

OFFICIAL RULES
MOREY'S LENT GIVEAWAY

- 1. NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE ELIGIBILITY AREA AND WHERE PROHIBITED. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY.** By entering the Morey's Lent Giveaway (the "**Giveaway**") each Entrant (described and defined in Section 2 below) agrees to be bound by these official rules and regulations (the "**Official Rules**"). The Giveaway begins at 12:01 a.m. (E.S.T) on 04/15/25 and ends at 11:59 p.m. (E.S.T.) on 04/22/25 (the "**Giveaway Period**"). The Giveaway is sponsored by the Rich Products Corporation (the "**Sponsor**"). The Prize (described and defined in Section 5 below) will be provided by Rich Products Corporation.
- 2. Eligibility.** The Giveaway is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least eighteen (18) years old at the time of entry, have an Internet connection and who have a valid Facebook or Instagram account during the entry period (the "**Entrants**," and each individually, an "**Entrant**"). The Giveaway is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited. The Giveaway is not open to employees, independent contractors, officers and directors of the Sponsor, 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.** Entrants may enter the Giveaway via either of the following methods: (i) if entering via Facebook, Entrants must leave one comment on a Morey's Giveaway social media post that is posted on the Sponsor's Morey's Facebook account available via <https://www.facebook.com/MoreysSeafood>; or (ii) if entering via Instagram, Entrants must like and leave one comment on a Morey's Giveaway social media post that is posted by @moreys.seafood on Instagram (collectively, (i) and (ii) the "**Entries**," and each individually, an "**Entry**"). The Instagram post comment must adhere to the instructions provided in the social media Giveaway post, comply with these Official Rules and Instagram's policies. Entrants must have a valid social media account, either on Facebook or Instagram, that is configured to receive direct messages from the Sponsor's social media accounts, and a valid U.S. mailing address, which cannot be a P.O. box. There is no limit on the number of Entries for the Giveaway regardless of method of Entry or combination of methods of Entry.
- 4. How to Win.** Two (2) winners will be randomly selected from all valid Entries (collectively, the "**Winners**" and each individually, a "**Winner**"). Drawing will be conducted by the Sponsor at its offices.
- 5. Prize.** Each Winner will receive one (1) Our Place Always Pan 2.0 and one (1) VIP coupon that is redeemable for one (1) Morey's product (the "**Prize**"). The approximate retail value of the Prize is two hundred and eight dollars (\$208.00).
- 6. Giveaway Period.** 12:01 a.m. (E.S.T.) on 04/15/25 through 11:59 p.m. (E.S.T.) on 04/22/25.
- 7. Winner Selection Methodology.** Two (2) Winners will be selected at random from the total pool of eligible Entries on or before 04/25/25 11:59 (E.S.T.). Odds of winning are dependent on the total number of eligible Entries received.
- 8. Claiming the Prize.** Each Winner will be notified by Sponsor via Facebook or Instagram Direct Message. To claim the Prize, each Winner must reply via Instagram Direct Message within three (3) business days. Failure to properly claim any Prize in a timely manner will result in forfeiture. All decisions by Sponsor in regards to the Giveaway are final and binding in all respects.
- 9. Winner Verification; Prize Receipt.** Winners may be required to show verifiable proof of legitimate Entry and entitlement to win and respond to notification in order to claim their Prize. If a Winner does not receive their Prize within two (2) weeks after the end of the Giveaway Period, they must notify the Sponsor. Failure to notify the Sponsor of non-receipt within two (2) weeks after the end of the Giveaway Period, or to comply with any term or condition of these Official Rules will, at the sole discretion of Sponsor, result in forfeiture of the Prize.
- 10. Publicity.** Except where prohibited by law, participation in the Giveaway constitutes consent to use of Winner's name, likeness and address (city, state) for the Giveaway's purposes in any media, worldwide, without further payment, consideration, or right of approval, unless prohibited by law.
- 11. General Terms and Conditions.** The Giveaway 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 Giveaway. 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. The Prize cannot be exchanged for cash or any other form of compensation. The Prize is non-transferable. No substitution or transfer of the Prize will be permitted. Sponsor reserves the right to disqualify an Entry and an Entrant from this Giveaway and future giveaways, sweepstakes, contests, or other promotions, if the Sponsor deems a social media post or Entry is (i) vulgar, (ii) harms the Sponsor's reputation or image, (iii) morally objectionable, (iv) inappropriate, (v) unfit for publication, (vi) violates a Meta or Instagram policy, (vii) illegal, (viii) otherwise in bad taste, (ix) mechanically reproduced or counterfeited, or (x) by any means subverts the Entry process. If any term or provision of these Official Rules is invalid, illegal, or unenforceable in any jurisdiction, such invalidity illegality, or unenforceability shall not affect any other term or provision of these Official Rules or invalidate or render unenforceable such term or provision in any other jurisdiction. If any term of these Official Rules is held to

be excessively broad or invalid, illegal, or unenforceable in any jurisdiction, it shall be reformed and construed by limiting and reducing it so as to be enforceable to the maximum extent permitted by applicable law in conformance with its original intent. All Federal, State and local taxes and other expenses, costs, or fees associated with the acceptance or use of the Prize are the sole responsibility of each Winner. Winners may be required to provide the Sponsor with their social security number for taxation purposes, and if so, winners will receive an IRS Form 1099 from the Sponsor for the actual retail value of the prize received.

12. General Release. By entering the Giveaway, Entrants release Rich Products Corporation, Lagom Kitchen Company d/b/a Our Place (“**Our Place**”), Meta Platforms, Inc. (“**Meta**”), and Instagram LLC (“**Instagram**”), and each of their respective parents, subsidiaries, affiliates, directors, officers, employees, representatives, partners and agents (the “**Released Parties**”), from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Giveaway 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). By entering the Giveaway, Entrants acknowledge that the Giveaway is in no way sponsored, endorsed, administered by or associated with Our Place, Meta or Instagram, and are subject to all applicable Instagram and Meta policies.

13. Indemnity. Each Entrant and Winner shall indemnify, defend and hold harmless the Released Parties from and against any and all claims, damages, actions, liability, loss, injury or expense, including reasonable attorneys' fees and costs, arising out of or in connection with: (a) participation in the Giveaway; (b) the use of any materials by the Released Parties, including, without limitation, any claim for infringement of intellectual property or any claim that such use invaded privacy or publicity; (c) a breach or allegation, which if true would constitute a breach of any of the representations, warranties or obligations herein; and (d) acceptance, possession, grant, use, or misuse of any Prize, including without limitation, personal injury, death and property damage arising therefrom.

14. Disputes. Each Entrant agrees and acknowledges that the Sponsor's decision of the Winners is final and at the Sponsor's sole discretion. In the event of a dispute as to any Entry, the authorized account holder for the Instagram or Facebook account used to submit the Entry will be deemed to be the Entrant.

15. Limitations of Liability, Jurisdiction and Venue. As a condition of participating in the Giveaway, each Entrant and Winner agrees that: a) any and all disputes, claims and causes of action arising out of or connected with the Giveaway shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of New York or the appropriate New York State Court located in Erie County, New York; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Giveaway, but in no event attorneys' fees; and (c) under no circumstances will an Entrant or Winner be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ALL PARTICIPANTS. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrants, Winners and Sponsor in connection with the Giveaway, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. 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 giveaway. Sponsor's failure to enforce any provision on these Official Rules shall not constitute a waiver of that provision.

16. Privacy Policy. Information submitted with an Entry is subject to the Sponsor's privacy policy (“**Privacy Policy**”). To read the Privacy Policy and for details regarding use of the personal information collected, please click the following link <https://www.richs.com/privacy/>. In the event of any conflict between these Official Rules and the Privacy Policy, these Official Rules shall control. By participating, each Entrant grants Sponsor permission to share Entrant's email address and any other personally identifiable information with any directors, officers, employees, representatives, partners and agents of the Sponsor for the sole purpose of Giveaway administration.

17. Sponsor. Rich Products Corporation, 1 Robert Rich Way, Buffalo, NY 14213.

ABBREVIATED RULES FOR SOCIAL MEDIA POSTS:

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