

So Delicious Dairy Free Celebrity Shake Off Voting Terms

Voting is open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older. Employees of WWF Operating Company ("Promoter"), its subsidiaries, affiliates and promotion and advertising agencies, and members of their immediate family (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to vote. Void where prohibited by law. The voting process is subject to all applicable federal, state, and local laws and regulations.

The following five (5) celebrity videos will be posted on www.SoDeliciousDairyFree.com/celebrity-shakeoff between 9:00 AM Pacific Time ("PT") on June 19, 2015 and 11:59 PM PT on July 3, 2015 (the "Voting Period"); (i) Laura Wright on behalf of World Animal Protection; (ii) Alicia Silverston on behalf of the Physicians Committee for Responsible Medicine; (iii) Scott Jurek on behalf of Every Mother Counts; (iv) Hilaria Baldwin on behalf of Bent on Learning; and (v) Daniella Monet on behalf of the Humane Society of the United States.

Follow the instructions provided to click the "vote" button for the celebrity video of your choice. Voters must follow the instructions on the web site to submit their votes. Voters will have the opportunity to "share" one (1) video of their choice each day of the Voting Period by following the directions provided. By sharing a video, the applicable video will receive five (5) additional votes. Limit one (1) vote and one (1) share per person using only one (1) email address per day (for a maximum total of six (6) votes per person per day). Votes in excess of the stated daily limitation will be void. Votes or shares submitted by any fraudulent or inappropriate means, including votes received in exchange for prizes or other inducements offered to members of the public, as determined by Promoter in its sole discretion, will be void. Votes by any means which subvert or impair the voting process are void. The one (1) celebrity video receiving the highest number of valid votes at the conclusion of the Voting Period, as determined by Promoter, will be deemed the award recipient and the charity associated with the applicable video will receive a check from Promoter in the amount of \$25,000. In the event of a tie, an additional twenty-four (24) hours will be added to the Voting Period to determine the award recipient. If award recipient cannot be determined through such added Voting Period, Promoter will break the tie through some other means as determined by Promoter, in its sole discretion.

Promoter, World Animal Protection, Physicians Committee for Responsible Medicine, Every Mother Counts, Bent on Learning, Humane Society of the United States, their affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing, and Laura Wright, Alicia Silverston, Scott Jurek, Hilaria Baldwin, and Daniella Monet (collectively, "Released Parties") are not responsible for incorrect or inaccurate voting information, or lost, late, delayed, or misdirected votes or shares. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission or communications line failure. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, cable, satellite, Internet Service Provider (ISP), servers, or providers, computer equipment, software, failure of any vote or share to be cast or tabulated on account of technical problems, human error or traffic

congestion on the Internet or at website, or any combination thereof. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE VOTING PROCESS IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, WISK RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Promoter reserves the right, in its sole discretion, to modify, terminate, or suspend the voting or void any vote should a virus, bug, non-authorized human intervention, action of entrant, or other cause corrupt or impair the administration, security, or fairness of the voting. Promoter reserves the right, in its sole discretion, to disqualify any individual they find to be violating these terms, tampering with the voting process, or acting in an unsportsmanlike or improper manner. The decision of Promoter with respect to the tallying of votes/shares, and the invalidation or disqualification of any suspected votes/shares, shall be final. Promoter: WWF Operating Company, 12002 Airport Way, Broomfield, CO 80021.