Gather & Graze Official Rules

NO PURCHASE IS NECESSARY TO APPLY OR BE SELECTED. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF BEING SELECTED. HOSTS ARE SELECTED BY AMERICAN LAMB BOARD STAFF BASED ON THE CRITERIA BELOW, NOT BY RANDOM DRAWING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. Program Overview

Gather & Graze (the "Program") is a monthly cookbook club from the American Lamb Board. Each month, the Sponsor features a cookbook and an American lamb recipe from that cookbook (the "Featured Recipe") and selects a limited number of applicants ("Hosts") to host a gathering featuring the Featured Recipe at their home or another location of their choosing.

The details for each month, including the featured cookbook and Featured Recipe, the Application Period, the number of Hosts to be selected, the date range for gatherings (the "Gathering Window"), the contents and approximate retail value of the Host Kit, and any Featured Host recognition or prize (together, the "Monthly Details"), will be posted at americanlamb.com/gather-and-graze. The Monthly Details are part of these Official Rules. If the Monthly Details conflict with these Official Rules, these Official Rules govern.

2. Sponsor

The Program is sponsored by the American Lamb Board, 6950 E. Belleview Ave, Suite 103, Greenwood Village, Colorado 80111 (the "Sponsor"). The Program is funded by the American Lamb Checkoff, which operates under the oversight of the U.S. Department of Agriculture's Agricultural Marketing Service ("AMS"). Program materials are reviewed and approved by AMS before use.

The Program is not sponsored, endorsed, or administered by, or associated with, Instagram, Meta, Google, or any other social media or technology platform. The author and publisher of each featured cookbook are not sponsors of the Program.

3. Eligibility

The Program is open 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 application.

The following people are not eligible: employees, officers, and members of the Sponsor; employees of the Sponsor's advertising, promotion, and fulfillment agencies and of any other company involved in the Program; the author of the featured cookbook for that month and that author's team; and the immediate family members (spouse, parents, siblings, and children) and household members of each of these people.

A person who has previously been selected as a Host is not eligible to be selected as a Host again.

4. Application Period

Each month's application period (the "Application Period") will begin and end on the dates and times stated in the Monthly Details. All times are Mountain Time. Applications received before or after the Application Period will not be considered. The Sponsor's computer is the official timekeeping device for the Program.

5. How to Apply

To apply, visit americanlamb.com/gather-and-graze during the Application Period, complete the application form in full, and submit it. Applicants must provide accurate and complete information, including their name, email address, phone number, shipping address, and answers to the application questions.

By applying, an applicant confirms that, if selected, they are able to (a) receive a perishable shipment at the address provided and refrigerate or freeze it on arrival, and (b) host a gathering within the Gathering Window.

Limit one (1) application per person, per email address, and per household for each monthly Application Period. Additional applications will be void. Applications generated by script, bot, or other automated means will be void. Applications become the property of the Sponsor and will not be acknowledged or returned.

6. Host Selection

Hosts are not chosen at random. After each Application Period closes, a panel of Sponsor staff will review all eligible applications and select Hosts based on the following criteria:

- **Enthusiasm and creativity** of the applicant's responses to the application questions, including their vision for the gathering;
- **Fit with the Program** and that month's featured cookbook and theme;
- **Ability to host** within the Gathering Window and to receive the Host Kit at the address provided; and
- **Geographic variety** across the selected Hosts.

The number of Hosts selected each month will be stated in the Monthly Details. The Sponsor may select fewer Hosts if it does not receive enough eligible applications that meet these criteria. The Sponsor's selection decisions are final and binding.

7. Notification and Acceptance

Potential Hosts will be notified by email and/or phone on or about the date stated in the Monthly Details. Each potential Host must respond and confirm their shipping address within two (2) days after the notification is sent.

Each potential Host must also complete and sign a Host Agreement, which includes a declaration of eligibility, a release of liability, and a publicity release (where lawful), by the deadline stated in the notification.

If a potential Host cannot be reached, does not respond or return the Host Agreement on time, is found to be ineligible, or does not comply with these Official Rules, they will forfeit their selection, and the Sponsor may select an alternate Host from the remaining eligible applications using the criteria in Section 6.

8. Host Kit

Each Host will receive a Host Kit designed to serve eight (8) people, including the Host. The Host Kit generally includes American lamb product for the Featured Recipe and may include copies of the featured cookbook and hosting materials. The exact contents and approximate retail value ("ARV") of each month's Host Kit will be stated in the Monthly Details.

The Host Kit is not transferable and cannot be exchanged for cash. No substitution is allowed, except that the Sponsor may substitute an item of equal or greater value if an item becomes unavailable.

Host Kits will be shipped only to the address in the eligible area provided by the Host. Hosts must be available to receive the shipment and must refrigerate or freeze perishable items promptly on delivery. The Sponsor is not responsible for shipping delays caused by carriers, weather, or incorrect address information, or for spoilage of product after delivery. If a Host Kit is returned as undeliverable, the Host may forfeit it.

Hosts are responsible for any taxes on the value of the Host Kit or any prize. If the total value of everything a Host receives from the Sponsor in a calendar year is $600 or more, the Host must provide a completed IRS Form W-9 and will receive an IRS Form 1099.

9. Host Responsibilities

Each Host agrees to:

- Host a gathering featuring the Featured Recipe within the Gathering Window;
- Handle, store, and cook the American lamb product safely, following USDA food safety guidelines, including cooking whole cuts of lamb to an internal temperature of at least 145°F with a three-minute rest, and ground lamb to at least 160°F;
- Tell guests about the ingredients served so that guests can make informed choices about food allergies and dietary needs;
- Serve alcohol, if any, only to guests of legal drinking age, and serve it responsibly; and
- Follow all applicable laws, and the rules of any venue or park they use (including any required permits), in connection with their gathering.

The gathering is a private event organized and hosted by the Host. The Host, not the Sponsor, is responsible for the gathering and their guests.

10. Gathering Content and Featured Host

Hosts are encouraged to share photos, videos, and feedback from their gathering ("Gathering Content") by emailing them to kyra@americanlamb.com by the deadline stated in the Monthly Details.

After all of that month's gatherings are complete, Sponsor staff may select one (1) Featured Host from among the Hosts who submitted Gathering Content by the deadline. The Featured Host will be selected based on: the creativity of the gathering; how the Featured Recipe was showcased; the quality of the Gathering Content; and how well the gathering

reflected the spirit of sharing a meal with others.

The Featured Host will be announced on the Sponsor's social media channels, including the @fanoflamb Instagram Story. Any prize for the Featured Host, and its ARV, will be stated in the Monthly Details. If no prize is listed, Featured Host selection is recognition only.

11. Social Media Posts and Disclosure

Hosts are not required to post on social media. Any Host who posts about the Program or their gathering must clearly disclose that they received the Host Kit free from the American Lamb Board, for example by tagging @fanoflamb and using #gifted or #ad, as required by the Federal Trade Commission's endorsement guidelines.

In any posts or Gathering Content, Hosts must not: make health or nutrition claims about lamb other than USDA-approved messaging provided by the Sponsor; disparage any other food, agricultural commodity, brand, or person; include content that is unlawful, obscene, or offensive; include anyone's image without their permission (or, for a minor, the permission of their parent or legal guardian); show minors consuming alcohol; or include music, artwork, logos, or other material that the Host does not have the right to use.

The Sponsor may decline to use, share, or recognize any Gathering Content for any reason.

12. License and Publicity

By submitting Gathering Content, each Host confirms that it is their original work and that they have the permission of everyone shown in it. Each Host grants the Sponsor a non-exclusive, royalty-free, perpetual, worldwide license to use, reproduce, edit, publish, and display the Gathering Content in any media in connection with the Program and the promotion of American lamb, without further compensation.

Except where prohibited by law, each Host also agrees that the Sponsor may use their name, first name and last initial, city and state, social media handle, likeness, and Gathering Content for these purposes without further compensation or notice.

13. Agreement to Official Rules

Applying to the Program constitutes the applicant's full and unconditional agreement to these Official Rules and to the decisions of the Sponsor, which are final and binding. Selection as a Host and receipt of a Host Kit or any prize depend on compliance with these Official Rules.

14. General Conditions

If the operation, security, or administration of the Program is impaired for any reason, including fraud, a virus, a technical problem, or a supply or shipping disruption, the Sponsor or the U.S. Secretary of Agriculture may, in their sole discretion, suspend, modify, or cancel the Program or any month of the Program. The Sponsor may disqualify any person who tampers with the application process or the operation of the Program, provides false information, or acts in violation of these Official Rules or in a disruptive manner. The Sponsor may update these Official Rules and the Monthly Details at any time by posting changes at americanlamb.com/gather-and-graze; changes will not affect an Application Period that is already open, unless required by law or by circumstances outside the Sponsor's control. Failure by the Sponsor to enforce any provision of these Official Rules will not be a waiver of that provision.

15. Release and Limitation of Liability

By applying, each applicant and Host agrees to release and hold harmless the Sponsor, the U.S. Department of Agriculture, the featured cookbook author and publisher, and each of their respective affiliates, advertising, promotion, and fulfillment agencies, shipping carriers, and their respective officers, directors, members, employees, and agents (the "Released Parties") from any claim arising out of participation in the Program, the gathering, or the receipt, preparation, consumption, or use of the Host Kit or any prize. This includes, without limitation, claims for injury, illness (including foodborne illness or allergic reactions), death, or property damage involving the Host or any guest, and claims arising from technical errors, lost or late applications, shipping delays, or errors in the administration of the Program.

The Host is solely responsible for the gathering, for the safe handling and preparation of all food, and for the conduct and safety of their guests. To the extent permitted by law, the Released Parties' liability is limited to the cost of applying to the Program, and applicants waive any right to claim punitive, incidental, consequential, or indirect damages or attorney's fees.

16. Disputes and Governing Law

Except where prohibited, each applicant agrees that any dispute arising out of or connected with the Program will be

resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Colorado. These Official Rules are governed by the laws of the State of Colorado, without regard to its conflict of law rules.

17. Privacy

Information collected from applicants will be used to administer the Program, including selecting Hosts and shipping Host Kits, and may be shared with the Sponsor's agencies and shipping vendors for those purposes.

18. Hosts List

To request the first names and states of a month's Hosts and Featured Host, email kyra@americanlamb.com within sixty (60) days after the end of that month's Gathering Window.

19. Equal Opportunity

The American Lamb Board operates under the oversight of the U.S. Department of Agriculture. The Sponsor does not discriminate in the administration of the Program, including the selection of Hosts and the Featured Host, on the basis of race, color, national origin, religion, sex, age, disability, protected genetic information, or reprisal. Funds for the Program will not be used to influence legislation or government policy or action.