



The Great New Holland Hay Tools Giveaway

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER TO WIN THE GREAT NEW HOLLAND HAY TOOLS GIVEAWAY (THE "SWEEPSTAKES"). A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW. NOT OPEN TO THE GENERAL PUBLIC.

1. **ADMINISTRATOR:** Farm Journal, Inc., 8725 Rosehill Road, Suite 200, Lenexa, KS 66215, United States of America.
2. **SPONSORS:** CNH Industrial America LLC, 500 Diller Avenue | New Holland, PA | 17557, United States of America and CNH Industrial Canada, Ltd., 1000 71st Street East, Saskatoon, Saskatchewan, S7K 3S5, Canada, collectively, "Sponsor".
3. **TERMS AND CONDITIONS.** By participating in this Sweepstakes, you fully and unconditionally accept and agree to be bound by these Official Rules, and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of the Sponsor and Administrator as final and binding as they relate to the Sweepstakes. You agree that Sponsor and the Administrator shall retain full authority, in their sole discretion, to interpret and administer these Official Rules, and you agree to be bound by all decisions and interpretations made by Sponsor and the Administrator.
4. **WHO MAY ENTER.** Sweepstakes is open to individuals who, at the time of entry, are legal residents of the fifty (50) United States or the District of Columbia (excluding Puerto Rico and overseas United States Territories, Possessions, Commonwealths and Military Installations) or Canada. Entrants must be 21 years of age or older and a commercial farmer who either owns fifty (50) head of dairy or beef cattle or harvested at least one hundred (100) acres of hay during the 2019 calendar year. Requirements will be matched against database records of Farm Journal, Inc. to verify eligibility in the United States or through an affidavit to verify eligibility in Canada. Employees, dealers, sales representatives, officers and directors of Administrator, Sponsor, or each of their respective parent companies, affiliates, subsidiaries, distributors and advertising and promotion agencies, as well as the immediate family members (spouse, siblings, children and parents, regardless of where they live) and/or persons living in the same household (whether related or not) of such individuals, are not eligible to enter or win. Sponsor's determinations of eligibility are final and may be made at any time. Void where prohibited or restricted by law.
5. **SWEEPSTAKES PERIOD.** The Great New Holland Hay Tools Giveaway (the "Sweepstakes") begins at 12:00:01 a.m. Central Daylight Time (CDT) on August 27, 2019 and ends at 11:59:59 p.m. CDT on March 1, 2020 (the "Sweepstakes Period"). Administrator's internal business computer will be the official clock of this Sweepstakes.
6. **TO PARTICIPATE.** During the Sweepstakes Period, using a web-enabled electronic device, fill out the entry form located at www.NewHollandGiveaway.com. To sign up for the Sweepstakes, follow the on-screen links and instructions to completely fill out and submit the entry form with all required information to receive one (1) entry into the Sweepstakes. Only complete and valid entries will be eligible.

Entrants may receive a link to the entry form by texting certain numbers and codes provided during the Sweepstakes Period, or by following prompts for social media posts. By providing your contact information, including your mobile number, and checking the box you agree to receive text messages and telemarketing messages and/or prerecorded voice calls delivered using an automatic telephone dialing system. Those messages may come from Farm Journal, Inc., or CNH Industrial America LLC (New Holland Division). Carrier message and data rates may apply. More than one message may be delivered daily. To cancel text messages, reply "CANCEL". 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. By providing your email address, U.S. residents agree to receive marketing messages from Farm Journal, Inc. on its own behalf or on behalf of its partners, or from CNH Industrial America LLC or its authorized dealers, Canadian residents agree to receive marketing messages from Farm Journal, Inc. or CNH Industrial Canada, Ltd. or its authorized dealers. Sponsor's

authorized dealers' locations for this promotion are available at <https://www.newholland.com>. For electronic messages, opt out instructions are found at the bottom of each electronic communication.

Entries will be disqualified if they are incomplete. Administrator reserves the right to disqualify any entry that contains material which is offensive, not in good taste, or disparaging or infringing on any rights of others, in Administrator's sole discretion. All entries become property of Administrator and will not be acknowledged or returned. Entries that are late, incomplete, garbled/jumbled, illegible, misdirected, lost, damaged, delayed, stolen or otherwise not in compliance with these Official Rules are void. Entries made by any other individual or any entity other than the respective entrant, and/or originating at any other website or e-mail address, including, without limitation, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. Administrator is not responsible for technical failures of any kind, including, but not limited to, electronic malfunctioning of any telephone network, computer hardware or software; any failed, incomplete, garbled or delayed computer transmissions or any combination thereof; or for any error, human, technical or otherwise. Sponsor reserves the right, in its sole discretion, to disqualify any fraudulent entries or any individual it finds tampering with the operation or entry process of the Sweepstakes or acting in violation of these Official Rules. If, for any reason, an entry is determined by Sponsor or Administrator to have been erroneously deleted, lost or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if feasible; if not feasible for any reason, Sponsor and/or Administrator shall not have any liability to entrant in conjunction with same.

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 or e-mail address. The winners may be required to show proof of being the authorized account holder before being awarded any prize. 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.

DRAWING DATES AND PRIZES. There are twenty-nine (29) prizes ("Prize(s)") available to be won in this Sweepstakes. At 12:00 p.m. CDT on each of the "Drawing Dates" set forth below, Administrator, at its headquarters located at 8725 Rosehill Road, Suite 200, Lenexa, KS 66215, United States of America, will randomly select one (1) winner from the compliant entries received since the beginning of the Sweepstakes Period to win the applicable Prize identified below, for a total of twenty-nine (29) winners. No person may be selected as a winner more than once. The number of Prizes will decrease as awarded.

	Drawing Date	Prize and Approximate Retail Value ("ARV")
1	September 3, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)
2	September 10, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)
3	September 17, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)
4	September 24, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)
5	October 1, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)
6	October 8, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)

7	October 15, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)
8	October 22, 2019	One Wearables and Promotional Item Box (ARV: \$125 USD, \$165 CAD)
9	October 29, 2019	Voucher for one 15-gallon drum of CropSaver hay preservative (ARV: \$200 USD, \$265 CAD). Prize does not include a hay preservative applicator.
10	November 5, 2019	Voucher for one 15-gallon drum of CropSaver hay preservative (ARV: \$200 USD, \$265 CAD). Prize does not include a hay preservative applicator.
11	November 12, 2019	Voucher for one 15-gallon drum of CropSaver hay preservative (ARV: \$200 USD, \$265 CAD). Prize does not include a hay preservative applicator.
12	November 19, 2019	Voucher for one 15-gallon drum of CropSaver hay preservative (ARV: \$200 USD, \$265 CAD). Prize does not include a hay preservative applicator.
13	November 26, 2019	One 73341676 HT-Pro Portable Hay & Silage moisture tester (ARV: \$200 USD, \$265 CAD).
14	December 3, 2019	One 73341676 HT-Pro Portable Hay & Silage moisture tester (ARV: \$200 USD, \$265 CAD).
15	December 10, 2019	One 73341676 HT-Pro Portable Hay & Silage moisture tester (ARV: \$200 USD, \$265 CAD).
16	December 17, 2019	One 73341676 HT-Pro Portable Hay & Silage moisture tester (ARV: \$200 USD, \$265 CAD).
17	January 7, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
18	January 14, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
19	January 21, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
20	January 28, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
21	February 4, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
22	February 11, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
23	February 18, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
24	February 25, 2020	One Haytools Toy Set (ARV: \$75 USD, \$100 CAD)
25	March 2, 2020	One Rolabar 230 (ARV: \$44,394 USD, \$58,500 CAD), plus an aftermarket solutions upgrade (ARV: \$300 USD, \$395 CAD)

26	March 2, 2020	One 313R DMC (ARV: \$46,350 USD, \$61,000 CAD), plus an aftermarket solutions upgrade (ARV: \$650 USD, \$855 CAD)
27	March 2, 2020	One L228 Skid Steer with Bale Grapper in Blue (ARV: \$63,649 USD, \$84,000 CAD), plus an aftermarket solutions upgrade (ARV: \$400 USD, \$525 CAD)
28	March 2, 2020	One 560 Specialty Crop Plus (ARV: \$68,400 USD, \$90,000 CAD), plus an aftermarket solutions upgrade (ARV: \$900 USD, \$1,185 CAD)
29	March 2, 2020	One T6.180 DCT with 855 Loader in Blue Power (ARV: \$189,685 USD, \$249,700 CAD), plus an aftermarket solutions upgrade (\$600 USD, \$790 CAD)

The total ARV of all the Prizes equals \$418,528 (U.S. dollars) or \$551,190 (Canadian dollars). Each random drawing will happen with all entries not previously selected at the time of the drawing. The potential winners will be notified via phone or email based on what was provided on the entry form. Administrator and Sponsor are not responsible for a potential winner's failure to provide accurate contact information, or for any security or junk mail settings that may affect winner's receipt of the notification call or email. If any potential winner is a resident of Canada, the potential winner must correctly answer a timed mathematical, skill-testing question that will be administered via e-mail at the time of the winning notification in order to be declared the winner of that Prize.

In addition, potential winners will be required to contact Administrator within five (5) business days of attempted notification and may be required to complete, sign and return to Administrator a notarized Affidavit of Eligibility and Liability/Publicity Release (or for Canadian residents a Declaration of Compliance) within five (5) full business days of the first notification attempt. If a potential winner fails to return such documents to Administrator prior to such deadline, or fails to correctly answer the skill testing question, the Prize won may be forfeited in Administrator's and Sponsor's discretion, such potential winner may be disqualified, and an alternative winner may be selected by the Administrator from the remaining eligible entries. In the event that more than one (1) prospective winners for any specific Prize are inadvertently named, a drawing will be held among all such potential winners to select one winner.

7. **GENERAL PRIZE RESTRICTIONS.** Sponsor will be responsible for delivery of the Prizes to winners approximately two to ten weeks following confirmation of winner's eligibility for the Prize and receipt of the winner's signed affidavit or Declaration of Compliance.

The Prizes are not transferable. If a Prize cannot be awarded for any reason, Sponsor reserves the right to substitute such Prize with another prize of equal or greater value. No substitution or cash redemption of any Prize, or any portion thereof, is allowed, except at the sole discretion of the Sponsor. Any difference in the stated ARV and the actual value of the Prize will not be awarded. Sponsor is not responsible for any lost or stolen Prizes. Sponsor is not responsible for the inability of any winner to accept or use any Prize (or portion thereof) for any reason. Any difference in the stated ARV and the actual value of the Prize will not be awarded. If the potential winner is found to be ineligible, does not comply with these Official Rules or declines to accept the Prize, the potential winner may be disqualified in Sponsor's (or Administrator's) sole discretion, and in such case the Administrator may select an alternate winner in a random drawing from remaining eligible entries. Any prize details and restrictions not specified will be determined by Sponsor in its sole discretion.

8. **ODDS OF WINNING/PRIZES.** The odds of winning a Prize depend on the number of eligible entries received prior to the applicable Drawing Date.
9. **RESPONSIBILITY FOR PRIZE/TAXES.** By entering, each entrant understands and agrees that if he or she is selected as a winner, he or she is solely responsible for the use, care and maintenance of the Prize, including (without limitation) any and all insurance requirements, licensing requirements and liability for use. **PRIZES ARE AWARDED "AS IS" WITH NO REPRESENTATION OR GUARANTEE OF ANY KIND BY SPONSOR, AND EXCLUDE ALL WARRANTIES,**

EXPRESS OR IMPLIED, ARISING BY OPERATION OF LAW OR OTHERWISE, INCLUDING WITHOUT LIMITATION, MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. Any and all prize-related expenses, including without limitation any and all federal, state, provincial, territorial and/or local taxes shall be the sole responsibility of the winner. The U.S. Internal Revenue Service requires Form 1099-MISC to be issued and filed for each recipient (U.S. residents only) who received a prize/award if the annual aggregate is at least \$600 or more. If requested by Sponsor, the potential winner (if a U.S. resident) will be required to complete, sign and return to Sponsor an IRS Form W-9 prior to receiving the Prize. Failure to complete, sign and return a W-9 will result in the winner being disqualified, and in such case the Administrator may select an alternate winner in a random drawing from remaining eligible entries. The winner should consult his/her tax advisor for the proper tax treatment of this income on his/her tax return.

10. **COMPLIANCE WITH LAWS.** Receipt of the Prize is conditioned upon the entrant's compliance with these Official Rules and all federal, state, provincial and territorial laws and regulations. **ANY VIOLATION OF THESE OFFICIAL RULES BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S OR RECIPIENT'S DISQUALIFICATION AS WINNER OF THE SWEEPSTAKES AND ALL WINNER PRIVILEGES WILL BE IMMEDIATELY TERMINATED.** If any provision of these Official Rules shall be deemed to violate any federal, state, provincial, territorial or municipal law, it shall be amended to conform to such law and all other provisions shall remain in full force and effect.
11. **TERMINATION.** Sponsor and Administrator reserve the right, in their sole discretion and without notice, to cancel, terminate, modify or suspend the Sweepstakes for any reason. Examples of reasons for termination or modification of the Sweepstakes may include (without limitation) Administrator's inability to reasonably or fairly conduct or administer the Sweepstakes due to business changes, viruses, malware, security breaches, non-authorized human intervention, fraud or other causes beyond Administrator's control. If Sponsor or Administrator modifies, cancels, terminates or suspends the Sweepstakes, Sponsor may, in its sole discretion, randomly select winners from all eligible, non-suspect, entries received prior to and/or after (if appropriate) the action taken by Sponsor or Administrator. Administrator reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website or violates these Official Rules. **Any attempt by an entrant to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.**
12. **ADDITIONAL CONDITIONS.** Administrator is not responsible for any typographical or other errors in the printing of these Official Rules, administration of this Sweepstakes or in the announcement of any winner(s) or Prize(s). Use of any automated entry software is prohibited. Mechanically reproduced or faxed entries are void. Administrator and any telephone network or service providers are not responsible for late, lost, stolen, illegible, incomplete, misdirected, incorrect or inaccurate transcription of entry information, human, printing or other errors, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, line failures of any telephone network, computer equipment or software, inability to access any web site or online service, or any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes, or any other technical or other error or malfunction. Entry materials that have been tampered with or altered are void.
13. **RELEASE AND LIMITATIONS OF LIABILITY.** By participating in this Sweepstakes, participants agree (and agree to confirm in writing, if requested) to release and hold harmless Sponsor, Administrator, and each of their respective subsidiaries, affiliates, retailers, dealers, sales representatives, distributors and advertising and promotion agencies, as well as the directors, officers and employees of Administrator and Sponsor (collectively, the "Released Parties") 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 his/her participation in the Sweepstakes or from his/her acceptance, receipt, possession and/or misuse of the prize, technical errors related to computers, servers, providers, or telephone or network lines and/or 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), Administrator and Sponsor 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, 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.

14. **DISPUTE RESOLUTION.** Any dispute or claim arising out of the play of this sweepstakes will be resolved in a court of competent jurisdiction in Lenexa, Kansas, United States of America. Kansas law shall apply. However, for entrants resident in Quebec, any litigation respecting the conduct or organization of this Sweepstakes may be submitted to the Régie des alcools, des courses et des jeux (the "Board") for a ruling, but any litigation respecting the awarding of the Prize(s) may be submitted to the Board only for the purpose of helping the parties reach a settlement. 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.
15. **PUBLICITY.** By participating in this Sweepstakes, you grant to the Sponsor and its affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, image, address (city and state), voice, biographical information, entry, and written and oral statements, as may be edited, translated or modified in any way by the Sponsor, 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.
16. **COLLECTION AND USE OF PERSONAL INFORMATION.** By entering the Sweepstakes, entrants agree and consent to Administrator's collection, use and retention of personal information provided in entries for all purposes related to the Sweepstakes (including, without limitation, processing and administering entries, sharing an entrant's personal information with Administrator'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), as well as in accordance with Administrator's Privacy Policy published at <https://www.agweb.com/privacy-policy/>. Please review Administrator's Privacy Policy before submitting your entry. If you object to the above or anything stated in Administrator's Privacy Policy, you should not participate in the Sweepstakes.
17. **WINNER'S LIST.** For a list of winners, mail a self-addressed, stamped envelope to be received by June 30, 2020 to: Farm Journal, Inc., Attn: Sweepstakes, 8725 Rosehill Road, Suite 200, Lenexa, KS 66215, United States of America.