

National Ranch Month Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: National Ranch Month (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of HV Food Products Co. ("Sponsor"), TPN Retail, Inc., Merkle Inc. ("Administrator"), and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a grand prize sweepstakes (the "Grand Prize Sweepstakes"), a weekly social sweepstakes (the "Weekly Social Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: HV Food Products Co., 1221 Broadway, Oakland, CA, 94612. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on March 1, 2021 at 1:00 p.m. Pacific Time ("PT") and ends on March 31, 2021 at 1:00 p.m. PT (the "Promotion Period"). For purposes of this Promotion, each "day" begins at 12:00 a.m. PT and ends at 11:59 p.m. PT, with the exception of the first day which will begin at 1:00 p.m. PT and conclude at 11:59 p.m. PT and the final day which will begin at 12:00 a.m. PT and conclude at 1:00 p.m. PT.

The Weekly Social Sweepstakes consists of five (5) weekly entry periods (each a "Social Sweepstakes Weekly Entry Period") as set forth below.

Social Sweepstakes Weekly Entry Period	Weekly Theme	Start Date (at 12:00 p.m. PT, with the following exception)	End Date (at 11:59 a.m. PT)	Approximate Draw Date/Winner Notification Date
Week 1	Snack theme– #NationalRanchMonth and #sweepstakes	March 1, 2021 at 1:00 p.m. PT	March 5, 2021	March 8, 2021
Week 2	Appetizer theme – #NationalRanchMonth and #sweepstakes	March 7, 2021	March 12, 2021	March 15, 2021
Week 3	Dips theme – #NationalRanchMonth and #sweepstakes	March 14, 2021	March 19, 2021	March 22, 2021
Week 4	Dinner theme – #NationalRanchMonth and #sweepstakes	March 21, 2021	March 26, 2021	March 29, 2021
Week 5	Grand Finale – Celebrating Fandom theme #NationalRanchMonth and #sweepstakes	March 28, 2021	March 31, 2021	April 1, 2021

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter the Grand Prize Sweepstakes and Instant Win Game: During the Promotion Period, visit NationalRanchMonth.com (“Website”) and complete and submit the registration form including a valid email address. You automatically will receive one (1) Sweepstakes entry into the Grand Prize Sweepstakes drawing and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter/play one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. How to Enter the Weekly Social Sweepstakes:

Participation Requirements: To participate, you will need to have a Twitter and/or Instagram account (each a “Social Account”). Creating each Social Account is free but is subject to the applicable terms and conditions (<http://twitter.com/tos>) or (<http://instagram.com/about/legal/terms/#>). **Posting on Instagram requires a mobile device and therefore message and data rates may apply.** If entering via a mobile device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply.

Entry Requirements: During the Promotion Period, take the following actions to receive a Sweepstakes entry into the applicable Social Sweepstakes Weekly Entry Period drawing:

- (1) Follow @hidden.valley Instagram or @HVRanch Twitter on Twitter/Instagram;
- (2) tweet/post a photo or video that responds to the applicable Weekly Theme and include the applicable hashtags as outlined in Section 3 above (your “Tweet/Post” or “Submission”);
- (3) Your account settings must remain public during the Promotion Period and until the prizes are awarded (as described in Section 6); and
- (4) You must not change your Instagram or Twitter handle during the Promotion Period and until the prizes are awarded (as described in Section 6).

Your Tweet/Post need not include any reference, positive or negative, to Sponsor’s products or services. **Including a reference/image in your social post will not improve your chances of winning.** Retweets, Instagram stories, and Instagram posts where the hashtag is included in a comment rather than the caption of the original post will not be deemed entries.

Content Restrictions for your Social Sweepstakes Entry:

- Your Tweet/Post must be your original work;
- Your Tweet/Post must not convey any claims of Sponsor's products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- Your Tweet/Post must not disparage Sponsor or any other parties;
- You must have permission to include the names or likenesses of other individuals and to grant the rights set forth herein. You should only include minors in your Tweet/Post if they are your children/wards. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- Your Tweet/Post must not contain material that violates or infringes another's rights and therefore may not include logos, trademarks or any other intellectual property other than those of the Sponsor;
- Your Tweet/Post must not make references to or include: alcohol, illegal drugs, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;
- Your Tweet/Post may not be indecent, obscene, sexually explicit, hateful, promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- Your Tweet/Post may not be tortious, defamatory, libelous, disparage Sponsor or any other person or party, or contain material that is unlawful in any way.

Sponsor, in its sole discretion, may disqualify any post that it finds unlawful, or in violation of these Official Rules.

Sponsor's Use of Social Post Content: Tweeting/Posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

Entry Limit: Each Submission must be unique to qualify as a Social Sweepstakes entry. Multiple entrants are not permitted to share the same Twitter/Instagram account. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the Twitter/Instagram account used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses used to create the Twitter/Instagram account. Each potential winner may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 10, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions or failure to receive Submissions due to limitation of third-party social network platforms all of which will be void.

6. Grand Prize Sweepstakes/Weekly Social Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Grand Prize Sweepstakes: Administrator will randomly select the potential Sweepstakes Grand Prize winner, from all eligible entries on or around April 1, 2021. Weekly Social Sweepstakes: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Weekly Entry Period, on or around the dates

listed above in Section 3. Non-winning entries will not carry over into subsequent Social Sweepstakes Weekly Entry Periods. Instant Win Game: one thousand two hundred seventy-eight (1,278) random, computer-generated winning times, one for each prize listed below, one (1) prize type per day (quantities vary, see Section 9) will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME, SOCIAL SWEEPSTAKES OR GRAND PRIZE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY, AND THE POTENTIAL WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes Grand Prize winner will be notified by email. Each potential Weekly Social Sweepstakes winner will be notified by @hidden.valley [Instagram] or @HVRanch [Twitter] through the social channel used to enter and will be directed to a secure online claim form and asked to provide his/her name, email address, mailing address and date of birth to confirm eligibility and for prize fulfillment purposes within five (5) days of the date notice or attempted notice is sent into order to claim the prize. The potential Sweepstakes Grand Prize winner and the March 30, 2021 Instant Win Game Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver, and where not prohibited, a Publicity Release (“Declaration”) which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted or fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 forfeits the prize or is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at \$25 or less will not be awarded.

9. Prizes:

Sweepstakes Prizes:

Grand Prize Sweepstakes Prize:

ONE (1) GRAND PRIZE: Winner will receive one (1) “SMEG Hidden Valley Ranch” branded refrigerator and one hundred (100) bottles of Hidden Valley products. Approximate Retail Value (“ARV”): \$1,000.00.

Odds of winning the Sweepstakes Grand Prize depend on the number of eligible entries received for the Grand Prize Sweepstakes during the Promotion Period.

Weekly Social Sweepstakes Prizes:

Social Sweepstakes Weekly Entry Period	Quantity	Prize Description	ARV
Week 1	1	One (1) cooler and select Hidden Valley Ranch dips	\$500.00

		(flavors will vary)	
Week 2	1	One (1) "Always Pan"	\$150.00
Week 3	1	One (1) stand mixer	\$500.00
Week 4	1	One (1) outdoor pizza oven	\$500.00
Week 5	1	One (1) outdoor dining set	\$500.00

Odds of winning a Sweepstakes Weekly Prize depend on the number of eligible entries received for the Weekly Social Sweepstakes during the Promotion Period.

Instant Win Game Prizes:

Prize Award Date	Quantity	Prize Description	ARV
March 1, 2021	2	One (1) Air Fryer and six (6) Hidden Valley Ranch dips (flavors will vary)	\$88.00
March 2, 2021	2	Twelve (12) months of one (1) Sling streaming service subscription and three (3) Hidden Valley Ranch products awarded as three (3) free product coupons that expire 12/31/21. Each coupon is redeemable for 16oz. bottle or larger (valued at up to \$4.00)	\$109.00
March 3, 2021	25	One (1) \$50.00 Ranch Shop digital gift card. Gift card cannot be redeemed for any applicable shipping and handling fees.	\$50.00
March 4, 2021	2	One (1) iRobot Braava Jet	\$220.00
March 5, 2021	25	One (1) \$50.00 grocery store gift card	\$50.00
March 6, 2021	2	One (1) popcorn maker, one (1) bowl and one (1) Hidden Valley Ranch shaker product	\$55.00
March 7, 2021	2	One (1) Amazon Echo Show	\$130.00
March 8, 2021	150	One (1) Hidden Valley Ranch branded koozie	\$5.00
March 9, 2021	2	One (1) toaster	\$200.00
March 10, 2021	50	One (1) Hidden Valley Ranch product awarded as one (1) free product coupon that expire 12/31/21. Coupon is redeemable for 16oz. bottle or larger (valued at up to \$4.00)	\$4.00
March 11, 2021	2	One (1) charcuterie tray and one (1) set of knives	\$150.00

March 12, 2021	50	One (1) Hidden Valley Ranch product awarded as one (1) free product coupon that expire 12/31/21. Coupon is redeemable for 16oz. bottle or larger (valued at up to \$4.00)	\$4.00
March 13, 2021	50	One (1) Hidden Valley Ranch flag and flagpole kit	\$110.00
March 14, 2021	25	One (1) \$50.00 grocery store gift card	\$50.00
March 15, 2021	2	One (1) Vitamix E310 Explorian Blender, Professional-Grade, 48 oz. Container, Black	\$349.00
March 16, 2021	100	One (1) set of Hidden Valley Ranch branded paper napkins	\$12.00
March 17, 2021	2	One (1) Chip & dip platter	\$60.00
March 18, 2021	100	One (1) Hidden Valley Ranch branded silicone spatula	\$10.00
March 18, 2021	25	One (1) \$50.00 Ranch Shop digital gift card. Gift card cannot be redeemed for any applicable shipping and handling fees.	\$50.00
March 19, 2021	100	One (1) \$20.00 DQ gift card	\$20.00
March 20, 2021	2	One (1) fondue set and one (1) Hidden Valley Ranch product awarded as one (1) free product coupon that expire 12/31/21. Coupon is redeemable for 16oz. bottle or larger (valued at up to \$4.00)	\$87.00
March 21, 2021	2	One (1) Instant Pot and one (1) Hidden Valley Ranch product awarded as one (1) free product coupon that expire 12/31/21. Coupon is redeemable for 16oz. bottle or larger (valued at up to \$4.00)	\$117.00
March 22, 2021	1	One (1) set of pots and pans	\$535.00
March 23, 2021	150	One (1) Hidden Valley Ranch branded Popsocet phone grips	\$10.00
March 24, 2021	2	One (1) pizza stone	\$70.00
March 25, 2021	50	One (1) Hidden Valley Ranch product awarded as one (1) free product coupon that expire 12/31/21. Coupon is redeemable for	\$4.00

		16oz. bottle or larger (valued at up to \$4.00)	
March 26, 2021	25	\$50.00 Sur la Table gift card	\$50.00
March 27, 2021	2	One (1) twelve-month MasterClass Subscription	\$180.00
March 28, 2021	100	One (1) Hidden Valley Ranch branded blanket and pillow set	\$75.00
March 29, 2021	25	\$100.00 grocery store gift card	\$100.00
March 30, 2021	1	One (1) outdoor grill	\$600.00
March 31, 2021	200	Five (5) Hidden Valley Ranch products awarded as five (5) free product coupons that expire 12/31/21. Each coupon is redeemable for 16oz. bottle or larger (valued at up to \$4.00)	\$20.00

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays.

For All Prizes: Terms and conditions of gift cards apply. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion. TOTAL ARV OF ALL PRIZES: \$38,565.00. Limit: One (1) Sweepstakes prize and one (1) Instant Win Game prize per person.

10. Release: By participating in the Promotion, entrants agree to release and hold harmless Sponsor, TPN Retail, Inc., Instagram, Inc., Twitter, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

11. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the

right to modify the prizes offered herein and to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.thecloroxcompany.com/privacy/>.

16. Winner List: For a winner list, visit <https://bit.ly/3riwbf5>. The winner list will be posted after winner confirmation is complete.

© 2021 Merkle, Inc. All Rights Reserved.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc./Instagram, Inc.