

Farm Rich® “Honorary Chief Cheese Officer Search” Official Contest Rules and Regulations

1. NO PURCHASE NECESSARY, VOID WHERE PROHIBITED. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. A purchase or payment will not increase your chances of winning. By entering The Farm Rich® Chief Cheese Officer Contest (the “Contest”) entrant agrees to be bound by these Official Rules. Contest begins at 7:00 a.m. (E.D.T.) on June 4, 2021 and ends 11:59p.m. (E.D.T.) on July 7, 2021 (the “Contest Period”). Contest is sponsored by Farm Rich and Rich Products Corporation (the “Sponsors”). The prizes are provided by Farm Rich/Rich Products Corporation. Submissions shall be judged by the sponsor and agency partners at the close of the Promotion Period. An entry constitutes acceptance of these Official Rules.

2. Eligibility. The Contest is open to legal US residents excluding Puerto Rico who are at least eighteen (18) years old at the time of entry, have an Internet connection. The Contest is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited. Contest is not open to employees, independent contractors, officers and directors of Scout Marketing, Rich Products Corporation and each of their respective parents, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and legal advisors and the immediate family members and persons living in the same household of such persons.

3. How to Enter. To enter the Contest, visit <https://farmrich.com/chief-cheese-officer> and complete the application form with: Full Name, Email address, Phone #, Physical address, Age, CCO Pitch in 100 words or less telling us why you should be designated Chief Cheese Officer, and optional link to photo or video that creatively incorporates cheese, your social media handle(s). Only one application per unique individual may be submitted throughout entire contest period. Additional entries received from the same person in excess of the stated limitation will be void. Use of multiple email accounts to enter by the same individual is prohibited and may result in disqualification. To be eligible, online entries must be received by 11:59 p.m. (E.D.T.) on July 7, 2021. *Application material (for ex. photos, copy or video) must NOT contain any content that includes copyrighted, trademarked or other intellectual property material from a third party. Any submissions that contain profane, violent, political or offensive language or images, visuals will not be accepted.*

4. How to Win & Prize. One (1) entry will be chosen by the sponsor at end of the contest period to receive the temporary title of “Honorary Chief Cheese Officer” based on applications/entrant’s ability to show:

- A. Demonstration of your passion for cheese
- B. Cheese-loving credentials
- C. Desire to be CCO
- D. Creativity

All entries will be judged with equal weight.

The selected CCO/entrant will be contacted via email by Rich Products/Farm Rich agency partner. Selected CCO Agrees to participate in the following activities for 45 days, starting Aug. 2, 2021 with opportunity to adjust starting date as mutually agreed to with Farm Rich team.

- Suggest next cheesy snack idea to possibly add to the Farm Rich Snacks & Apps lineup
- Brainstorm ideas for a new cheese ‘holiday’
- Create up to 5 pieces of cheesy content for possible use on @FarmRichSnacks. *Content will be posted at discretion of Farm Rich and may or may not be used. Submitted materials must be original to winner, NOT contain any content that includes copyrighted, trademarked or other intellectual property material from a third party. Materials must have not been used, or permitted to be used, for publicly available commercial purposes, including but not limited to greeting cards, social posts and advertisements. You also agree that you will not use, or allow someone else to use, the Materials for publicly available commercial purposes, including, but not limited to, greeting cards or advertisements. Any submissions that contain profane, violent, political or offensive language or images, visuals will not be accepted.*
- Confidential first look at new product innovations

Prizing includes: \$5,000.00 check or direct deposit of funds in name of winner; Trip to St. Simons Island, Ga., (3 days/2 nights) and possible tour of Farm Rich Mozzarella Sticks plant in Brunswick, Ga. pending winner interest and plant health restrictions, with trip valued at up to \$1,000.00; Cheesiest Swag Pack valued at \$100.00; \$251.64 worth of Farm Rich product coupons ("Free Farm Rich for a year" fulfilled via 36 VIP coupons valued at \$6.99 each). TOTAL PRIZE PACKAGE VALUED AT: \$6,351.64 No substitution or transfer of prizes will be permitted. Winner is responsible for all associated taxes.

5. Contest Period. 7:00 a.m. (E.D.T.) on June 4, 2021 through 11:59 p.m. (E.D.T.) on July 7, 2021. One (1) winner will be selected at the end of the Contest and notified via email upon completion of online submission form and closing of contest.

6. Winner Selection Methodology. Each entry will be judged with equal weight based on the following:

- A. Demonstration of your passion for cheese
- B. Cheese-loving credentials
- C. Desire to be CCO
- D. Creativity

One (1) entry will be chosen by the Farm Rich team and agency partners at end of the contest period. Only one application per unique individual may be submitted throughout entire contest period. Additional entries received from the same person in excess of the stated limitation will be void. To be eligible, online entries must be received by 11:59 p.m. (E.D.T.) on July 7, 2021.

7. Claiming the Prize. The Winner will be notified via email within fourteen (14) days of the end date of the Contest. To claim the Prize, the Winner must reply via email within five (5) business days. Failure to properly claim any Prize in a timely manner will result in forfeiture. All decisions by Sponsors in regard to the Contest are final and binding in all respects. In order to fulfill the Prize, Winner will be asked to provide first name, last name, address, city, state, zip, and representation they are 18 years old or older. All personally-identifiable information submitted by the Winner to claim a Prize is subject to Farm Rich's Privacy Policy (located at <https://farmrich.com/privacy-policy/>).

8. Winner Verification; Prize Receipt. Winner may be required to show verifiable proof of legitimate entry and entitlement to win and to sign an affidavit of eligibility and liability release in order to claim their Prize. If you have not received your Prize within eight (8) weeks after the end of the relevant Contest Period, you must notify us. Failure to notify us of non-receipt within eight (8) weeks after the end of the Contest Period, or to comply with any term or condition of these Official Rules will, at the sole discretion of Sponsors, result in forfeiture of the Prize. If you would like to obtain the name of the Winner, send a self-addressed stamped envelope to: Scout Marketing, 1375 Peachtree Street NE, Suite 180N, Atlanta, GA 30309 after February 26, 2021.

9. Publicity. Except where prohibited by law, participation in the Contest constitutes consent to use of winner's name, likeness, and address (city, state), photo for Contest purposes in any social media or traditional media, worldwide, without further payment or consideration. All content, materials and ideas created through role as CCO will be property of sponsor. You agree that sponsor may reproduce and show, display and transmit in physical or digital form the Applicant's and Entrant's name and likeness and any submitted or provided content, ideas and associated Materials in connection with the Promotion for which the content was submitted or for any other Farm Rich promotion purposes. Farm Rich is granted perpetual license and reserves all rights to use and modify the content in any media, worldwide and in perpetuity, without further compensation to you and your heirs. However, sponsor is not bound to distribute any content, ideas, materials created in association with this promotion.

10. Confidentiality: Winner agrees to preserve and protect the confidentiality of all information provided by sponsor or agency partners, whether disclosed before contest completion or afterwards.

You shall not disclose or disseminate proprietary/confidential information to any third party and shall not use it for your own benefit or for the benefit of any third party without the expressed written consent of Farm Rich.

11. General Terms and Conditions. Any Contest may be canceled, suspended and/or modified, in whole or in part, if in our opinion any fraud, technical failure or other factor beyond our control impairs the integrity or proper functioning of the Contest. Sponsors are not responsible for computer malfunctions, network connections, email delivery problems, systems failure or incompatibility, typographical, technical or key-stroke errors, or interruptions in your internet service. No cash option for, or substitution, assignment or transfer of, any Prize is permitted. Winner is responsible for all, if any, taxes.

13. Privacy. Information collected is subject to sponsors privacy policy: <https://farmrich.com/privacy-policy/> Sponsor may retain contest applicant's provided information such as name, email, phone number, address, age for the Farm Rich email database and be used for future promotional emails, excluding applicants from the state of California. Your data will not be sold or shared with any other party. To opt out of communications, please refer to the opt-out instructions in the email or indicate so via the Contact Us form on FarmRich.com

12. Limitations of Liability. By entering the Contest, entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action; (2) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's fees; and (3) 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. If for any reason an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed or corrupted, the entrant's sole remedy is another entry in the same or a comparable Contest (or, if that is not possible for any reason, in a random drawing from among other eligible entries for any or all of the unclaimed prizes offered in any subsequent Contest). Sponsors' failure to enforce any provision on these Official Rules shall not constitute a waiver of that provision.

13. General Release. By entering the Contest, entrants release Scout Marketing, Farm Rich, Rich Products Corporation and each of their respective parents, subsidiaries, affiliates, directors, officers, employees, agencies, representatives, partners and agents, from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with any Contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).

14. Disputes. Decisions of the Board of Judges are final. In the event of a dispute as to any entry, the authorized account holder of the social account or email used to conduct the entry will be deemed to be the entrant.

You must be a legal resident of the United States, age 18+ years of age to be eligible to win.

The "Official Rules" as they appear on the social post or application page will be as follows: NO PURCHASE NECESSARY TO ENTER OR WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW. Contest open to legal residents of the United States who are 18 years or older at the time of entry. Employees of Scout Marketing, Rich Products Corporation, Farm Rich, their affiliates, agencies or families are not eligible. Entries must be received by 11:59 p.m. (E.D.T.) July 7, 2021, to be eligible to win. For a complete set of contest rules, please mail a self-addressed stamped envelope to Scout at 1375 Peachtree Street NE, Suite 180N, Atlanta, GA 30309. From time to time we will run special

promotions and Contests through Facebook, Instagram, Email, FarmRich.com, &/or Twitter. Any and all information you submit to participate in these Contests becomes the property of Sponsors. As such, Sponsors reserve the right to remove any content they deem inappropriate or offensive. All contest entries are limited to one (1) per person unless otherwise specified. Void where prohibited. If you signed up for our newsletter, we will send subscribers company updates and announcements. <https://farmrich.com/privacy-policy/>

This contest is in no way sponsored, endorsed or administered by Facebook, Instagram.