

## THE CRACKER BARREL GRAB THE CHEDDAR SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. **PROMOTION PERIOD:** The Cracker Barrel Grab the Cheddar Sweepstakes (the “**Promotion**”) 6:00 am (all times are Pacific Time or (“PT”) through 4:30 pm PT daily on 3/19/24 and 3/20/24 and from 6:00 am PT through 10:30 am PT on 3/21/24(the “**Promotion Period**”).
2. **ELIGIBILITY:** Open to legal residents of the 50 United States, its territories and the District of Columbia who are 21 years of age or older and are registered attendees (as of 3/18/24) of the International Pizza Expo & Conference at the Las Vegas Convention Center, from 3/19/2024 – 3/21/2024 (“**Entrant**”). Employees of Lactalis American Group, Inc. (“**Sponsor**”), Don Jagoda Associates, Inc. (“**Administrator**”) their subsidiaries, divisions, affiliates, and advertising, promotional and judging agencies (collectively, “**Released Parties**”), and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not) are not eligible to participate or win. Void where prohibited by law. All federal, state and local laws and regulations apply.
3. **HOW TO ENTER:** During the Promotion Period, Entrants can enter by obtaining an entry form throughout the International Pizza Expo & Conference or by visiting the Galbani Booth #3149 on the exhibit floor, to obtain, complete (by hand printing neatly in English) and place the entry form (“**Entry**”), into the Promotion receptacle provided at the Galbani Booth #3149, to earn one (1) Entry into the Promotion drawing. Limit one (1) Entry, per person during the Promotion Period.

Any attempt by any Entrant to obtain more than the stated Entry limit by using multiple/different email addresses, identities, registrations, or any other methods will void that Entrant’s Entries and that Entrant may be disqualified. Entries will not be acknowledged or returned. The Released Parties are not responsible for lost, late, incomplete, invalid, illegible, unintelligible or misdirected Entries, which will be disqualified. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

4. **RANDOM DRAWING:** Three (3) potential First Prize winners will be randomly selected from among all Entries received during the Promotion Period, and their names announced via microphone on or about 11:00am PT on March 21, 2024 at the International Italian Sandwich Competition (“**Competition**”) Potential First Prize winners must be at the Competition to claim their prize (subject to eligibility), within 15 minutes of their name being announced, or potential winner(s) will be disqualified and an alternate winner(s) will be selected and announced. Up to three (3) attempts per prize will be made to secure all potential First Prize winners. Potential First Prize winners should stay with the on-site representative from the time they claim their prize until their Game Play, as defined below is completed. Odds of winning a First Prize will depend upon the number of eligible Entries received during the Promotion Period. Limit one (1) First Prize per person.
5. **INSTANT WIN GAME/VERIFICATION:** If you are selected as a potential First Prize winner and have claimed your First Prize, you will win the First Prize stated below and will have the opportunity to

receive one (1) 20-second session in the Cracker Barrel Grab the Cheddar Money Booth machine ("**Game Play**"). To play the Cracker Barrel Grab the Cheddar Instant Win Game, where First Prize winners ("**Participants**") could earn up to an additional \$4,500, those winners will have 20-seconds to grab as many paper bills ("**bills**") floating in the air of the Cracker Barrel Grab the Cheddar Money Booth machine ("**Money Booth**"), as they can. Not all bills will be the same value, nor will they each have a prize value associated with them. Bills marked "\$0" or "zero dollars" are "non-winning" bills, valued at "\$0 USD". The value of winning bills will be clearly marked and can be redeemed for the full value, indicated on the bill, at the end of each Game Play and in Sponsor's sole discretion. Participants must follow the instructions clearly (and agree to such at time of participation) or they may be disqualified. They must stand upright in the Money Booth using only the Sponsor provided pouch ("**Money Booth Pouch**") to store captured bills (only bills captured in the air may be placed in the Money Booth Pouch, there is no taking from the floor of the Money Booth). Accommodations may be made (e.g., a proxy may be used) for any Participant with special needs who is unable to participate at the discretion of Sponsor. After the end of each Game Play session, Participants may bring any bills collected in the Money Booth Pouch, to the Sponsor's representative administering the Money Booth Instant Win Game. Sponsor's representative will verify the amount of bills collected (and its associated value), if any, and announce the value of the total cash won, per each Participant (but they will not receive the prize at that time, see below for notification). Potential winning message(s) on bills are subject to compliance with these Official Rules and verification by Sponsor, whose decisions are final. If, due to an error of any kind, the Money Booth is broken, altered, malfunctions or cannot be used as stated above, Participants will receive a random amount of prize money from \$500 to \$5,000 (based on random selection in Sponsor's sole discretion). In the event there is a malfunction with the Money Booth and more bills or more than the total prize amount is claimed by a Participant, Participant will only receive the MRV stated below. Sponsor will not be obligated to award more than the stated number of prizes or the total values listed below. The Sponsor and its agencies assume no responsibility for any injury or damage to Participants resulting from participation in the Game Play process.

6. **WINNER NOTIFICATION:** Potential Prize winners will be contacted by Sponsor (or Administrator on Sponsor's behalf) on or about March 27, 2024, via email address provided on Entry. Potential Prize winners will be sent via email link, a Declaration of Eligibility, Liability & Publicity Release (where lawful) ("**Declaration**") and will be required to complete, and sign the Declaration via email within, within three (3) days of notification attempt or prize may be forfeited. Noncompliance with these requirements or the specified time period will result in disqualification without further notice. Return of prize or prize notification as undeliverable may result in disqualification. Unclaimed prizes will not be awarded.
7. **PRIZES & MAXIMUM RETAIL VALUES ("MRVs"):** Three (3) **First Prizes:** \$500 awarded in the form of a check in the name of the winner and the opportunity to participate in the Money Booth for a chance to win a Grand Prize, valued at up to \$4,500 (MRV: Up to \$5,000 each). An Entrant is not considered a winner until eligibility is verified and Declaration is completed. Prizes will be awarded 2-4 weeks after eligibility is verified. A 1099 tax statement will be filed with the IRS for the actual total value of the Prize(s). Prize winners will each receive a 1099 form in the mail, to be processed in the year in which he or she receives the prize(s). Actual value of each Prize will vary depending on the amount of bills/money collected in the Money Booth. Sponsor is not responsible for, and winners will not receive any difference between, the actual value and MRV of a Grand Prize. All applicable federal, state and local taxes are the sole responsibility of each winner.

8. **GENERAL RULES:** Prize winners and all Entrants/Participants, as a condition of Entry/Game Play into the Promotion and/or acceptance of/participation in Game Play, agree to release and hold harmless the Released Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an Entry, participating in the Money Booth or otherwise participating in any aspect of the Promotion, the receipt, ownership or use of prizes awarded, or any typographical or other error in these Official Rules or the announcement or offering of prizes. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in the Promotion or use or redemption of prizes or participation in Game Play. Acceptance of a prize constitutes permission for Sponsor to use each winner's name, likeness, Entry, as applicable, for promotional purposes (including any possible public relations opportunities) without further compensation except where prohibited by law. By entering, Entrant accepts and agrees to be bound by these Official Rules. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Entry/Game Play process or the operation of the Promotion; violates the Official Rules; acts in an unsportsmanlike or disruptive manner; or acts with intent to annoy, abuse, threaten or harass any other person. The Released Parties are not responsible for technical, hardware or software malfunctions, for errors that may occur in Promotion/Promotion materials, failed, incorrect, inaccurate equipment or programming associated with or utilized in the Promotion which may limit the ability to participate, or by any human error which may occur in the random drawing process. Void where prohibited by law and subject to all federal, state and local laws.
9. **ARBITRATION:** Except where prohibited by law, as a condition of participating in this Promotion, Entrants/Participants agree that (1) any and all disputes and causes of action arising out of or connected with this Promotion, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the Entrant/Participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. As a condition of entering the Promotion/Game Play, Entrant/Participant agrees that: 1) under no circumstance will Entrant/Participant be permitted to obtain awards for, and Entrant/Participant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with the Promotion, or prizes awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event will Entrant/Participant be entitled to receive attorneys' fees or other legal costs and Entrants/Participants further waive all rights to have damages multiplied or increased.
10. **CHOICE OF LAW:** THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF

BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER  
EQUITABLE RELIEF. ENTRANTS/PARTICIPANTS AGREE ANY DISPUTE WILL BE RESOLVED  
INDIVIDUALLY, WITHOUT RESORT TO CLASS ACTION.

11. **PRIVACY:** Any personally identifiable information that Entrant provides in connection with the Promotion will be collected by Sponsor or Administrator and used by it and its agents solely for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and will not be shared with any third party as stated in Sponsor's Privacy Policy, posted at <https://lactalisamericangroup.com/privacy-policy/>. By entering this Promotion, Entrants agree to and accept that privacy policy.
12. **WINNERS LIST:** To receive a winners list, send an email to: winners@dja.com **with** The Cracker Barrel Grab the Cheddar Sweepstakes - 01-2594-07 as the subject line. Requests must be received by 3/31/24. Winners list will be sent after 4/15/24.
13. **SPONSOR:** The Sponsor of this Promotion is Lactalis American Group, Inc., 2376 South Park Avenue, Buffalo, NY 14220.
14. **ADMINISTRATOR:** The Administrator of the Promotion is Don Jagoda Associates, Inc, 100 Marcus Drive, Melville, NY 11747.