"BECAUSE I CARE"

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN THE CONTEST.

THIS CONTEST IS SPONSORED BY OFBF/CFAI (the "Sponsor").

- 1. CONTEST DESCRIPTION:

The Ohio Farm Bureau Federation's ("OFBF") Center for Food & Animal Issues' ("CFAI") (together the "Sponsor") Contest ("the Contest") is a skill-based competition in which participants will create original videos that effectively communicate a positive and informative message about animal agriculture to the public. There are three (3) categories of competition: 1) Youth Organization (4-H, FFA or Farm Bureau); 2) County Farm Bureau; and 3) Individual, (collectively, the "Categories").

Finalists in each Category will receive a $500.00 gift credit card. A single People's Choice Grand Prize winner will be chosen from among the Finalists and receive an additional $1,000.00 gift credit card.

Contestants are invited to participate by creating an original video (the "Video") that provides a positive and informative message about animal agriculture. Contestants must first register to participate in the Contest online at the following website: www.ofbf.org and all Contestants must have or create a YouTube account (www.youtube.com) in order to participate. Contestants must upload their Video at the Contest site between the dates of July 1, 2010 and September 24, 2010. The Video

must be between 90 seconds and two minutes in length and may not contain any music.

All approved Videos will be posted on the contest page http://bit.ly/BecauseICare, accessible from www.ofbf.org, and key words or tags will be suggested. The public will be able to view and comment on all approved Videos on the Contest Site during the submission period. Finalists will be selected by an OFBF/CFAI judge(s) and advised by email or telephone that they have reached the finals by October 11, 2010. The public will be invited to vote between October 11, 2010 and October 28, 2010 for the Grand Prize winner, who will be determined based upon the number of votes by the public. Prizes will be announced prior to October 31, 2010 and mailed by November 30, 2010.

The Contest begins at 12:01 AM EDT on July 1, 2010 and ends at 11:59 PM EDT October 28, 2010. The deadline for submissions is September 24, 2010 at 11:59 PM EDT. The Contest will be conducted in two phases. The first phase of the Contest ("Round One") consists of an online competition in which Contestants will be invited to submit Videos online. All submissions will be voted on and rated by a judge(s) approved by Sponsor. Finalists will be selected at the end of Round One. The Finalists' Videos will be available to the public for voting in the second phase of the Contest ("Round Two"). The public will be asked to select the Finalist(s) who they think should win. The Finalist who receives the most votes during Round Two will be declared the winner, subject to verification and compliance with the Official Rules.

- 2. ELIGIBILITY:

The Individual Category of this Contest is open to legal residents of the State of Ohio who: (a) at least 18 years of age and (b) are legally able to work in the United States. The County Farm Bureau and Youth Organization Categories of this Contest are open to any official county Farm Bureau organization in the State of Ohio, and any Youth Organization in the State of Ohio, respectively, with at least one individual (e.g. advisor, officer, or other authorized representative) who meets the eligibility requirements for the Individual Category and is authorized by the organization to enter the Contest and agree to these Official Rules on the organization's behalf. Employees and agents of Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, any other prize sponsor, and any entity involved in the development, production, implementation, administration or fulfillment of the Contest (all of the foregoing, together with Sponsor, collectively referred to as "Promotion Entities"), and their immediate family members and/or those living in the same household of such persons, whether related or not, are not eligible to enter the Contest.

- 3. HOW TO REGISTER:

Any individual wishing to participate in the Contest must first register to participate, thereby becoming an eligible participant ("Contestant"). Registration is free and available at http://bit.ly/BecauseICare (the "Contest Site"). All Contestants must have

a YouTube account. If you are not an existing YouTube account holder, follow the instructions to create a YouTube account. As part of the registration process, Contestants will be required to click where indicated to signify that they accept and agree to be bound by these Official Rules, including the decisions of the judges and the Sponsor which are final and binding in all respects. Contestants may submit an unlimited number of Videos in one or more Categories, but no individual or group will be awarded a prize in more than one Category.

- 4. HOW TO SUBMIT A CONTEST ENTRY:

Once you have completed registration, follow the online instructions to upload your Video. The decision about what constitutes a positive and informative message about animal agriculture is in Sponsor's sole discretion. You must complete the registration process and upload your Video after 12:01 A.M. (EDT) on July 1, 2010 and no later than 11:59 P.M. (EDT) on September 24, 2010. Your Video must showcase your original ideas and be a positive and informative statement about animal agriculture. Your Video: (a) must be no less than 90 seconds in length and no more than 2 minutes in total running time, and not contain any music; (b) must be formatted according to the requirements set forth at the Contest Site; (c) must be in English, if there is any language in the Video; (d) must be intended for family audience viewing and contain only content that, in the sole and unfettered discretion of the Sponsor, is suitable for all persons over the age of 8; (e) must not, in the sole and unfettered discretion of the Sponsor, contain any sexually explicit, disparaging, libelous or other inappropriate content or any nudity; (f) must not, in the sole discretion of Sponsor,

contain any commercial content that promotes any product or service; and (g) must not contain any copyrighted works (other than as owned by the Contestant). Any elements appearing in your Video, including without limitation, audio, speech/voiceovers, stills, video, supers, or other audiovisual materials (collectively, "Elements"), used must be entirely original, created and performed by you or be in the public domain. Use of any Elements or other materials that are not original, or in the public domain may result in disqualification of Video, in Sponsor's sole discretion.

- 5. CONDITIONS OF CONTEST ENTRY:

Each Contestant retains ownership of any Video he/she enters into Round One of the Contest. However, as conditions of entry into the Contest, each Contestant:

1. WARRANTS AND REPRESENTS THAT THE CONTESTANT OWNS ALL RIGHTS TO THE VIDEOS HE/SHE IS SUBMITTING, INCLUDING, WITHOUT LIMITATION, THE VIDEO OR DIGITAL RECORDING, AND ANY PERFORMANCE CONTAINED IN EACH VIDEO (COLLECTIVELY, THE "CONTEST ENTRY MATERIALS");

2. WARRANTS AND REPRESENTS THAT THE CONTESTANT IS THE INDIVIDUAL PICTURED AND HEARD IN THE RECORDING, OR, ALTERNATIVELY, THAT THE CONTESTANT HAS OBTAINED PERMISSION FROM EACH PERSON WHO APPEARS IN THE CONTEST ENTRY MATERIALS (OR THEIR PARENT OR LEGAL GUARDIAN FOR THOSE

UNDER THE AGE OF 18) TO GRANT THE RIGHTS TO THE SPONSOR DESCRIBED IN THESE RULES, AND CAN MAKE SUCH PERMISSIONS AVAILABLE TO SPONSORS UPON REQUEST;

3. WARRANTS AND REPRESENTS THAT: (a) HIS/HER CONTEST ENTRY MATERIALS ARE ORIGINAL AND HAVE BEEN LEGALLY OBTAINED AND CREATED, AND DO NOT INFRINGE THE INTELLECTUAL PROPERTY RIGHTS OR ANY OTHER LEGAL OR MORAL RIGHTS OF ANY THIRD PARTY;

4. irrevocably grants to Promotion Entities and their affiliates, legal representatives, assigns, agents and licensees, the worldwide, royalty-free, non-exclusive, sublicensable, unconditional, perpetual and transferable right and license to copyright (only as applicable), reproduce, encode, store, modify, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used), the Contestant's name, address, image, voice, likeness, statements, biographical material and Contest Entry Materials, including, but not limited to, the Video and performances contained in any of the above items, as well as any additional photographic images, video images, portraits, interviews or other materials relating to the Contestant and arising out of his/her participation in this Contest (with or without using the Contestant's name) (collectively, the "Additional Materials") (in each case, as submitted or as edited/modified in any way, whether by the Promotion Entities, their licensees, or assigns, in the Promotion Entities' sole discretion) in any media throughout the world

for any purpose, without limitation, and without additional review, compensation, or approval from the Contestant or any other party.

5. irrevocably grants to Promotion Entities and their affiliates, legal representatives, assigns, agents and licensees, the worldwide, royalty-free, non-exclusive, sublicensable, unconditional, perpetual and transferable right and license to use the Contest Entry Materials for advertising, promotional or commercial purposes, including without limitation, the right to publicly display, perform, reproduce and distribute the Contest Entry Materials in any media format or medium and through any media channels.

6. grants to others: (i) the non-exclusive license to access the Contest Entry Materials through the Contest Site; (ii) the ability for YouTube Users ("YouTube Users") to rate, review, comment on and vote on the Contest Entry Materials.

7. forever waives any rights of privacy, intellectual property rights, and any other legal or moral rights that may preclude Promotion Entities' use of the Contestant's Contest Entry Materials or Additional Materials, or require the Contestant's permission for Promotion Entities to use them for promotional or educational purposes, and agrees to never sue or assert any claim against the Promotion Entities' use of those Materials;

8. acknowledges and agrees that (a) Sponsor has access to and/or may create or have created literary, film, tape and/or other materials, ideas and concepts which may be similar or identical to the Contest Entry Materials in theme, idea, plot, format,

characters and/or other respects; (b) the Contestant will not be entitled to any compensation or other consideration because of the use by Sponsor of any such similar or identical material, ideas and/or concepts; and (c) Sponsor's use of material containing elements similar to or identical with those contained in the Contest Entry Materials or any Video shall not obligate Sponsor to negotiate with nor entitle Contestant to any compensation or other claim;

9. agrees to indemnify and hold the Promotion Entities and their respective affiliates, officers, directors, agents, co-branders or other partners, and any of their employees (collectively, the "Promotion Indemnitees"), harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Promotion Indemnitees arising out of or in connection with (a) any Contest Entry Materials or Additional Materials (including, but not limited to, any and all claims of third parties, whether or not groundless, based on the submission of such other material); (b) any breach by Contestant of any warranty, agreement or representation contained in the Official Rules or terms of service or in any documentation submitted by Contestant; (c) the Contestant's conduct during and in connection with this Contest, including but not limited to trademark, copyright, or other intellectual property rights, right of publicity, right of privacy or defamation; or (d) the acceptance of any prize.

- 6. SPONSOR'S RIGHT TO DISQUALIFY:

At any time during the Contest, Sponsor reserves the right, in its sole and unfettered discretion, to disqualify and remove any Video that it believes contains any inappropriate content, infringes the rights of any third party, or otherwise does not meet any other requirements in these Official Rules. The decisions of the Sponsor on this and all matter relating to the Contest are final and binding.

- 7. FIRST ROUND FINALIST SELECTION PROCESS:

Approved Videos will be posted on the Contest Site for the public to view and comment on daily. The Videos in Round One will be rated by a preliminary panel of judges selected by the Sponsor (the "Round One Judges") who will select the top entries as Finalists based on originality, creativity in conveying a positive message and informative language about animal agriculture to the public and the number of "hits" the Video receives on YouTube. The comments received will not be considered as a factor in determining the Finalists. Sponsor reserves the right to select more or fewer Finalists in the event there are an insufficient number of eligible, tasteful, or otherwise appropriate entries in the Contest. The Contestants who submitted the Videos that receive the highest ratings from the Round One Judges will be considered the potential Contest finalists (each, a "Finalist") and advance to Round Two, subject to verification by the Sponsor and judges that the Videos are in compliance with the Official Rules and do not contain any inappropriate content.

- 8. ROUND TWO: THE FINAL JUDGING PHASE:

a. All Finalist Videos will be displayed on the Contest Site from October 11, 2010 through October 28, 2010 at 11:59 PM EST for Round Two of the Contest.

b. Finalist Voting Period. Beginning October 11, 2010 and continuing until October 28, 2010, members of the public will be invited to view each of the Videos to evaluate which Finalist should be the Grand Prize Winner. Voting is available from October 11, 2010 until October 28, 2010 at 11:59 PM EDT (the "Finalist Voting Period"). Voters may vote once per day per submission during the Finalist Voting Period. The Finalist who receives the most votes from the public during the Finalist Voting Period will be declared the Grand Prize winner. In the event of a tie during the Final Voting Period, the tie will be broken by a panel of judges based on the same criteria used during the Voting process.

- 9. GRAND PRIZE:

One (1) Grand Prize will be awarded. The Grand Prize winner will receive US$1,000 in a gift credit card.

Prize consists of only those items specifically listed as part of the prize. All federal, state and local taxes on prizes are the sole responsibility of the winner. Each potential Finalist will be required to execute and return an Affidavit of Eligibility and Liability/Publicity Release (collectively, an "Affidavit and Release") via e-mail. If any potential Finalist cannot be contacted, does not return a phone call or correspondence from the Sponsor within 72 hours following attempted notification, or fails to comply with the Sponsor's verification process and/or eligibility

requirements for the Contest, that potential Finalist may be disqualified. Similarly, the Affidavit and Release must be fully completed and returned to Sponsor within 72 hours following the sending of those documents to the potential Finalist, or the potential Finalist may be disqualified. Potential Finalists which are disqualified for any reason will not be entitled to any form of compensation, and any and all rights to further participation or any prize in this competition will be forfeited. The judges reserve the right to determine the number of Finalists based upon the number of submitted Videos that are deemed to meet their criteria.

- 10. GENERAL RULES:

The Contest is governed by and subject to the laws of the State of Ohio and United States. All federal, state and local laws and regulations apply. Void where prohibited by law. All Finalists and Grand Prize winner will receive an IRS 1099 for the value of their prizes. By participating in the Contest and/or accepting any prize, participants grant permission to Sponsor and its advertising and promotion agencies to use their name, likenesses, Videos and any other material submitted in connection with the Contest for purposes of advertising, publicity and promotion purposes, without further compensation to Contestant, unless prohibited by law. Contestants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding on all matters relating to the Contest. Sponsor is not responsible for any typographical or other errors in the printing of the offer, administration of the Contest or the announcement of the prizes, or for lost, late, misdirected, damaged, incomplete or illegal entries.

Sponsor reserves the right at its sole discretion to disqualify the Contest Entry or the Vote of any individual found to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest; (b) violating the Official Rules; (c) violating the terms of service, conditions of use and/or general rules or guidelines of YouTube, or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Further, Sponsor reserves the right to disqualify any entry which, in Sponsor's sole opinion, is deemed to be offensive, libelous, slanderous, inflammatory, or otherwise inappropriate in any way for this Contest. CAUTION: ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

- 11. LIMITATIONS OF LIABILITY:

The Promotion Entities assume no responsibility for any computer, online, telephone transmission or technical malfunctions that may occur during participation in the Contest (including, without limitation, the voting phase of the Contest), or for theft, destruction or unauthorized access to, or alteration of, Contest Entry Materials or Votes. Promotion Entities are not responsible for any incorrect or inaccurate information, whether caused by website users, Contestants or any of the equipment or

programming associated with or utilized in the Contest; or for any technical or human error which may occur in the processing of submissions or votes in the Contest. Promotion Entities assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing (including but not limited to any such problems which may result in the inability to access the Contest Site or to submit Entry Materials or Votes in connection with the Contest). Promotion Entities are not responsible for any injury or damage to participants or to any computer related to or resulting from participating or downloading materials in this Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Promotion Entities which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and select winners from among that portion of the Contest that has not been compromised, if any.

- 12. DISPUTES:

Contestant agrees that in no event shall they be entitled to any damages or compensation relating to the entry and participation in the Contest. Any actions or

proceedings relating to the Contest shall be brought in a court of competent jurisdiction in Franklin County, Ohio. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the individual or organization whose name appears on the entry form.

- 13. YouTube:

By entering the Contest, you agree to abide by the terms and conditions of the YouTube Website, available at http://www.youtube.com. Although Contestants will post their video to the YouTube website for submission in the contest, this contest is not sponsored or in any way affiliated with or endorsed by YouTube, and YouTube has no responsibility or liability regarding the conduct or administration of the Contest.

- 14. WINNERS' LIST/RULES REQUESTS

For a copy of the Official Rules or the winner's name, send a separate, stamped, self-addressed envelope to:

OFBF/CFAI Video Contest Rules, PO Box 182383, Columbus OH 43218.

Requests received after January 1, 2011 will not be honored. Rules will also be posted on http://bit.ly/BecauseICare.

- 15. SPONSOR

  Ohio Farm Bureau Federation, Center for Food & Animal Issues, PO Box 182383, Columbus, OH 43218.