



“The Adventures of Tintin” Promotion Complete Official Rules  
October 21, 2011

No Purchase Necessary to enter or win. Purchase will not improve your chance of winning.

Sponsor: Alouette Cheese USA LLC, 400 S. Custer Avenue, New Holland, PA 17557 (“Sponsor”).

Administrator: Allebach Communications, 117 North Main Street, Souderton, PA 18964 (“Administrator”)

Eligibility.

Promotion is open to legal residents of the United States of America who are 21 years of age or older at time of entry, except residents of Alaska and Hawaii, officers, directors and employees of Sponsor, Administrator and Paramount Pictures Corporation (“Paramount”) and each of their respective parents, subsidiaries, affiliates, suppliers and agencies and employees (all such individuals and entities collectively referred to herein as the “Promotion Entities”), as well as the immediate family members of, and individuals residing in the same household as, such persons. All federal, state and local laws apply. Offer void where prohibited or restricted by law. All federal, state and local taxes are the sole responsibility of the prizewinner. Payment of taxes may be required at time of award. Winners may be issued an IRS 1099 for prizes over \$600. Paramount is not responsible for the administration of the Promotion, the collection or processing of entries, the selection of winners or the fulfillment of prizes.

How to Enter.

“The Adventures of Tintin” promotion (“Promotion”) begins 11/01/11 at 12:01 a.m. (Eastern) and ends 01/31/12 at 11:59 p.m. (Eastern) (the “Promotion Period”). Enter online by personally visiting <http://www.alouettecheese.com/tintin> and completing the online entry form at that site. Entrant must be over 21 and a legal resident of the United States. Residents of Hawaii and Alaska excluded. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the holder of the email account. Only one entry per person is permitted. A complete entry must include name, address, city, state, zip code, telephone number, and email address (if any). Sponsor is not responsible for (a) telecommunications, network, electronic, technical or computer failures of any kind, for inaccurate transcription of entry information, for any human error, or entries that are stolen, misdirected, garbled, delayed by computer transmission, lost, late, illegible, incomplete, or incorrect and all such entries are void; and (b) your inability to access the website or any other error or malfunction which may occur, including any injury or damage to your or any other person’s computer related to or resulting from participation in this Promotion. Entries that are facsimiles, photocopied, mechanical reproductions, mutilated, incomplete, illegible or determined to have been submitted electronically by anyone other



“The Adventures of Tintin” Promotion Complete Official Rules  
October 21, 2011

than the individual entrant will not be accepted. All entries become the sole property of Sponsor and will not be returned. Mail-in entries must be postmarked by 01/31/12 and received by 02/07/12. Online entries must be time-stamped and received by 01/31/12 at 11:59 p.m. (Eastern). Mail in entries should be sent to Tintin Promotion Alouette Cheese, 400 South Custer Avenue, New Holland, PA 17557.

Multiple registrations received from a single registrant prior to November 1, 2011 will be treated as a single registration and will be entered for the November 1, 2011 drawing.

One Grand Prize is available.

Grand Prize: 10-day trip for a family of four (two adults and two children under the age of 12) to selected European capitals (Brussels, Amsterdam, Paris and London) including airfare, hotel and entrance to the Tintin museum in Brussels. All details are subject to the discretion of the Sponsor. Approximate Retail Value of Prize: \$10,000

Second Tier Prizes: Up to Four (4) Second Tier Prizes are available. Each Second Tier Prize consists of a weekend trip for a family of four to visit Hollywood, CA including airfare, hotel and tour for four (4) of The Studios at Paramount lot . Approximate Retail Value of each Second Tier Prize: \$4,500 per trip.

The Grand Prize and Second Tier Prize winner's travel companion(s) must be eighteen (18) years of age or older, or if such travel companion is under the age of majority in his or her state of residence (a “**minor**”), the Grand Prize winner must be such minor's parent or legal guardian, or travel with the written permission of such parent or legal guardian in form and substance acceptable to Sponsor in its sole discretion. In the event a Second Tier Prize winner's residence is close enough to Hollywood, California such that air transportation is deemed by Sponsor in its sole discretion to be unnecessary, the applicable Second Tier Prize will not include air transportation from such Second Tier Prize winner's residence and no other substitution or compensation will be provided in lieu thereof. The Grand Prize and Second Tier Prize winner (as applicable) and his or her travel companion(s) must travel together on the same itinerary and must possess all required travel documents, including visas and valid passports, if and as applicable, and comply with any applicable hotel check-in requirements, such as presentation of a major credit card. All aspects of the travel portions of the Grand Prize and Second Tier Prize must be conducted on such dates as determined by Sponsor in its sole discretion. The dates of departure and return are subject to change at Sponsor's sole discretion. Airfare may not include government taxes, Passenger Facility Charge or September 11th Security Fee.



“The Adventures of Tintin” Promotion Complete Official Rules  
October 21, 2011

Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Other travel restrictions and blackout dates may apply. All airline tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes. The ARV for travel prizes may vary depending upon points of departure and destination and fare fluctuations. Sponsor reserves the right to structure travel routes and select hotels in its sole discretion. The ARV for travel prizes is an estimate made before the Promotion begins. The Grand Prize and Second Tier Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the estimate made in these Official Rules. The round trip air transportation element for any travel prize begins and ends at the point of departure. No interest will be awarded on cash prizes. Room taxes and other hotel fees are not included and if applicable may be payable at the time of check-out by the winner/guest. A deposit or payment in advance, or presentation of a credit card by the Grand Prize or Second Tier Prize winner (as applicable) may be required at the time of check-in at the hotel. Any hotel cancellations or changes to hotel reservations after confirmation must be made with the hotel directly, and the Grand Prize or Second Tier Prize winner (as applicable) is solely responsible for any charges and/or fees arising from changes made directly with the hotel. The prize restrictions/conditions stated herein are not all-inclusive and the prizes described above may be subject to additional restrictions/conditions and/or other travel documents. In the event the Grand Prize winner or Second Tier Prize winner and/or his or her travel companions engage in behavior that, as determined by Sponsor in its sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send the applicable Prize winner and/or his or her travel companion(s) home with no further compensation.

Third Tier Prizes: Up to 13 Third Tier Prizes are available. Each Third Tier Prize consists of a “The Adventures of Tintin” prize pack including a Tintin and Snowy hat (white), Weathered Adventure – Flashlight, and Tintin large plush. Approximate Retail Value of each Third Tier Prize: \$40.00

#### Daily Prizes

Each Daily Prize consists of Two (2) Hollywood Movie Money® Certificates (the “Certificates”) valid for up to thirteen dollars (\$13.00) each towards one admission to “The Adventures of Tintin” (the “Picture”) Picture at a participating theater. Winners will be directed to the website <http://www.activaterewards.com/alouette> and, from there, to the website where they may use the reward code they are provided to activate and print their Hollywood Movie Money® Certificates. Each Certificate may only be used once, must be surrendered at the time of use, and any unused admission will be



“The Adventures of Tintin” Promotion Complete Official Rules  
October 21, 2011

forfeited. Certificates can be used only for admission to the Picture at participating movie theaters. For an idea of participating theaters in your area please visit [www.hollywoodmoviemoney.com](http://www.hollywoodmoviemoney.com) and enter promo code 38428. Theater selection required upon activation, participating theaters subject to change. Reward codes expire on February 15, 2012. Certificates expire on February 15, 2012. If a movie ticket is less than \$13.00 at any participating theater, no credit or refund will be issued to the Certificates holder. Any purchase amount of more than thirteen dollars (\$13.00) is the responsibility of the Certificate holder, who must supply an additional form of acceptable payment to cover the balance at the time of purchase. Limit of two Certificates per person. Certificates are not redeemable for cash, must be presented at time of purchase, cannot be used in conjunction with any other coupon, discount offer or benefit, and may not be reproduced, copied, purchased or sold. If the Certificates are lost or stolen, they cannot be replaced. Using a Certificate to purchase any other movie ticket (or if permissible at the participating theater, concession items) will result in a failed transaction at the theater. Any other use of the Certificates after the expiration date will be deemed as fraud. Approximate Retail Value per Certificate: \$13.00

**Winner is responsible for any expenses not specifically described as included in prize. All prizes are awarded AS IS.**

Selection of Winners and Notification.

One Grand Prize, up to four Second Tier Prizes, up to 13 Third Tier Prizes and a total over the course of the Promotion of up to 92 Daily Prize winners will be selected in random drawings from all eligible entries received during the Promotion Period. The Grand Prize and Second Tier and Third Tier prize winners will be selected in a random drawing to be held on or about 02/08/12 from all eligible entries. The Daily Prize winners will be selected in a random drawing during each day of the Promotion Period. Drawings will be conducted by an independent judging organization (“Administrator”) whose decisions are final in all matters relating to this Promotion. Grand Prize, Second Tier and Third Tier prize winners will be notified within 2 weeks after the applicable drawing. Daily prizes will be notified at the end of each week of the Promotion Period. If a potential winner does not respond to the Administrator’s notification attempt within five (5) days from the first notification attempt, then such person may be disqualified and an alternate potential winner may be selected from among all eligible entries received, Sponsor’s sole discretion. By participating and/or entering this Promotion, eligible entrants and participants agree to be bound by these rules and the decisions of Sponsor and Administrator. All prizewinners, and those individuals who may accompany prizewinners in connection with any of the prizes, will be required to sign a liability release and, where imposing such condition is legal, a publicity release. In the event of non-compliance with any of



“The Adventures of Tintin” Promotion Complete Official Rules  
October 21, 2011

these requirements, the prize won will be forfeited. In Sponsor’s sole discretion, if a prize is forfeited, Sponsor may award prize to an alternate winner chosen from all remaining eligible entrants. No substitution of prize is offered and no transfer of prize to a third party is permitted. Prizes are not redeemable for cash. The odds of being selected as a winner depend upon the number of eligible entries received. Sponsor reserves the right to substitute a similar prize of equal or greater value at the Sponsor’s sole discretion. By accepting a prize, each winner and his or her accompanying guests release and discharge the Promotion Entities from any and all claims and liability, including without limitation property damage, personal injury and/or death, arising out of or in connection with such winner’s participation in this Promotion or his/her acceptance, use, or misuse of any prize. Online Promotion entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void.

Sponsor reserves the right to terminate, modify, extend or suspend all or part of the Promotion if Sponsor determines at any time and in its sole discretion, that the Promotion is compromised, corrupted or that fraud, errors, problems, failures, or malfunctions of any kind have undermined the integrity of the Promotion. To the extent permitted by law, potential prize winner may also be required to: (i) consent, in writing, to the recording/filming/taping (“Recording”) of the Promotion’s prize award by Sponsor, and (ii) grant to Sponsor, in writing, the unconditional, irrevocable worldwide right to use such Recording and/or winner’s name, address, likeness, voice, statement and photo and/or video, in whole or in part and in edited, modified or re-taped version, in any media, including without limitation radio and/or internet and/or television broadcasts, for public relations, advertising and/or promotional purposes as may be determined by Sponsor in its sole discretion, without additional compensation and without review, notice or approval.

Release of Liability.

Each entrant agrees that the Promotion Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Promotion or any Promotion-related activity, or from entrants’ acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize’s quality or fitness for a particular purpose. Notwithstanding the foregoing, in the event that the preceding release is determined by a court of competent jurisdiction to be invalid or void for any reason, the entrant agrees that, by entering the Promotion, (i) any



“The Adventures of Tintin” Promotion Complete Official Rules  
October 21, 2011

and all disputes, claims, and causes of action arising out of or in connection with the Promotion, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorney’s fees; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.

Winners List.

For any legally required list of winners, send a self-addressed, stamped envelope to: “Tintin Promotion” Promotion Winner List, 400 South Custer Avenue, New Holland, PA, 17557. Requests must be postmarked by 01/31/12 and received no later than 02/07/12. Sponsor reserves the right to clarify errors in connection with the Winners List.

Copy of Official Rules

For a copy of these rules, go to <http://www.alouettecheese.com/tintin>. Sponsor reserves the right to clarify errors which result from the printing of these rules and regulations.

Privacy.

Entry in the Promotion constitutes consent to the transfer of the personal information collected from the entrant to the Sponsor for the purposes of the Promotion and for such other purposes to which entrant may consent as outlined herein or on Sponsor’s website (see below). By participating in this Promotion, each entrant agrees that Sponsor may share their contact information with Paramount, which will use such information in accordance with its own privacy policy, which can be found at <http://www.paramount.com/about/privacy-policy>. Except as set forth herein, all information submitted to the Sponsor as part of this Promotion will be treated in accordance with the Sponsor’s privacy policy, available at <http://www.alouettecheese.com/utility/Privacy-Policy.aspx>.

VOID WHERE PROHIBITED BY LAW. All applicable federal, state and local laws apply. Any disputes shall be resolved according to the substantive laws of the State of Delaware.

© 2011 Alouette Cheese USA LLC. All rights reserved. ALOUETTE and the ALOUETTE logo are registered trademarks of BC-USA, Inc.

The Adventures of Tintin motion picture artwork <sup>TM</sup> and © 2011 Paramount Pictures. All Rights Reserved.