and in any and all media worldwide without limitation or additional compensation, except where prohibited by law. Prizes are non-transferable. No prize substitution or cash equivalent allowed except by the Sponsor who reserves right to award a prize of equal or greater value should a featured prize become unavailable. If prize notification letter is returned as undeliverable or appropriate affidavits and releases are not received within the prescribed period, the corresponding prize will be forfeited and awarded to an alternate winner, chosen at random from the remaining eligible entries received, provided that adequate time remains to do so. All prizes claimed will be awarded. The trip prize (or any portion thereof) may not be sold, traded, transferred, assigned, refunded or redeemed for cash and cannot be rescheduled after airfare ticketing has occurred. Winner is responsible for payment of any taxes on prize. Sponsor advises potential winner to seek independent tax counsel prior to accepting prize.

6. OTHER CONDITIONS: By entering, entrant, and if entrant is an eligible minor, entrant's parent/legal guardian, acknowledges compliance with these Official Rules, including all eligibility requirements and agrees to release Releasees from any claims, losses, actions, or damages, whether actual, incidental or consequential, arising out of or relating to entrant's participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel related thereto). Releasees are not responsible for: (i) electronic transmissions/entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by the Sponsor or its agents for any reason, (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries, (iii) failed or unavailable hardware, network, software or telephone, cable or satellite transmissions, damage to entrants' or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes or (iv) any entries submitted in a manner that is not expressly allowed under these Official Rules. All incomplete or non-conforming entries will be disqualified. Sponsor is further not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the transmission, receipt or processing of the entries. If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any Web site associated therewith (or any portion thereof) becomes corrupted or does not allow the

proper playing of the Sweepstakes and processing of entries per these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action, and/or to cancel, terminate, modify or suspend this Sweepstakes. In the event this Sweepstakes is cancelled, Sponsor reserves the right to conduct a random drawing to award the prize from among all eligible, non-suspect, entries received prior to the time of the action or event warranting such cancellation.

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

7. WINNER LIST: For the name of the winner, mail a self-addressed, stamped envelope to: Frigo® Cheese Heads® / Six Flags® Winners List, P.O. Box 8419, Dept. SF, Prospect Heights, IL 60070 no later than October 1, 2008.

8. PRIVACY POLICY: Please see the Sweepstakes website for details on privacy policy regarding the use of personal information collected in the connection with this Sweepstakes.

9. Sweepstakes sponsored by Saputo Cheese USA Inc., 25 Tri State International, Lincolnshire, IL, 60069.

10. Frigo® and Cheese Heads® are registered trademarks used by Saputo Cheese USA Inc.