

**4 PLATINUM ANNUAL PASSES WITH 4 10-ITEM FESTIVAL FOOD AND BEVERAGE
LANYARD FOR SEAWORLD ORLANDO SEVEN SEAS FOOD FESTIVAL**

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN

PRIZE: Four (4) Platinum Annual Passes to SeaWorld Orlando and four (4) 10-Item Festival Food and Beverage Lanyards for Seven Seas Food Festival 2026 running through May 17, 2026 on participating festival dates (Thursdays through Sunday only).

Approximate Retail Value (ARV): \$2,560.

PROMOTION PERIOD: The Sweepstakes begins at 6:00 p.m. Eastern Time ("ET") on Friday, March 27, 2026, and ends at 11:59 p.m. ET on Monday, April 13, 2026 (the "Promotion Period"). Sponsor's computer is the official timekeeping device for this Sweepstakes.

SPONSOR: Florida Dairy Farmers ("FDF"), whose principal place of business is in the State of Florida. FDF reserves the right to interpret these Official Rules—including but not limited to rules regarding entries, deadlines, winner selection, prize restrictions, and eligibility—and all of FDF's decisions are final and binding. By entering, entrants agree to these Official Rules.

1. ELIGIBILITY

This Sweepstakes is open only to legal residents of the State of Florida who are United States citizens or lawful permanent residents, and who are eighteen (18) years of age or older as of the date of entry. Employees of FDF, its parents, subsidiaries, affiliates, advertising and promotion agencies, and prize suppliers, and the immediate family members (defined as spouse, parent, sibling, or child, regardless of where they reside) and household members of each such employee, are not eligible to enter or win.

This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited by law.

2. HOW TO ENTER

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

During the Promotion Period, visit floridamilk.com or lechedeflorida.com and complete the official entry form by providing your full name, mailing address, valid email address, and phone number. As a condition of entry, entrants must also follow @FloridaMilk and @LechedeFlorida on Instagram and/or Facebook.

Limit one (1) entry per person and per email address during the Promotion Period. Multiple entries from the same person or email address will be disqualified. Entries submitted by any automated, robotic, scripted, macro, or other programmatic means, or through sweepstakes-entry services, are prohibited and will be void. No group entries will be accepted. FDF is not responsible for entries that are lost, late, misdirected, incomplete, illegible, or not received for any reason.

ALTERNATE METHOD OF ENTRY: If a potential entrant does not have an Instagram or Facebook account, residents of Florida may enter by sending, via U.S. mail, a self-addressed, stamped, envelope to Florida Dairy Farmers "SeaWorld Passes" Sweepstakes, 1003 Orienta Ave., Altamonte Springs, Florida, 32701, with their name, email address, phone number, and an expressed written statement of interest of entry into the sweepstakes. Entries through mail must be received by Florida Dairy Farmers by April 13, 2026.

Entries become the property of FDF and will not be returned or acknowledged. FDF reserves the right to disqualify any entry that, in its sole judgment, does not comply with these Official Rules.

3. WINNER SELECTION AND NOTIFICATION

On or about Tuesday, April 14, 2026, FDF or its designee will randomly select one (1) potential Grand Prize Winner from all eligible entries received during the Promotion Period. The random drawing will be conducted by a representative of FDF whose decisions are final and binding in all matters relating to this Sweepstakes.

The potential winner will be notified by telephone and/or email. The potential winner must respond and claim the prize within 48 hours of notification, or an alternate winner will be selected from the remaining eligible entries. The alternate winner will be subject to all requirements set forth in these Official Rules.

The potential winner is subject to verification of eligibility and compliance with these Official Rules before being declared the official winner. FDF may, in its sole discretion, publish the verified winner's name on FloridaMilk.com and LechedeFlorida.com.

4. PRIZE

One (1) Grand Prize will be awarded, consisting of four (4) Platinum Annual Passes to SeaWorld Orlando and four (4) 10-Item Festival Food and Beverage Lanyards for Seven Seas Food Festival 2026 running through May 17, 2026 on participating festival dates (Thursdays through Sunday only).

Approximate Retail Value (ARV): \$2,560.

The prize is not redeemable for cash and may not be assigned, transferred, or substituted, except that FDF reserves the right to substitute a prize of equal or greater value if the advertised prize becomes unavailable, as determined in FDF's sole discretion. Prize is available to Florida residents only. Winner is solely responsible for all expenses not expressly included as part of the prize.

5. TAX LIABILITY AND IRS REPORTING

The Grand Prize has an Approximate Retail Value (ARV) of \$2,560, which exceeds \$600. Accordingly, FDF will issue an IRS Form 1099-MISC to the winner for the fair market value of the prize in the year in which the prize is awarded, as required by applicable law. The winner is solely responsible for the payment of all federal, state, and local income taxes and any other taxes or fees arising from acceptance and use of the prize. Winner may be required to provide a valid Social Security Number or Individual Taxpayer Identification Number (ITIN) and to execute IRS Form W-9 prior to prize fulfillment.

6. HOW TO CLAIM THE PRIZE

To claim the prize, the winner must provide valid, government-issued photo identification showing proof of age and Florida residency. The winner may provide a copy of a valid Florida driver's license submitted by fax or email. The winner may also be required to execute an Affidavit of Eligibility, Liability Release, and, where permitted by law, a Publicity Release, within the time period specified by FDF. Failure to execute and return required documents within the specified time period may result in forfeiture of the prize and selection of an alternate winner.

7. PUBLICITY

Except where prohibited by law, by entering the Sweepstakes and/or accepting a prize, the winner grants FDF and its affiliates the irrevocable right to use his or her name, voice, photograph, likeness, and any information provided on the entry form, in any media now known or hereafter developed, for advertising, promotional, or other lawful purposes related to this Sweepstakes, without additional compensation or prior notice.

8. LIMITATION OF LIABILITY AND DISCLAIMER OF WARRANTIES

By entering the Sweepstakes, entrants agree that FDF and any other entity involved in the development, administration, or fulfillment of this Promotion, including their respective parents, subsidiaries, agents, affiliates, franchisees, promoters, and prize suppliers, and the officers, directors, and employees of each (collectively, "Released Parties"), are not responsible or liable for:

- (a) technical failures of any kind, including lost, disconnected, interrupted, or unavailable network, server, or other connections, undeliverable mail or transmissions, or any failed computer hardware or software;
- (b) incorrect or inaccurate information, whether caused by entrants, printing errors, typographical errors, or equipment associated with the Promotion;
- (c) any injury or damage to any person or device arising from participation in this Promotion or from downloading any materials related to it;
- (d) unauthorized human intervention in any part of the entry process or the Promotion;
- (e) any printing, typographical, technical, computer, network, or human errors in the administration of the Promotion, acceptance of entries, selection of the winner, awarding of prizes, or in any Promotion-related materials; or
- (f) any claims or causes of action arising out of participation in the Promotion or acceptance, possession, use, or misuse of any prize.

THE RELEASED PARTIES EXPRESSLY DISCLAIM ALL WARRANTIES, EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING FROM PARTICIPATION IN THE PROMOTION OR THE ACCEPTANCE, POSSESSION, OR USE OF ANY PRIZE.

Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above limitations may not apply to you in whole or in part.

9. DISPUTES

By entering the Promotion, entrants agree that: (a) any dispute, claim, or cause of action arising out of or related to the Promotion or any prize awarded shall be resolved individually and not through any class, collective, or representative action; (b) any claims or awards shall be limited to actual out-of-pocket costs incurred by the entrant, excluding attorneys' fees; and (c) entrants waive any right to claim punitive, incidental, consequential, or multiplied damages.

These Official Rules shall be governed by the laws of the State of Florida, without regard to its conflict-of-law provisions. Any legal proceedings arising out of this Promotion shall be brought exclusively in the courts of competent jurisdiction located in the State of Florida.

In the event of any inconsistency between these Official Rules and any other Promotion-related materials, these Official Rules shall govern and control.

For the name of the winner, send a stamped, self-addressed envelope to Florida Dairy Farmers, 1003 Orienta Ave, Altamonte Springs, FL 32701 by May 13.

10. GENERAL CONDITIONS

FDF reserves the right, in its sole discretion, to cancel, suspend, or modify this Sweepstakes if fraud, technical failure, or any other factor beyond FDF's reasonable control impairs the integrity or proper functioning of the Promotion. In such event, FDF will post notice and select the winner by random drawing from all eligible, non-suspect entries received prior to such cancellation or suspension.

FDF reserves the right to disqualify any individual who: (a) tampers with the entry process or any other aspect of the Promotion; (b) acts in a disruptive, threatening, or harassing manner toward any party involved in the Promotion; or (c) attempts to circumvent or violate these Official Rules. Any failure by FDF to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

No more than the stated number of prizes will be awarded. FDF reserves the right to award only the stated number of prizes by random drawing from all legitimate, unawarded eligible claims in the event that more than the stated number of prizes are inadvertently made available.

11. TRADEMARKS

Any third-party trademarks referenced in these Official Rules are the property of their respective owners. The use or mention of third-party trademarks is solely for descriptive purposes and does not imply endorsement or sponsorship of this Promotion by any trademark owner.

12. NOT AFFILIATED WITH THIRD-PARTY PLATFORMS OR BRANDS

This Sweepstakes is not sponsored, endorsed, administered by, or associated with Meta Platforms, Inc. (including Facebook and Instagram), Google LLC, SeaWorld Parks & Entertainment, or any of their respective affiliates or subsidiaries. Any questions, comments, or complaints regarding this Sweepstakes should be directed to FDF, not to any of the foregoing entities.