



## SIGGI'S DIGITAL DETOX 2024 PROGRAM

\*\*\*\*OFFICIAL RULES\*\*\*\*

**NO PURCHASE OR PAYMENT NECESSARY TO PARTICIPATE OR TO BE SELECTED AS A WINNER  
A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING  
VOID WHERE PROHIBITED BY LAW**

**The Digital Detox Contest.** This new year The Icelandic Milk and Skyr Corporation, with an address at 80 Pine Street, 39<sup>th</sup> Floor, New York, NY 10005 (“siggi’s”), believes less sets you free and thus it is sponsoring a digital detox contest - the Siggi’s Digital Detox 2024 Program (the “Contest”) - where selected participants will receive, as set forth below, among other things, siggi’s yogurt, \$10,000, and have the opportunity to participate in a 30-day digital detox without the distraction of smartphones to help start new habits for the new year.

**Eligibility.** Open only to legal residents of the 50 United States and the District of Columbia who have access to the Internet, are 18 years of age or older (or in the case of legal residents of jurisdictions where the age of majority is greater than 18 years of age), such age of majority under the laws of the jurisdiction in which they reside at the time of entry to participate in the Contest. Employees, officers, and directors of siggi’s or its parent, 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 participate. Subject to all federal, state, and local laws and regulations. Void in all U.S. territories and possessions outside of the continental United States and where prohibited by law or restricted by such laws, including but not limited to jurisdictions with laws that would require registration and/or trust account or posting of a bond, or any other requirements that have not been satisfied.

**Application of Rules.** All participants must review and agree to these Official Rules. By submitting an entry to participate in the Contest, each participant warrants that he/she has read and agrees to abide and be bound by these Official Rules and that participant is not prohibited from participating in the Contest. Participants further agree that siggi’s shall retain full authority, in its sole discretion, to interpret and administer these Official Rules, and to be bound by all decisions and interpretations made by siggi’s.

**Contest Period.** The Contest begins at 12:00 a.m. Eastern Time (ET) on January 17, 2024 and ends on 11:59:59 p.m. (ET) on January 31, 2024 (the “Contest Entry Period”). Entry is free, and no purchase or payment of any kind is necessary to enter or be selected as a winner. Limited to only one (1) Submission per participant during the Contest Entry Period. Submissions received in excess of the above stated limitation will be void.

**How to Participate in the Contest.** To participate in the Contest, eligible individuals must visit <https://hello.siggis.com/digital-detox/> (the “Contest Website”), fill out the required information, including name, email, and mailing address, and write and submit an original essay during the Contest Entry Period in accordance with the Essay Requirements and Content Restrictions set forth below.

**Essay Requirements:**

The essay submitted must: (i) be between 100 - 500 word; (ii) explain why the participant needs a digital detox in the participant's life; (iii) describe how a digital detox will impact the participant in a positive way; and (iv) align with the siggi's brand philosophy (i.e., live simple and less sets you free).

All entry information, essay, and any other information submitted shall be collectively referred to herein as the "Submissions" or each a "Submission." Submissions must comply with the Essay Requirements and the Content Restrictions set forth in these Official Rules.

All participants must have a valid email address. Neither siggi's nor its advertising and promotion agencies are responsible for lost, late, incomplete, illegible, inaccurate, misdirected entries, or for any problems of any kind whether mechanical, human or electronic, including, but not limited to, computer, telephone, cable, network, satellite, electronic or Internet hardware or software malfunctions, failures, connections, availability or garbled or jumbled transmissions, or service provider/Internet accessibility or availability, traffic congestion, or unauthorized human intervention. Proof of a Submission being made will not be deemed to be proof of receipt by siggi's. Any attempt by any participant to make more than one Submission by using multiple/different accounts, identities, registrations and logins, or any other methods, will void all Submissions in excess of the above stated limitation and the participant may be disqualified at siggi's sole discretion.

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 participant. 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. If a dispute cannot be resolved to siggi's satisfaction, the affected participant will be deemed ineligible. A potential winner may be required by siggi's to show proof of being the authorized account holder.

Materials submitted to siggi's by participant shall not contain any protection feature designed to prevent its use, or any computer virus or other similar programs. Participants acknowledge and agree that their respective Submissions become the property of siggi's, subject to these Official Rules, and will not be returned.

By participating in the Contest, each participant warrants and represents that the information contained in the entry is true and correct in all material respects and that siggi's may rely on such information in its efforts to comply with applicable laws and regulations and that with respect to each of his/her entry: (a) the Submission is participant's own original creation; (b) the Submission will not violate or infringe on any rights of any third parties; (c) the Submission is in all respect free and clear of any claims or rights of third parties; and (d) at the time of the Submission is entered or any time thereafter, the entry does not and will not contravene any contractual, legal or other obligation, of the participant.

**Use of Submission.** By participating in the Contest, each participant consents to grant siggi's a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display the participant's essay, 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 its web sites and properties (e.g.,



<http://siggis.com/>) and on social networking sites (i.e., Facebook, YouTube, X, etc.), for any legal purpose whatsoever.

BY PARTICIPATING IN THE CONTEST, PARTICIPANTS GRANTS SIGGI'S THE RIGHT TO POST THE ESSAY, IN WHOLE OR IN PART, ON ITS WEBSITES AND/OR SOCIAL MEDIA SITES FOREVER WITHOUT ANY ADDITIONAL PERMISSION BEING REQUIRED OR COMPENSATION.

**Content Restrictions.** By participating in the Contest, each participant agrees that participant's Submission conforms to the following Content Restrictions as defined below and that siggi's, in its sole discretion, may remove any Submission and disqualify a participant from the Contest if it believes, in its sole discretion, that the participant's Submission fails to conform to the Contest Restrictions or is otherwise in violation of the Official Rules:

- All entry information, including the essay, must be in English.
- No automated entry devices and/or programs permitted.
- The essay must be an original work of the participant and artificial intelligence shall not be used to create any portion of the essay.
- The essay 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 essay must not in any way disparage siggi's or any other person or party.
- The essay must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous, or libelous.
- The essay 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 essay must not contain material that is unlawful, in violation of or contrary to any laws or regulations.
- The essay 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 political agenda or message.
- The essay must be consistent with the image and values of siggi's and be consistent with and satisfy the purpose of the Contest.

By participating in the Contest, participants fully and unconditionally agree to be bound by these Official Rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest. Submissions not in compliance with these Official Rules will be disqualified. Siggi's shall have the absolute right to determine if a Submission is in compliance with these Official Rules without notifying the person attempting to participate.

**Selection of Contest Winners.** On or about February 15, 2024, ten (10) potential winners will be selected from all eligible entries by a panel of five (5) judges (as chosen by siggi's and under the supervision of siggi's), using the weighted Judging Criteria outlined below:



- (1) 70% - How clear is the explanation contained in the essay of how the participant will use the time during the digital detox to live a simpler life, understanding that “less sets you free” also means less time spent on smartphones could lead to a more rewarding and free life.
- (2) 20% - Essay’s creativity and originality.
- (3) 10% - Participant’s authentic expression in the essay of commitment to the challenge of living for a month without a smartphone.

The three judging criteria will be scored as follows: With respect to criteria (1) scoring will be on a scale of one (1) to seventy (70), where seventy (70) is the highest score and one (1) is the lowest. With respect to criteria (2), scoring will be on a scale of one (1) to twenty (20), where twenty (20) is the highest score and one (1) is the lowest. With respect to criteria (3), scoring will be on a scale of one (1) to ten (10), where ten (10) is the highest score and one (1) is the lowest. The ten (10) entries with the highest cumulative point scores will be declared the potential winners. In case of a tied score between two or more entries that would determine the potential winners, the tied entries will be evaluated by a new judge (as chosen by siggi’s and under the supervision of siggi’s), according to the original criteria, and the tied entry given the highest cumulative points score by the new judge will be declared the winner of the tie and the potential winner.

**Prize.** Ten (10) winners (each, a “winner”) will receive the following:

DESCRIPTION OF PRIZE	APPROXIMATE RETAIL VALUE (“ARV”)
Ten thousand dollars (\$10,000.00) (in check format)	\$10,000.00
One (1) lock box	\$45.00
One (1) classic mobile cellular phone (non-smartphone)	\$25.00
One (1), pre-paid one (1) month talk and text mobile device plan with sim card	\$15.00
Three months’ supply of siggi’s yogurt (equal to sixty (60) 5.3oz single serve cups)	\$107.40

**THE AGGREGATE ARV OF A PRIZE IS \$11,159.00; THE AGGREGATE ARV OF ALL TEN (10) PRIZES IS \$111,590.00**

Specifics relating to the prize not specified herein are at sole discretion of siggi’s. A winner is solely responsible for any costs and expenses due in connection with the prize in connection with the prize awarded not specified herein and any costs and expenses not described herein as being awarded. A winner is solely responsible for any taxes, costs, and expenses due in connection with the prize. The prize may not be transferred or assigned, except at siggi’s sole discretion. No cash value or substitution of the prize will be permitted or provided, except that siggi’s, in its sole discretion, may provide a prize of comparable or greater value. Receipt of the prize is conditioned upon compliance with all applicable



federal, state, and local laws, rules and regulations and these Official Rules. siggi's will not replace a lost or stolen prize.

A winner is solely responsible for reporting and paying any and all applicable federal, state, and local taxes due in connection with the prize awarded. The winner will be required to complete and submit an IRS Form W-9 for receipt of a prize awarded to the winner valued at \$600.00 or more. Failure to submit a complete IRS Form W-9 when required will result in forfeiture of the prize.

**Notice/Verification of Potential Winner.** siggi's will attempt to notify the participants who are selected as potential winners by e-mail within five (5) business days of selection. If a potential winner is not eligible, does not respond to such notification within forty-eight (48) hours of notification being sent by siggi's, or cannot or refuses to accept the prize, or any portion thereof, the prize will be forfeited and the next qualifying entry with the highest cumulative points score will be selected in accordance with the Judging Criteria as a potential winner. siggi's shall not be responsible for (i) the failure of a potential winner to receive siggi's e-mail for any reason, or for the inability of such potential winner to return siggi's e-mail message for any reason; (ii) failed, returned or misdirected notifications due to inaccurate information provided by participant; or (iii) Submissions and/or responses to a winner's notification which are lost, late, incomplete, illegible, unintelligible, misdirected, damaged or otherwise not received, in whole or in part, by siggi's. The potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. siggi's reserves the right to require the potential winners to show proof of identity prior to receiving any prize.

Subject to the terms and conditions set forth in these Official Rules, upon contacting a potential winner and determining that such winner has met all eligibility requirements for the Contest, including without limitation the execution of an affidavit of eligibility and liability/publicity release (except where prohibited by law) and completion of such other documents as siggi's may reasonably require in order to claim his/her prize, if applicable, such individual will be declared a "winner" of the Contest.

**Affidavit of Eligibility and Release/Delivery of Prize.** A potential winner may be required to sign and return to siggi's, within two (2) business days from the date the request is made, an affidavit of eligibility and liability/publicity release (except where prohibited by law) and to complete such other documents as siggi's may reasonably require in order to claim the prize, if applicable. If these documents are returned as undeliverable or are not completed and returned by such deadline or if the eligibility or other requirements of the Contest are not met, the prize will be forfeited and an alternate winner may be selected, at siggi's discretion, by selecting the next entry with the highest cumulative point scores. Sponsor will send the prize and/or prize-related materials by U.P.S. or U.S.P.S. to the winner at the address to be provided by the winner during the verification process within thirty (30) days of siggi's receipt and verification of the documents required by siggi's to be completed and/or signed by the winner. siggi's shall not be responsible for delivery of any documents and/or the prize or prize-related materials and information provided that siggi's addresses the documents to the address provided by the winner. siggi's is not responsible for prize information or documents that are lost or misdelivered by the postal service or carrier.

**Announcement of Winners.** The winners will be announced and posted by siggi's on the Contest Website or siggi's website, following the completion of the Contest and verification of the winners. The winners may also be announced on siggis' website and/or Siggi's's Facebook, X, TikTok, and/or Instagram accounts.



**Suspension and Amendments.** Siggi's reserves the right to (i) suspend, modify and/or cancel this Contest, at any time in its sole discretion, if the Contest cannot be operated as planned or in the event any computer virus, worm, bug, tampering, unauthorized intervention, fraud, technical failures or other errors or problems beyond siggi's control should corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, or for any other reason and, if this Contest is cancelled, to select winners consistent with these Official Rules from among the eligible entries in the Contest prior to the cancellation date or to recommence the Contest, at such time(s) and upon such terms and conditions as siggi's shall deem reasonable under the circumstances; and (ii) extend the Contest Entry Period, by providing notice on the Contest Website, if siggi's determines, in its sole discretion, that there is an insufficient number of eligible Contest participants or in the event of unexpected difficulties or other causes beyond siggi's control.

**Use of Participant Information.** As permitted by law and in accordance with these Official Rules, each participant agrees that siggi's may use the information that participant provides in connection with the Contest for the purposes and within the context of the Contest (including providing the information to third parties for the purposes of awarding a prize, for siggi's internal purposes, and for any other purposes outlined in these Official Rules. In the event of a conflict between these Official Rules and siggi's Privacy Policy available at <https://siggis.com/privacy-policy>, to the extent it applies, these Official Rules shall control.

**Use of Winner's Names and Likeness.** By submitting an entry, each participant, acknowledges and agrees that, if selected as a winner, siggi's may announce the winner's first name and state of legal residence on the Contest Website, siggi's website, and/or siggi's Facebook, X, TikTok, and/or Instagram accounts. A winner who accepts a prize will be deemed thereby to have granted to siggi's the right, at any time and from time to time, to print, publish, broadcast and use, worldwide and in any media now known or hereafter developed, including but not limited to, the Internet and world wide web, the winner's first name, portrait, picture, voice, likeness and biographical information as news or information and for advertising and promotional purposes without additional consideration, or right of review or notification, except where prohibited by law, and to have agreed to provide documentation in writing to confirm the foregoing promptly upon request by siggi's.

**Release of Liability.** By participating in the Contest, each participant agrees that siggi's, and its parent and affiliated companies, and their respective successors and assigns, and any and all of their respective officers, directors, shareholders, employees, agents, representatives, licensees, and advertising and promotion agencies (collectively, the "Released Parties"), shall not be liable for any personal injury, death, loss or damage of any kind or any other causes of action or claims related to participant's participation in the Contest, any Contest-related activity, or acceptance or use of the prize awarded, or any portion thereof, and/or based on publicity rights, defamation or invasion of privacy. By participating in the Contest, each participant agrees to release and discharge, and hereby releases and discharges, for himself/herself, the Released Parties from any liability arising from or related to the Contest, including without limitation, liability arising from or related to claims for personal injury, death, property damage, or claims based on publicity rights, defamation, or invasion of privacy. siggi's makes no representations as to the quality, professionalism, qualifications, credentials, and/or workmanship of the awarded prizes or any third parties that are used to award the prizes.



**Indemnification.** Each participant agrees to indemnify, defend and hold harmless the Released Parties from and against any loss, damage or expense (including court costs and attorneys' fees) that any or all of them may suffer or incur as a result, directly or indirectly, of, or in conjunction or connection with participant's participation in the Contest, any Contest-related activity, receipt, acceptance, use and/or enjoyment of the prize awarded, or any portion thereof, and/or any breach or alleged breach of any warranty or representation made by participant in connection with the Contest.

**Unlawful Conduct and Disqualification.** siggi's reserves the right, in its sole discretion, to disqualify any participant who siggi's determines, in its sole discretion, has (a) tampered with the entry process or the operation of the Contest or of any web site owned, operated or controlled by siggi's or its parent or affiliated companies; (b) was ineligible to participate in the Contest; (c) submitted more than the allowed number of Submissions; or (d) otherwise acted in an unlawful manner and/or in violation of these Official Rules. Robotic, automated, programmed, or computer-generated entries or mechanical reproductions are prohibited, and any use of such devices or entry methods will cause disqualification. Any attempt by a participant to deliberately damage any web site or undermine the legitimate operations of the Contest is a violation of criminal and civil laws. Should such an attempt be made, siggi's reserves the right to seek damages from any such participant to the fullest extent permitted by law and to disqualify such participant from the Contest.

**Limitation of Liability.** UNDER NO CIRCUMSTANCES, INCLUDING NEGLIGENCE, SHALL SIGGI'S BE LIABLE FOR ANY DIRECT, INCIDENTAL, INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES, OR EXEMPLARY OR PUNITIVE DAMAGES, INCLUDING, BUT NOT LIMITED TO LOSS OF PROFITS OR HARM TO BUSINESS OR REPUTATION, ARISING OUT OF PARTICIPANTS' PARTICIPATION IN THE CONTEST, USE OF ANY SUBMISSION PROVIDED BY PARTICIPANTS, POSTING ON OR ACCESS AND/OR DOWNLOAD OF ANY MATERIALS OR INFORMATION FROM ANY WEB SITE OWNED, OPERATED OR CONTROLLED BY SIGGI'S OR ITS PARENT OR AFFILIATED COMPANIES, OR ACCEPTANCE OR USAGE OF A PRIZE OR ANY PORTION THEREOF (INCLUDING ANY PURCHASES MADE USING ANY PORTION OF THE PRIZE), AND INCLUDING WITHOUT LIMITATION DAMAGE TO PROPERTY AND, TO THE MAXIMUM EXTENT PERMITTED BY LAW, DAMAGES FOR BODILY OR PERSONAL INJURY, EVEN IF SIGGI'S HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES OR LOSS. PARTICIPANT AGREES THAT THE AGGREGATE LIABILITY OF SIGGI'S ARISING OUT OF ANY KIND OF CLAIM (WHETHER IN CONTRACT, TORT, OR OTHERWISE) SHALL NOT EXCEED \$100.00. LIMITATIONS OR EXCLUSIONS OF LIABILITY SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. Limitations or exclusions of liability subject to all applicable federal, state, and local laws and regulations.

**Severability.** If any one or more provisions of these Official Rules are held to be invalid, illegal, or unenforceable by a court of competent jurisdiction, such invalidity, illegality, or unenforceability shall not affect the validity, effect or enforcement of any other provision or provisions of these Official Rules.

**Force Majeure.** The failure of siggi's to comply with any provision of this Official Rules due to an act of God, hurricane, war, terrorism, fire, riot, earthquake, pandemic, public health emergency, actions of governmental authorities outside the control of siggi's, or other force majeure event shall not be considered a breach of these Official Rules.

**Governing Law; Jurisdiction; Venue; Limitation of Damages.** These Official Rules shall be interpreted in accordance with New York law without regard to its conflicts of laws provisions. Each participant agrees



that the state and federal courts located in New York shall have exclusive jurisdiction over any dispute arising from or relating to these Official Rules, this Contest and/or participant's participation in this Contest, and participant's consent to the personal jurisdiction and venue thereof. ALL DISPUTES SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT INCLUDE ATTORNEYS' FEES, AND UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR, AND HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, EXEMPLARY, INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES (SUBJECT TO THE LIMITATION OF LIABILITY PROVISION ABOVE) AND WAIVES ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED.

**Official Rules and Winners' Names.** To obtain the name of the Contest winners (after the conclusion of the Contest) and/or a copy of the Official Rules, send a self-addressed and postage pre-paid envelope to: The Icelandic Milk and Skyr Corporation C/O Lactalis US Yogurt, Inc., 10 Burton Drive, Londonderry, NH 03053, Attn: Siggi's Digital Detox 2024 Program. Please specify "Winners' Names" or "Official Rules" in the request.