

FARM JOURNAL MOBILE'S GREAT MAY GIVEAWAY
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER TO WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

IF YOU ENTER VIA TEXT MESSAGING, MESSAGE AND DATA RATES MAY APPLY. SEE YOUR WIRELESS CARRIER PLAN FOR PRICING DETAILS. TEXT MESSAGING MAY NOT BE AVAILABLE THROUGH ALL WIRELESS CARRIERS. NOT ALL WIRELESS DEVICES MAY BE SUPPORTED.

1. WHO MAY ENTER. Sweepstakes is open to individuals who, at the time of entry, are legal residents of the 48 continental United States except where prohibited (FL, NY) and are 21 years old or older. Employees, officers and directors of Farm Journal, Inc., and each of their respective parent companies, affiliates, subsidiaries, dealers, sales representatives, distributors and advertising and promotion agencies, as well as the immediate family members and/or persons living in the same household of each are not eligible to enter. Sponsor's determinations of eligibility are final and may be made at any time. Void where prohibited or restricted by law.

2. ENTRY PERIOD. Farm Journal Mobile's Great May Giveaway (the "Sweepstakes") sponsored by Farm Journal (the "Sponsor") begins at 1:00:01 PM Central Time ("CT") on May 5, 2018 and ends at 11:00:00 PM CT on May 23, 2018 (the "Entry Period"). The (10) winners will be chosen on Friday, May 25, 2018 at 12:00:01 PM Central Time ("CT").

3. TO PARTICIPATE. During the Entry Period, using a web-enabled cellular telephone or other two-way text-messaging capable web-enabled device, text the word "winner" to short code 31313. Once you've texted in the word "winner" you will be asked to follow a link and fill out a form for more information. To finish signing up for the Sweepstakes, you must complete the form. By texting in you agree to receive text messages, telemarketing messages and/or prerecorded voice calls delivered using an automatic telephone dialing system. These messages will be sent from Farm Journal Mobile and may be accompanied by marketing messages. Consent is not required for purchase of products. Carrier message and data rates may apply. More than one message may be delivered daily. To cancel, reply "NO winner". For help, reply "HELP". Text messaging entry may not be available through all wireless carriers. Not all wireless devices may be supported. Check your owner's manual for specific text messaging instructions.

Limit one (1) entry per person. Entries will be disqualified if they are incomplete. Sponsor's computer will be the official time clock for the Sweepstakes. Farm Journal ("Sponsor") assumes no responsibility

for USPS or other mail deliveries, computer system, phone line, hardware, software or program malfunctions or other errors, failures, delayed computer transmissions or connections that are human or technical in nature. Sponsor is not responsible for incorrect or inaccurate entry of 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 processing of entries in the sweepstakes. Multiple entrants are not permitted to share the same email account or mobile phone number. Proof of submission of entry does not constitute proof of receipt of entry. In the event of a dispute as to the identity of the entrant associated with any entry, the authorized account holder of the mobile phone number or email account associated with the entry, at the time of the submission, will be deemed to be the entrant. The "authorized account holder" is the natural person assigned to the applicable mobile phone number but the winners may be required to show proof of being the authorized account holder. In the event of a dispute regarding the identity of the person who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

Only one (1) entry per person. All entries will become Sponsor's property and will not be acknowledged or returned. Sponsor is not responsible for late, lost, stolen, illegible, incomplete, damaged, or misdirected entries. By entering the Sweepstakes, participants agree to be bound by these Official Rules. Registration for the Sweepstakes begins 1:00:01 PM CT May 5, 2018 and ends 11:00:00 PM CT May 23, 2018.

4. ODDS OF WINNING/PRIZES. The odds of an entrant being selected as a Potential Winner depend on the number of entrants.

The (10) winners chosen will each receive one Amazon gift card valued at five hundred dollars (\$500.00). The following prize(s) will be made available in connection with the Sweepstakes:

- One (1) Amazon Gift Card per winner with an approximate retail value ("ARV") of (\$500.00).

Local dealer will deliver the prize to the winners. Prizes are nontransferable and no cash substitute in part or in whole is allowed. Sponsor reserves the right to substitute any prize or items included in any prize with one of equal or greater value in the event any prize is unavailable. All taxes, incidentals & other expenses associated with prizes and not specified herein are the winner's sole responsibility. Sponsor makes no representations regarding the tax liability associated with any prize, and winners are advised to seek counsel regarding any tax liabilities associated with their prize.

5. SWEEPSTAKES DRAWING AND GENERAL PRIZE RESTRICTIONS. Ten (10) winners will be selected from the drawing of all eligible entries. The drawing will happen on the Friday May 25, 2018 at 12:00:01 PM CT. The winners will be notified via their cell phone number. Any such message will instruct the

potential winners to reply as specified within five (5) full business days (measured in the local time zone) after the time that the notification message was sent/posted. Potential winners must reply as instructed to identify him/herself, confirm his/her eligibility and ability to accept the prize within such three (3) full business day period or he/she will be disqualified and the prize will be forfeited and awarded to an alternate winner. In Sponsor's sole discretion, a potential winner may only be notified one time as set forth above for attempted prize notification.

No responsibility is assumed by Sponsor for any incorrect or missing contact information associated with an entry or for any change of entrant's contact information after entry submission. Any prize details and restrictions not specified will be determined by Sponsor in its sole discretion

Winners should expect to receive their prizes within approximately 4 to 6 weeks following winner confirmation.

6. CONDITIONS OF PARTICIPATION. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes should virus, bugs or other causes beyond the Sponsor's control corrupt the administration, security or proper play of the Sweepstakes. In such event, Sponsor will award prize(s) in a random from among all the eligible entries received up to the date of suspension or cancellation. In the event of noncompliance with these Official Rules, or if Sponsor cannot contact a winner/finalist within three (3) full business days at the phone number/email on winner's/finalist's entry, or if any prize or prize notification is returned undeliverable, the prize will be forfeited and awarded to an alternate winner/finalist.

7. RELEASE AND LIMITATIONS OF LIABILITY. By participating in this Sweepstakes, participants agree to release and hold harmless Farm Journal Mobile ("Sponsor"), and their respective subsidiaries, affiliates, retailers, dealers, sales representatives, distributors, and advertising and promotion, as well as the directors, officers and employees of Farm Journal, Inc. from any and all claims based on liability, loss, damage, or injuries of any kind (including, without limitation, claims based on personal injury death, property loss, publicity rights, defamation, and/or invasion of privacy) in connection with their participation in the Sweepstakes or from their acceptance, receipt, possession and/or misuse of the prize, technical errors related to computers, servers, providers, or telephone or network lines and/ errors in the administration of the Sweepstakes or the processing of entries and/or for any typographical or other error in the printing, offering or announcement of any prize. Participants acknowledge that (other than the limited warranty, IF ANY, provided with the prize by or through the manufacturer thereof), Sponsor has neither made NOR IS in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, related to the prize, including but not limited to its quality, mechanical condition or fitness. The participants further acknowledge that, to the fullest, extent permitted by law, said parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee express or implied, in fact

or in law, relative to any prize, including, without limitation, to its quality, merchantability or fitness for a particular purpose.

8. GENERAL. Released Parties and Internet/wireless access providers are not responsible for: (a) incomplete, lost, late, misdirected, damaged, garbled, or illegible Sweepstakes registration information or entries; (b) any technical malfunction, human error, lost/delayed data transmission, omission, interruption, deletion, defect or line failure in connection with any telephone/cellular network, data network, computer equipment, software or any combination thereof; or (c) any injury or damage of entrant's or any other person's computer or other equipment related to or resulting from participation in the Sweepstakes. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Any dispute or claim arising out of the play of this sweepstakes will be resolved in the U.S. If any provisions of these Official Rules are determined by a court of competent jurisdiction to be invalid or unenforceable, such determination shall not affect the validity or enforceability of any other provision. Although Sponsor attempts to ensure the integrity of the Sweepstakes, Released Parties are not responsible for the actions of entrants or other individuals in connection with the Sweepstakes, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. In the event of any conflict between any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any Sweepstakes advertising materials, the details of the Sweepstakes as set forth in these Official Rules shall prevail.

9. CONDUCT. By participating in this Sweepstakes, entrants: (a) fully and unconditionally agree to be bound by these Official Rules and by all decisions of Sponsor (which decisions shall be final and binding in all respects), including without limitation decisions regarding eligibility, winners and the interpretation of terms used in these Official Rules; (b) represent and warrant that all information provided by entrant in connection with the Sweepstakes is true, accurate and complete; and (c) agree to comply with all federal, state and local laws and regulations. Sponsor reserves the right, at any time and at its sole discretion, to disqualify and/or deem ineligible to participate in this Sweepstakes or any future Sponsor promotions, any individual it suspects: (a) to be tampering with the entry process or the operation of the Sweepstakes or any website; (b) to be action in violation of these Official Rules or Sponsor's privacy policy or other terms, conditions or guidelines; (c) to be action in bad faith or in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (d) to have failed to agree to these Official Rules; or (e) to be in violation of these Official Rules. Entrants further acknowledge that the forfeiture of the prize and/or return of prize shall in no way prevent Sponsor from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct. If any prize is not claimed, the potential winner of such prize will be disqualified and there will be a random drawing from among the remaining eligible entries to award the prize to an alternative winner.

10. **PUBLICITY.** By participating, you grant so Sponsor and its affiliated companies the right, except where prohibited by law, to use his/her name, likeness, picture, image, address (city and state), voice, biographical information, entry, and written and oral statements for advertising and promotional purposes in promoting or publicizing Sponsor, its affiliated companies, and the products or services of each, in any and all media without limitation as to time or territory, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, image, address (city and state), biographical information, or entry.

11. **COLLECTION AND USE OF PERSONAL INFORMATION.** By entering the Sweepstakes, entrants agree and consent Sponsor's collection, use and retention of their personal information provided in their entries for all purposed related to the Sweepstakes (including, without limitation, processing and administering entries, sharing an entrant's personal information with Sponsor's service providers, contractors, prizing partners, etc. as necessary to conduct and operate the Sweepstakes, communicating with and awarding prizes to winners, making public announcements about winners, and advertising, promoting and publicizing the Sweepstakes), If you as well as in accordance with Sponsor's Privacy Policy published at <https://www.agweb.com/privacy-policy/>. Please review Sponsor's Privacy Policy before submitting your entry. If you object to the above or anything stated in Sponsor's Privacy Policy, you should not participate in the Sweepstakes.

12. WINNER'S LIST. For a list of winners, mail a self-addressed, stamped envelope to be received by March 31, 2018 to: Farm Journal, Inc., 300 S Riverside, Suite 825 Chicago, IL 60606.

Sponsor: Farm Journal Mobile, 300 S Riverside, Suite 825S Chicago, IL 60606