

“Fresh From The Grill” 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 entrant's full and unconditional agreement to and acceptance of these Official Rules. “Fresh From The Grill” Sweepstakes (the “Sweepstakes”) begins at 12:00 a.m., Eastern Time (“ET”) July 23, 2020 and ends at 11:59 p.m. ET on September 30, 2020 (“Sweepstakes Period”). The Sweepstakes is sponsored by Meyer Food Group LLC, d/b/a Meyer Natural Foods (the “Sponsor”), 4850 Hahns Peak Drive, Suite 240, Loveland, CO, 80538.

ELIGIBILITY: The “Fresh From The Grill” 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, 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 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 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 name and email address along with one (1) photo (the “Submission”) that represents a recipe they have made at home from the recipes that the Sponsor has posted during the Fresh Off the Grill Campaign. The recipe photo does not need to show the Sponsor's brand. Each Entrant will receive one (1) Sweepstakes entry for each completed Submission that follows the Submission Guidelines described below.

Limit one (1) entry per person, per email address per photo/recipe. Participants should not submit the same photo/recipe more than once. Participants should submit an entry only using an email address subscribed 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.

SUBMISSION GUIDELINES: Photo Submissions must conform to the formats specified and accepted by the website as a jpg, gif, or png file. The photo submitted must be representative of one of the recipes the Sponsor has posted during the Sweepstakes Period. Submissions must be the original work of the person who entered. Entrant must be the sole owner of the copyright of any submission he or she submits. By entering a Submission, each entrant guarantees that he or she is the author and copyright holder of the Submission. Sponsor will not assist any entrant with the development or production of a Submission. Each entrant represents and warrants that Submission does not infringe any other person's or entity's intellectual property rights. Entrant agrees to obtain written permission granting all rights required from any identifiable person that appears in the photo. Submission must not contain any unauthorized third-party owned material or intellectual property, including, but not limited

to, trademarks, logos, expect for those of the Sponsor. Additionally, entrant represents and warrants that he or she will not have and will not acquire any trademark rights, copyrights, or any other rights in or to Sponsor's trademarks, trade names, logos or other intellectual property. Sponsor specifically reserves all its rights to protect its intellectual property against any infringement or other illegal or improper use.

The Sponsor, in its sole discretion, may remove a Submission and disqualify any entrant if it believes that the Submission fails to conform to the Submission Guidelines contained in these Official Rules. Submissions which include any content that may be deemed inappropriate, indecent, obscene, or disparaging of the Sponsor, as determined by Sponsor in its sole discretion, will be disqualified. Sponsor shall have the right to edit, adapt and publish any or all of the Submissions and may use them for any proper purpose, including, without limitation, for Sponsor's advertising/promotional purposes or in any media in association with the Sweepstakes without attribution or compensation to the entrant, his/her successors or assigns, or any other entity unless prohibited by law. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, or misdirected Submissions, which are void.

DRAWING AND NOTIFICATIONS: A random drawing to determine the three (3) 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 October 2, 2020. 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. Administrator will randomly select three (3) Grand Prize winners from among the eligible entries. The odds of winning a prize depend on the total number of eligible entries received during the entire Sweepstakes Period. The potential Grand Prize winners will each be notified by the email address that they included on their entry form.

PRIZES: Three (3) Grand Prize winners will each receive one (1) Weber® Genesis® LP gas grill that is co-branded Laura's Lean. Approximate Retail Value ("ARV") of each prize is \$749.99. Total Prize Pool ARV is \$2,249.97

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 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. The Grand Prize winners must sign and return to the Administrator, within seven (7) days of the date of notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. The Grand Prize winners will each be required to provide their Social Security Number to the Administrator, which will be used for tax reporting purposes. 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 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 SWEEPTAKES 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 Sponsor 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 to 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 Fresh From The Grill Sweepstakes Winners List c/o ASC, 300 State Street, Suite 402, Rochester, NY 14614.

SPONSOR: Meyer Food Group LLC, d/b/a Meyer Natural Foods, 4850 Hahns Peak Drive, Suite 240, Loveland, CO 80538.

WEBER and GENESIS are registered trademarks of Weber-Stephen Products LLC. 1415 S. Roselle Rd., Palatine, IL 60067. All rights reserved. Used with permission.

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 9/30/20. For entry and official rules with complete eligibility, prize descriptions and other details visit www.laurasleanbeef.com. Sponsored by Meyer Food Group LLC, d/b/a Meyer Natural Foods. **Void where prohibited.**