

**“Laura’s Lean Beef Giveaway” Sweepstakes
Official Rules**

NO PURCHASE 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.

Participation constitutes an entrant’s full and unconditional agreement to and acceptance of these Official Rules. Laura’s Lean Beef Giveaway Sweepstakes (the “Sweepstakes”) begins at 8:00 a.m., Eastern Time (“ET”) May 21, 2025 and ends at 11:59 p.m. ET on September 1, 2025 (“Sweepstakes Period”). The Sweepstakes is sponsored by Meyer Foods Group LLC, d/b/a Meyer Natural Foods (the “Sponsor”), 1990 Rocky Mountain Ave., Loveland, CO, 80538.

ELIGIBILITY: The Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who has the age of majority in his or her state or territory of residence and as of the Sweepstakes start date. Employees, officers and representatives of the Sponsor, their parents, affiliates, subsidiaries, agents, advertising and promotion agencies, Dansons, Inc. (“Prize Provider”) and American Sweepstakes & Promotion Co. Inc. (“Administrator”) (collectively, “Released Parties”) and members of the immediate family (mother, father, sons, daughters and spouse, regardless of where they reside) and household members of each, whether or not related, are not eligible to participate in the Sweepstakes. Participation constitutes the entrant’s full and unconditional agreement to and acceptance of these official rules. **Void in Puerto Rico and where prohibited by law.**

HOW TO ENTER: During the Sweepstakes Period eligible participants are invited to participate by visiting the Sponsor’s website at <https://www.laurasleanbeef.com/> (the “Website”). Once on the Sweepstakes web page the Entrant needs to fill in and submit the required fields on the entry form including their first and last name, email address and zip code to receive one (1) Sweepstakes entry. Participants must also opt in to receive Laura’s Lean newsletter in order to receive weekly signup opportunities. Participants will also have the opportunity to gain two (2) additional entries by answering a couple of questions on the entry form. In addition, there will be weekly ways to gain additional entries by answering a few questions that will be posted in the Sponsor’s newsletter. A maximum number of 28 entries will be offered throughout the sweepstakes period.

Limit one (1) entry per person, per email address. Participants should submit an entry using an email address subscribed to and registered in their name. Once submitted an entry cannot be deleted, canceled or modified. In the event of a dispute as to entries submitted by multiple individuals using the same email account, subscriber is deemed to be the natural person who is assigned an email address by an Internet access provider, online service provider or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address.

DRAWING AND NOTIFICATIONS: A random drawing to determine the ten (10) Grand Prize winners will take place from all eligible entries received during the Sweepstakes Period at the end of the Sweepstakes Period on or about September 5, 2025. The drawing will be conducted by American Sweepstakes & Promotion Co. (“the Administrator”) an independent judging organization, whose decisions are final and binding in all matters relating to this Sweepstakes. The odds of winning a prize depend on the total number of eligible entries received during the entire Sweepstakes Period. The potential Grand Prize winner will each be notified by the email address that they included on their entry form.

PRIZE: Ten (10) Grand Prize winners will each receive one \$11 voucher a week for Laura's Lean Beef for a year, a total of 52 weeks. The Approximate Retail Value of the prize is \$572. Total Prize Pool ARV is \$5,720. Vouchers will begin sent out monthly starting January, 2026. In the instance that Laura's Lean Beef is not available in the winner's area, the Sponsor will ship the winner Laura's Lean Beef directly from their ecomm store, Meyer Company Market, quarterly (4) shipments per year.

PRIZE CONDITIONS: By accepting a Prize, each winner agrees to release the Sponsor from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering into the Sweepstakes or for damages of any kind caused by the prize or resulting from acceptance, possession, or use/misuse of the prize awarded. All local, state and federal taxes are solely the responsibility of winner. No substitution or transfer of prize or election of cash in lieu of prize will be permitted. The Sponsor reserves the right at its sole discretion to substitute the prize package with another prize of equal or greater value in the event that the prize (or any component thereof) is not available. If a potential winner fails to respond and provide their name and mailing address within 7 days of the initial contact by the Sponsor, then such person shall be disqualified, and an alternate winner may be awarded the prize at issue.

GENERAL: By accepting a Prize, where permitted by law, recipient grants to the Sponsor its parent, subsidiaries and related companies, and those acting pursuant to the authority of Sponsor (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the recipient's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL SPONSOR, THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, PRIZE PROVIDER AND THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, entrants release and agree to hold harmless the Sponsor, their respective parents, affiliates, subsidiaries, advertising and promotion agencies, dealers, distributors, suppliers, Prize Provider and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). Winner acknowledges that the Released 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 the Prize.

INTERNET LIMITATIONS OF LIABILITY: If for any reason this s is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, or for any

problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Sweepstakes or downloading any materials in the Sweepstakes.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

USE OF DATA: All information submitted by entrants will be treated according to Sponsor's privacy policy, available at <http://www.laurasleanbeef.com/privacy-policy>.

By participating in the Sweepstakes and providing your e-mail address, entrants hereby agree with Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

DISPUTES: Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Colorado. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Colorado, without giving effect to any choice of law or conflict of law rules (whether of the State of Colorado or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Colorado.

WINNER LIST REQUESTS: To request confirmation of the name and address of the winners please send a self-addressed, stamped business-size envelope to: Laura's Lean Beef Giveaway Sweepstakes Winners List c/o ASC, 300 State Street, Suite 402, Rochester, NY 14614.

SPONSOR: Meyer Foods Group LLC, d/b/a Meyer Natural Foods, 1990 Rocky Mountain Ave., Loveland, CO, 80538.

Abbreviated Rules for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Must be legal resident of the 50 united states (D.C.) 18 years or older or who has the age of majority in his or her state or territory at time of entry. Sweepstakes ends 9/1/25. For entry and official rules with complete eligibility, prize descriptions and other details visit www.laurasleanbeef.com. Sponsored by Meyer Foods Group LLC, d/b/a Meyer Natural Foods. **Void where prohibited.**