

Ultimate Food Lovers Holiday Official Rules

NO PURCHASE, APPLICATION, OR USE OF SPONSOR PRODUCTS OR SERVICES NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **ELIGIBILITY:** The Giveaway is open to all legal residents of the United States who have reached the age of majority where they reside at the time of entry. By participating in the Giveaway, each entrant agrees to be bound by these Official Rules and Omaha Steaks' (Sponsor) decisions. The Giveaway is subject to all applicable federal, state, and local laws, rules and regulations. Void where prohibited or restricted by law, rule or regulation.

2. **GIVEAWAY PERIOD:** Ultimate Food Lovers Holiday begins at 8:00AM Central Time ("CT") on Monday, November 21st and will end at 8AM CT on Monday, November 28.

3. **HOW TO ENTER:** To enter the Giveaway, individuals must "Like" the Instagram post on Omaha Steaks feed, <https://www.instagram.com/omahasteaks>, Tag a friend (or more) in the comments, and Follow all the brand partners participating in the Giveaway (Big Green Egg (<https://www.instagram.com/biggreenegg/>), GE (<https://www.instagram.com/generalelectric/>), Sugarfina (<https://www.instagram.com/sugarfina/>), and Artisanal Cheese (https://www.instagram.com/artisanal_cheese)). Sharing the post in your stories will gain you an extra entry into the ultimate prize.

Limit: one (1) entry per person or Instagram account during each Entry Period (regardless of whether a person has more than one (1) Instagram account or more than one (1) person uses the same Instagram account). The person entering the Giveaway must be the authorized holder of the associated Instagram account, otherwise, the entry may be deemed void. In the event of a discrepancy in the identity of the potential winner, the entry will be declared made by the authorized account holder of the Instagram account at the time of entry, and the potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of said Instagram account. All entries will be discarded at the end of each Entry Period and will not be used in any future Entry Period. A winner may not submit an entry for any future Entry Period, and any such entry will be considered null and void.

4. **DRAWINGS:** Potential winners will be selected in random drawings from among all eligible entries received before the end of the applicable Giveaway Period. Drawings will be conducted on or about 9AM CT on the day after the End Date of the Giveaway Period. The drawings will be done under the direction of Sponsor, whose decisions are final in all matters relating to the Giveaway.

5. **ODDS:** The odds of winning depend upon the total number of eligible entries received.

6. **PRIZES:** One (1) prize (one (1) prize for each Giveaway Period) will be awarded, each consisting of one (1) Prize. Total Approximate Retail Value of all prizes is \$2,010.00: Mini Max Big Green Egg Package - \$779.00, GE Digital Air Fry 8-in-1 Toaster Oven - \$219.00, GE Profile Opal 2.0 Nugget Ice Maker with Side Tank - \$629.00, Sugarfina Happy Holidays 8 Piece Candy Bento Box - \$76.00, Artisanal Cheese Dinner party Starter Grande - \$148.00, Omaha Steaks

Holiday Favorites Assortment - \$159.99. Winners are responsible for the payment of all federal, state, and local taxes on prizes. No substitution, cash equivalent, or transfer of prize permitted except at the sole discretion of Sponsor, who reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion.

7. WINNER NOTIFICATION: Each winner will be notified by Sponsor through a comment on the winning post approximately one (1) hour after being selected. If the prize notification is undeliverable, or a winner does not reply to Sponsor within twenty-four (24) hours after receipt of notification of his/her name being drawn as a potential winner, or in the event of noncompliance with these Official Rules, the prize will be forfeited and awarded to an alternate winner. If a winner cannot be confirmed and verified twenty-four (24) hours after announcing the alternate winner, the prize will not be awarded. By entering the Giveaway, entrants agree to the use by Sponsor and its designees of their entry, name, city and state and photograph/likeness for advertising, promotional and other purposes, worldwide and in perpetuity, in any and all forms of media, now known or hereafter devised (including and without limitation, the Internet) without additional compensation, except where prohibited by law.

8. LIMITATION OF LIABILITY: By participating in the Giveaway, entrants, or if minors, their parents or guardians, agree to release, indemnify and hold harmless employees of Sponsor, Instagram, prize suppliers, and advertising and promotion agencies, and each of their respective parent, subsidiary and affiliated companies, shareholders, officers, directors, agents, representatives, and employees (collectively "Releasees") from and against any injuries, losses, damages, claims, actions and any liability of any kind resulting from or arising from participation in the Giveaway or acceptance, possession, use, misuse or non-use of the prize that may be awarded. This Giveaway and these Official Rules shall be interpreted in accordance with the laws of the State of Nebraska without regard to its principles of conflicts of law and jurisdiction and venue shall be solely within the State of Nebraska. Releasees are not responsible for technical, computer, mechanical, printing, typographical, human or other errors relating to or in connection with the Giveaway, including, without limitation, errors which may occur in connection with the administration of the Giveaway, the processing of entries, the announcement of the prizes, the Official Rules, or in any Giveaway related advertising or materials; or for stolen, lost, late, misdirected, damaged, incomplete, inaccurate, undelivered, delayed or illegible entries; or for electronic, computer, or telephonic malfunction or error, fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including computer, telephone, paper transfer, or human or other error. If in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Giveaway, or if computer viruses, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Giveaway, Sponsor, at its exclusive discretion reserve the right to disqualify any individual who tampers with the entry process and/or void any entries submitted fraudulently, to modify or suspend the Giveaway, or to terminate the Giveaway and conduct a random drawing to award the prize using all eligible non-suspect entries received as of the termination date. Winners are limited to one (1) prize from the Sponsor within any three hundred sixty-five day period. As a condition of entering the Giveaway, entrants and their

parents/ guardians agrees that: a) under no circumstances will entrants and their parents/ guardians be permitted to obtain awards for, and entrants and their parents/ guardians hereby waive all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; b) all causes of action arising out of or connected with this Giveaway or the prize awarded, shall be resolved individually, without resort to any form of class action; and c) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred and in no event shall entrants and their parents/ guardians be entitled to receive attorneys' fees or other legal costs. Sponsor reserves the right to modify prize award procedures.

9. **PERSONAL INFORMATION:** Information collected from entrants and their parents/guardians will be maintained by Sponsor in accordance with applicable federal and state consumer privacy laws, rules and regulations. Also, due to Instagram privacy settings, if privacy settings prevent Sponsor from seeing any entries, those entries will not be entered into the Giveaway.

10. **WINNERS' NAMES:** The names of the winners (available on or about the day after each Entry Period drawing) will be posted on Sponsor's Instagram page.

11. **NO AFFILIATION WITH INSTAGRAM:** The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram.

12. **SPONSOR:** OmahaSteaks.com, Inc., 11030 O Street, Omaha, NE 68137.