

Embrace The Pursuit Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY. NEITHER A PURCHASE NOR PAYMENT OF ANY KIND WILL INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS REQUIRED.

- 1. ELIGIBILITY: NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE TO WIN.** The Embrace the Pursuit Sweepstakes (“Sweepstakes”) is open only to legal residents of the 50 United States and District of Columbia who are 18 years of age or older (or 19 years of age or older if entrant is a resident of AL or NE) as of the start date of the Sweepstakes. Void where prohibited or restricted by law, regulation, and rule or otherwise. Subject to all applicable federal and state laws and regulations. Employees, agents, independent dealers, and affiliates of the Sponsors (identified below), Administrator, and their agents, affiliates, and immediate family members of all such persons, are not eligible to participate in Sweepstakes.
- 2. WHEN TO ENTER:** Sweepstakes begins at 12:00:00 AM Central Time (“CT”) on September 9, 2023, and ends at 11:59:59 PM CT on December 17, 2023 (“Sweepstakes Period”). The Sweepstakes Period will be broken out into 100 separate daily entry periods (each, an “Instant Win Period”).
- 3. HOW TO ENTER:** To enter, visit www.true timberinstantentry.com (“Website”) during the Sweepstakes Period and complete and submit the online entry form (which includes your name, address and email address) to receive one (1) entry into the Sweepstakes random drawing and one (1) entry into the Instant Win Period random drawing for that day, simultaneously. All online entries must be completed no later than 11:59:59 PM CT each day during the Instant Win Period or by 11:59:59 PM CT on December 17, 2023 for the Grand Prize random drawing and final Instant Win Period. Upon submission, all entries become the exclusive property of TrueTimber Outdoors Holding Co LLC.®, American Honda Motor Co., Inc., and Link Snacks, Inc. dba Jack Link’s® (“Sponsors”) and no entries will be returned. **Limit of one (1) entry per person per day/Instant Win Period.**
- 4. HOW WINNERS ARE SELECTED/RANDOM DRAWINGS:** There will be one (1) grand Prize random drawing and one-hundred (100) Instant Win Prize random drawings. For the Grand Prize random drawing, one (1) Grand Prize winner will be selected at the conclusion of the Sweepstakes Period, via random drawing, on or about December 19, 2023. Additionally, there will be one (1) Instant Win Prize random drawing each day during the Sweepstakes Period, where one (1) Instant Win Prize winner will be selected each day for the hundred (100) days of the Sweepstakes Period, via a daily random drawing. These random drawings will be conducted by Arrowhead Promotion & Fulfillment Co., Inc. (“Administrator”), an independent judging organization. Odds of winning the Grand Prize depend on the number of valid entries received during the entire Sweepstakes Period. Odds of winning an Instant Win Prize depends on the number of eligible entries that are received up until each Instant

Win Period's random drawing. By participating, entrants agree to be bound by these Official Rules and by the decisions of the judging organization, which are final and binding in all respects.

The potential Grand Prize Winner will be required to execute an Affidavit of Eligibility, Liability Release and/or Publicity Release (where legal) to be returned within **five (5) business days** of the sending of the releases to the potential Grand Prize Winner. Grand Prize Winner will be notified via e-mail on or near the day of the random drawing, and will have **three (3) business days** to respond to the winner notification. In the event of non-compliance with this timing and with these requirements (including execution and return of the Affidavit of Eligibility, Liability Release and/or a Publicity Release) or if the Grand Prize notification/Grand Prize is returned as undeliverable or goes unanswered, that potential Grand Prize winner will forfeit his/her right to the Grand Prize, and an alternate potential Grand Prize winner will be selected via random drawing from among all remaining eligible entries received, time permitting. Each potential Instant Win Prize winner will be notified via the Website upon completing their entry, and may be required to sign and return a Liability Release and/or Publicity Release, at Sponsor's sole discretion. Upon winner verification, Sponsor or Administrator will mail out the Instant Win Prize to the Instant Win Prize winner. In the event of non-compliance with this timing and with these requirements (including execution and return of the Liability Release and/or a Publicity Release, if applicable), that potential Instant Win Prize winner will forfeit his/her right to the Instant Win Prize, and an alternate potential Instant Win Prize winner will be selected via random drawing from among all remaining eligible entries received, time permitting

- 5. PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"): One (1) Grand Prize Winner:** Grand Prize will contain one (1) Honda Pioneer 5P MSRP: \$22,299, One (1) Jack Link's Gift Card: \$1,200, One (1) TrueTimber Gift Card: \$500. Total ARV: \$23,999. The Grand Prize off-road vehicle will be available for pick-up at a local dealer near Grand Prize winner's residence as determined solely by Sponsor. ARV of the vehicle is as of date of printing of these Official Rules. The difference in value as stated herein and value at time of prize notification, if any, will not be awarded in cash or otherwise. **Winner WILL be required to pay for taxes and licensing fees upon pickup of the ATV.** Any upgrades and options are at the sole expense of the Grand Prize Winner. Package, factory options, and other specifics to be determined by Sponsor, and are subject to availability. Grand Prize winner must be a licensed driver and must present a current valid U.S. driver's license and proof of insurance prior to taking possession of the vehicle. Failure to show may result in Grand Prize forfeiture and selection of an alternate potential winner. Grand Prize Winner is responsible for all associated dealership fees including all title, license, insurance, registration, dealer preparation, applicable taxes or fees, destination and handling charges, and other fees associated with vehicle, including any travel and transportation costs associated with collecting the vehicle from local dealership. All other costs not specifically stated herein as being awarded are the responsibility of Grand Prize winner. Grand Prize winner must take delivery of vehicle from the designated dealer within **thirty (30) days** after the date the vehicle is delivered to the

specified designated dealer, or the vehicle may (in Sponsors' sole discretion) be automatically forfeited by the Grand Prize winner. Except as stated in the manufacturer's limited warranty for the vehicle, no person associated with the manufacture, distribution, development and execution of this Sweepstakes and its prize(s), or any of their respective affiliates, parent companies, subsidiaries, directors, officers, employees, and agents makes any warranties, representations or guarantees, express or implied, in fact or in law, relative to the use or enjoyment of the vehicle, including, without limitation, its quality, mechanical condition, merchantability or fitness for a particular purpose. Any and all guarantees and warranties for the Grand Prize are subject to the manufacturer's terms and conditions, and the Grand Prize winner agrees to look solely to such manufacturers for any such warranty or guarantee claim.

One Hundred (100) Instant Win Prize Winners: Each Instant Prize Winner will receive One (1) TrueTimber 15L Round Dry Bag \$39.99, One (1) TrueTimber Hat \$5.97, One (1) 1 Pound Bag Original Beef Jerky: \$18.49. Total ARV (each): \$64.45.

Total ARV of all Prizes is \$30,444. All state, local and federal taxes on any Prize are solely the responsibility of winner. Prizes consists of only those items specifically listed as part of the Prize. The Sponsors may substitute the Prize, or portion thereof, for one of equal or greater value if the Prize or any portion of the Prize becomes unavailable, or for any reason at Sponsors' sole discretion. Prize is nontransferable, and no cash or other substitutions will be offered except at the sole discretion of Sponsors.

6. ENTRY CONDITIONS AND RELEASE: By entering, each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsors which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless the Sponsors, Administrator and their employees, officers, directors, shareholders, agents, representatives, parent companies, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and legal advisors (the "Released Parties"), from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, acceptance or use or misuse of prize and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorney's fees) arising out of or relating to an entrant's participation in the Sweepstakes and/or entrant's acceptance, use or misuse of Prize.

7. PRIVACY POLICIES AND DATA COLLECTIONS: Information provided by you for this Sweepstakes on the entry form, including a receipt, is subject to the Sponsors privacy policies:

TrueTimber Outdoors Holding Co LLC. (<https://www.truetimber.com/privacy-policy>), Honda (<https://www.honda.com/privacy/Privacy-Notice>), and Jack Link's (<https://www.jacklinks.com/privacy/>). By entering this Sweepstakes, each entrant agrees that the Sponsors and/or Administrator has the right to contact the entrant by phone, direct message, or email accounts provided on the Entry Form to administer and fulfill this Sweepstakes.

8. GENERAL CONDITIONS: Sponsors reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, for any reason whatsoever, including, without limitation, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction or if any fraud, technical failures or any other factor beyond the Sponsors reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsors in their sole discretion. If the Sweepstakes is terminated before the designated end date, Sponsors will (if possible) select the Grand Prize Winners in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. The Sponsors reserves the right in their sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsors reserve the right to seek damages from any such person to the fullest extent permitted by law. Only the type and quantity of prizes described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The Sponsors failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. LIMITATIONS OF LIABILITY: The Released Parties as set forth above are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse

of any Prize. If for any reason an entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes.

10. DISPUTES/GOVERNING LAW: Entrants agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than those concerning the administration of the Sweepstakes or the determination of winner, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate South Carolina State Court; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant 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 YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsors in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of South Carolina, without giving effect to any choice of law or conflict of law rules (whether of the State of South Carolina, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of South Carolina.

11. WINNER'S LIST/OFFICIAL RULES: See www.truetimberinstantentry.com for official rules. For Prize winner's name, send a self-addressed, stamped envelope to: Embrace the Pursuit Sweepstakes/Instant Win Winner list, 1105 SE 8th Street Ref #S9048, Grand Rapids, MN 55744. Requests must be received by December 30, 2023.

12. SPONSORS: TrueTimber Outdoors Holding Co LLC. 150 Accurate Way, Inman SC 29349, American Honda Motor Co., Inc., 1919 Torrance Blvd., Torrance, CA 90501, and Link Snacks, Inc. Jack Link's One Snack Food Lane P.O. Box 397 Minong, WI 54859.

13. ADMINISTRATOR: Arrowhead Promotion & Fulfillment Co., Inc., 1105 SE 8th Street, Grand Rapids, MN 55744.

Microsite: www.truetimberinstantentry.com

ABBREVIATED OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. The TrueTimber Embrace the Pursuit Sweepstakes is open only to legal residents of the 50 US and DC, 18 and older (or 19 and older for AL & NE residents). Void where prohibited. Begins 9/9/2023 and ends 12/17/2023. Odds of winning depend on the number of valid Entries received. For ENTRY/PRIZES/ODDS/FULL RULES visit www.truetimberinstantentry.com. Total ARV of all prizes: \$30,444. SPONSORS: TrueTimber Outdoors Holding Co LLC. 150 Accurate Way, Inman, SC 29349, American Honda Motor Co., Inc., 1919 Torrance Blvd., Torrance, CA 90501, and Link Snacks, Inc. dba Jack Link's, One Snack Food Lane, Minong, WI 54859.