

## **BEECHER'S 20<sup>TH</sup> ANNIVERSARY "GOLDEN TICKET" CONTEST RULES**

Beginning June 16, 2023, Beecher's Handmade Cheese, LLC ("Beecher's" or "Sponsor") is giving away ten (10) "Golden Tickets" to Beecher's 20<sup>th</sup> Anniversary Celebration in Seattle, Washington.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. Who Can Enter: To participate in Beecher's 20<sup>th</sup> Anniversary Golden Ticket Contest ("Golden Ticket Contest"), you must be a legal resident of the United States and at least eighteen (18) years old at the time of entry. Void where prohibited. Employees, officers, principals, directors or agents of Beecher's Handmade Cheese, LLC ("Sponsor" or "Beecher's"), its subsidiaries, affiliates, and advertising and promotion agencies (collectively, "Released Parties"), and members of their households (whether or not related) or immediate families (spouse, and parents, children, and siblings and their respective spouses, regardless of where they reside), are not eligible to participate.

2. How to Enter: Each entrant must register and complete the online entry form at [website url]. The online entry form must be submitted between 12:01 AM Pacific Time ("PT") on June 16, 2023 ("Contest Open Time") and 11:59 PM PT on October 1, 2023 ("Contest Close Time"). Entries that are submitted before or after the Contest Period will be disqualified. Entrants may not submit more than one (1) entry into the Golden Ticket Contest. Multiple entries, or entries generated by script, macro or other automated means will be void. All entries become the property of Sponsor. Participation in Beecher's Golden Ticket Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of Beecher's, which are final and binding. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

3. Prize: The Prize includes a trip to Seattle, Washington for the winner and one (1) ticket to Beecher's 20<sup>th</sup> Anniversary Celebration party. Prize package includes round trip, coach-class air transportation for one (1) from a major airport near winner's home (determined by Administrator in its sole discretion) to Seattle, Washington; two (2) nights' accommodations at a hotel determined by Administrator in its sole discretion (one (1) room, double occupancy); and one (1) ticket to Beecher's 20<sup>th</sup> anniversary celebration on November 9, 2023. All travel arrangements will be made through Beecher's. Trip must be taken for the purpose of attending Beecher's 20<sup>th</sup> anniversary celebration. Trip must be booked at least twenty-one (21) days prior to departure. Travel must be round trip. Beecher's will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Beecher's 20<sup>th</sup> Anniversary Golden Ticket Contest Rules (the "Official Rules"), and those set forth by Beecher's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs associated with prize acceptance and use not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, baggage fees, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner is solely responsible for obtaining any other documents necessary for travel. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Winner will be required to comply with all airline, hotel and location rules and regulations, including all COVID-19 protocols in effect at the time of the trip, which

may include masking, vaccination and/or testing requirements. Failure to comply with such regulations and protocols may result in forfeiture of the prize as determined by Sponsor. Winner fully understands that (a) the novel coronavirus SARS-CoV-2 and any resulting disease (together with any mutation, adaptation or variation thereof, "COVID-19") is extremely contagious and there is an inherent risk of exposure to COVID-19 in any place where people are or have been present; (b) no precautions, including the protocols that may be implemented from time to time based upon public health and government-sponsored guidelines (collectively, the "Protocols"), can eliminate the risk of exposure to COVID-19; (c) while people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and/or underlying medical conditions; and (d) exposure to COVID-19 can result in being subject to quarantine requirements, illness, disability, other short-term and long-term health effects, and/or death, regardless of age or health condition.

Approximate Retail Value ("ARV") \$2,000 US Dollars (based on Chicago departure). Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

The winner is solely responsible for the reporting and payment of any tax liabilities incurred as a result of or relating to the awarding or use of prize. The prize is awarded "AS IS" without any warranty of any kind, express or implied. Prize cannot be redeemed for cash. No substitution, exchange or transfer of the prize will be made or is permitted by winner. The Golden Ticket is non-transferable. Sponsor reserves the right to substitute a prize (or portion thereof) for an alternative prize of comparable or greater value in Sponsor's sole and absolute discretion. All prize details are at Sponsor's sole discretion.

4. Prize Drawing: Ten (10) potential winners will be selected in a random drawing conducted by the Sponsor from all eligible entries received. The prize drawing for the Golden Ticket Contest will be held at Beecher's Headquarters in Seattle, Washington USA on or about October 2, 2023.

5. Odds of Winning: Odds of winning depend on the number of eligible entries received.

6. Winner Notification: The potential winners will be notified via e-mail within 48 hours after the drawing. Any potential winner must follow the directions contained in the Prize Acceptance Form provided by Sponsor and email or fax all completed forms, correctly filled out and signed, and provide any additional information that may be required, to Sponsor within three (3) days of notification as a potential winner, including, but not limited to, an Affidavit (or Declaration) of Eligibility/Further Release of Liability and Publicity Rights (where legal). Failure to respond within the time specified or other non-compliance with these Official Rules will result in disqualification as a potential prize winner and void further participation in the Golden Ticket Contest. If the potential winner cannot be contacted in a timely fashion, or if for any reason a prize cannot be awarded to that potential winner, another entry will be randomly selected until a prize has been awarded. All decisions of the Sponsor about the potential winner are final, binding, and non-appealable. Released Parties are not responsible for any incorrect or illegible address information or the non-award of the prize resulting therefrom, or for any unsuccessful efforts to notify a potential winner or to receive a winner's response.

It is the sole responsibility of the entrant to notify Sponsor in writing if the entrant changes their contact information. (To do so, write to: Beecher's Golden Ticket Contest, 1725 Westlake Avenue N, Suite 200, Seattle, WA 98109).

7. Limits of Liability: By entering the Golden Ticket Contest, entrants agree to release and hold Released Parties harmless from and against any and all damages and claims of any kind in connection with the Golden Ticket Contest or resulting from entrance in the Golden Ticket Contest, or receipt, acceptance, possession or use of the prize (including any travel or activity related thereto). Released Parties assume no responsibility for any lost, stolen, delayed, damaged, garbled, inaccurate, incomplete or misdirected entries, emails, or other communications of any kind, or (ii) for any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure or delay of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or (iii) or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Golden Ticket Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Golden Ticket Contest, the processing of entries, the announcement of the prize or in any Golden Ticket Contest-related materials, or (iv) for any injury or damage to an entrant's or any other person's computer or other equipment related to or resulting from entrant's participation in the Golden Ticket Contest. Sponsor reserves the right, in its sole discretion, to cancel or suspend the Golden Ticket Contest should a virus, bug or other corrupt the security or proper administration of the Golden Ticket Contest. If terminated, Sponsor reserves the right, in its sole discretion, to award the prize at random from among all non-suspect, eligible entries received up to time of such action or as otherwise deemed fair and appropriate by Sponsor. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized account subscriber of the e-mail account at the time of entry shall be deemed to be the entrant and must comply with these Official Rules. "Authorized account subscriber" is the natural person who is assigned the e-mail address by the ISP, on-line service provider, or other organization responsible for assigning e-mail addresses. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Golden Ticket Contest is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek remedies and damages (including, without limitation, attorneys' fees) to the fullest extent permitted by law, including criminal prosecution. Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, this Golden Ticket Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in King County in the State of Washington. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Sponsor in connection with the Golden Ticket Contest, shall be governed by, and construed in accordance with, the laws of State of Washington, without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of Washington. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor reserves the right to conduct an alternate test of skill as it deems appropriate or necessary to comply with applicable law.

8. Publicity Grant: Entry into the Golden Ticket Contest shall be deemed to be entrant's consent and authorization for Sponsor and its designees to the use of entrant's name, address (city and state only) and any other information submitted by entrant for commercial, advertising and promotional purposes, in any and all media, now or hereafter devised in any manner, worldwide in perpetuity, without further compensation or notification to, or permission from, entrant, unless prohibited by law.

9. Winner Publicity: The Sponsor may publish the first name, last initial and location (city and state only) of the winner in social media posts or other public forums, including but not limited to Sponsor's website, and may release the same to news media outlets, following completion of winner verification process.

10. General: This Golden Ticket Contest is subject to all applicable federal, state, and local laws and regulations. By entering the Golden Ticket Contest participants agree to be bound by these Official Rules and by the decision of the Sponsor, which shall be final and binding on all matters relating to this Golden Ticket Contest.

11. Privacy: Sponsor may use any of the entrant's personal information submitted in connection with this Golden Ticket Contest per the terms of the privacy policy located at <https://beechershandmadecheese.com/pages/privacy-policy>.

12. Sponsor: Beecher's Handmade Cheese, LLC, 1725 Westlake Avenue N, Suite 200, Seattle, WA 98109.