

Hormel Food Sales, LLC

“HORMEL® CHILI FIREHOUSE CONTEST”

Official Rules

NO PURCHASE, PAYMENT, OR DONATION OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT OR DONATION WILL NOT INCREASE OR IMPROVE YOUR CHANCES OF WINNING.

1. ELIGIBILITY. The Hormel Food Sales, LLC (“Sponsor”) “*Hormel*® Chili Firehouse Contest” (the “Contest”) is only open to those who, as of the start date, are legal residents of the fifty (50) United States, including the District of Columbia, at least eighteen (18) years old and an active firefighter working at a functioning station. The Contest is void where prohibited or restricted by law. Employees, officers and directors of Sponsor, Prizelogic, LLC (“Administrator”), and their parents, subsidiaries, affiliates, divisions, advertising and Contest agencies (“Contest Entities”) involved in the administration of this Contest, and the immediate families (defined as parents, spouses, children, siblings, grandparents and their respective spouses) or members of the same household (whether related or not) of each such employee, officer and director, are not eligible to enter.

2. TIMING. The Contest entry period begins at 12:00 PM (noon) Eastern Time (“ET”) on May 15, 2017 and ends at 11:59:59 PM ET on June 16, 2017 (the “Entry Phase”) followed by a judging phase which begins June 17, 2017 at 12:00 AM ET and ends June 30, 2017 at 11:59:59 PM ET (the “Judging Phase”), a voting phase which begins July 5, 2017 at 12:00 AM ET and ends July 21, 2017 at 11:59:59 PM ET (the “Voting Phase”) and a winner event (“Winner Event”) that takes place in August 2017 (exact date determined by Sponsor in its sole discretion). The Entry Phase together with the Judging Phase, Voting Phase and Winner Event shall be referred to as the “Contest Period.” Administrator’s computer is the official timekeeping device for the Contest.

3. HOW TO ENTER. During the Entry Phase, an eligible entrant must visit www.hormel.com/firehousechili (“Website”) and enter his/her valid e-mail address. If it is the entrant’s first time entering the Contest, entrant must register by entering the information requested on the registration form, which may include, without limitation: his/her first and last name (initials not permitted) complete mailing address (P.O. Boxes are not permitted), date of birth, telephone number, fire station name and location, firefighter rank, and affirmation that he/she is currently affiliated with a fire station and has read and agrees to be bound by these Official Rules. Entrant must then follow the on-screen prompts to submit his/her original chili recipe (including a recipe name), a story about the recipe (share any background about the recipe, what inspired it, is it a family recipe, how was it developed, anything fun or unique about it, etc.), and an optional photograph of his/her chili (collectively, “Entry”). **Recipes do not need to include *Hormel*® chili.** Entries become the property of Sponsor and will not be returned. Entrants will receive one (1) Entry into the Contest.

Entry Limit: Entrants may submit one (1) Entry per day during the Entry Phase. Each Entry submitted during the Entry Phase must include a unique recipe from any other Entries submitted by that entrant on any other day of the Entry Phase (i.e., a recipe may not be re-submitted by the same entrant more than one [1] time). In the event that the same recipe is submitted by more than one entrant – even if independently created – only the first entrant of that recipe will be eligible to win a prize in this Contest.

Note: A mobile device is not required to participate in this Contest, but if an entrant elects to participate or access the Website on his/her mobile device, the entrant's wireless service provider may charge the entrant for applicable data charges. Entrants should consult their wireless service provider regarding its pricing plans. Message and data rates may apply. Entrants should review their mobile devices' capabilities for specific mobile application instructions.

By submitting an Entry, each entrant agrees that his/her Entry conforms to the entry guidelines and restrictions set forth below in these Official Rules ("Entry Requirements"). Without in any way limiting, expanding or amending the requirements set forth in these Official Rules or the terms and conditions residing on Sponsor's website, which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant's Entry infringes upon the rights of another person, and/or receives a legally valid request to remove the affected Entry from Sponsor's website and the Contest because of such infringement, such Entry may be disqualified from the Contest, as Sponsor may determine in its sole discretion. Further, no entrant will be eligible to receive a prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's Entry has been or can be sufficiently cleared for legal purposes and such entrant's eligibility is verified. Each person who enters this Contest represents and warrants as follows: (i) the Entry is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Entry does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (iii) the Entry does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; and (iv) the Entry does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

ENTRY GUIDELINES AND RESTRICTIONS:

- Entry must be in English;
- Entry must be up to 1,500 characters for the recipe and 1,500 characters for the story portion;
- Entry must be created by the entrant, and must not: be copied from another source/plagiarized, have been previously published or have previously won a prize or award;
- Entry must comply with these Official Rules;
- Entry must not contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, including copyright infringement (including, but not limited to logos, trade names, or patented features);

- Entry must be in keeping with Sponsor's image and not be offensive or disparaging to Sponsor, Administrator, or any other person or party affiliated with the Contest, or any of their respective products and/or brands;
- Entry must not include any personally identifiable information of any person, such as full name, address or phone number;
- Entry must be the original work of the entrant;
- Entry must not include any logos, brand names or trademarks other than Sponsor's, which Sponsor has granted entrant a limited license to use for purposes of this Contest;
- Entry must not have been submitted previously in a promotion or contest of any kind;
- Entry must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, violent, tortious, defamatory, slanderous or libelous (as determined by Sponsor at Sponsor's sole discretion);
- Entry may not include an ingredient that is unlawful in any of the United States (even if such ingredient is lawful in the jurisdiction of the entrant);
- Entry must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age (as determined by Sponsor at Sponsor's sole discretion);
- Entry must not contain any express or implied commercial endorsement;
- Entry must not contain, facilitate, reference, or use material that promotes illegal drug use, alcohol abuse, or other illegal activity;
- Entry must not contain material or statements that promote use of alcohol by minors, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Entry must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way; and
- Entry must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Entry is created or in any jurisdiction where the Contest is open.

NOTE: By submitting an Entry, each entrant agrees that his/her Entry conforms to the Entry Requirements set forth above and all other terms and conditions in these Official Rules and that Sponsor or Administrator may, at its sole and absolute discretion, disqualify him/her from the Contest if Sponsor (in Sponsor's sole discretion) decides that his/her Entry fails to conform to the Entry Requirements or any other provision of these Official Rules.

Your Entry must not contain any inappropriate or offensive materials, as determined by Sponsor in its sole discretion. Any Entry, which in the sole opinion of Sponsor, is deemed inappropriate in any way (e.g., defamation, nudity, pornography, gratuitous violence, inappropriate language, obscene, illegal, racially or morally offensive or likely to transmit or contain a virus, corrupted file or any similar element, etc.), is inconsistent with the theme or image of the Contest, contains personally identifiable information, or otherwise violates the terms or the spirit of these Official Rules in any way, may be rejected and result in disqualification. Entries must comply with all laws, rules, and regulations including, but not limited to, those concerning copyright, plagiarism,

trademark, defamation and invasion of privacy. Sponsor has the right, but not the duty, to review and disqualify any Entry submitted in connection with this Contest.

In the event of a dispute as to the ownership of an entrant's Entry, the natural person who is the authorized account holder of the email address or other address used to enter will be deemed to be the entrant, but only if that person is otherwise eligible to enter the Contest. The "authorized account holder" is the natural person assigned to an email address or similar electronic address by an Internet access provider, online service provider, or other organization responsible for assigning addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder. If a dispute cannot be resolved to Sponsor's satisfaction, the winning entrant may be deemed ineligible.

4. **INTELLECTUAL PROPERTY LICENSE AND RELEASE:** By submitting an Entry, you represent, warrant and covenant as applicable (and agree to release and indemnify Contest Entities from same) that your Entry and all content therein: (i) is your original creation, has not been copied in whole or in part from any other work, and is your sole and exclusive property (or entrant has all ownership rights thereto); (ii) is taken and specifically created for this Contest and has not been previously published (in whole or in part), received an award or honorable mention, nor been previously shown online, or submitted in any other promotion, competition, or showing; (iii) does not violate or infringe any copyright, trademark or other proprietary, publicity, privacy, or any other laws, rules or regulations, nor the rights of any person or entity; and (iv) any individuals who worked on or appear in the Entry in any manner, and any venues depicted therein, have given you their express consent to submit the Entry for the use contemplated (or if a minor is portrayed in the Entry, entrant has obtained express consent of the minor's parent or legal guardian for the use contemplated herein).

YOU WILL NOT BE PAID FOR YOUR ENTRY or for granting any of these rights. You agree to waive all claims to and shall receive no royalties of any kind now or in the future from the Contest Entities and their licensees, successors and assigns for use of your Entry or otherwise, and you represent, warrant and agree that no other party is entitled to claim royalties from the use of the Entry and that your Entry is not subject to any collective bargaining agreements.

5. **JUDGING:** During the Judging Phase all eligible Entries received during the Entry Phase will be judged by a Ray Cooney ("Judge"). The recipe will not be prepared by the Judge. The Judge will score each Entry according to the following judging criteria (collectively, "Judging Criteria"): (i) Originality/creativity (35%); (ii) Flavor potential (35%); (iii) Story/inspiration behind the recipe (30%). The ten (10) Entries that receive the highest overall score will move forward into the Voting Phase. In the event of a tie, the Entry with the highest ranking in the Story/inspiration behind the recipe criteria will participate in the Voting Phase.

6. **VOTING:** During the Voting Phase, the top ten (10) Entries from the Judging Phase will be posted in a gallery on the Website. Eligible entrants who are legal residents of the fifty (50) United States or the District of Columbia and eighteen (18) years of age or older, will be able to visit the Website and follow the onscreen instructions to register and vote for the Entry he/she likes the best. Each voter may vote one (1) time per day. The three (3) Entries that receive the most votes will be deemed the potential finalists (each a "Finalist"). In case of a tie, the Finalist

that receives the most votes first, will be deemed the winner potential Finalist. Each Finalists is considered a potential Finalist pending verification of his/her eligibility and compliance with the Official Rules. The Finalists will be contacted on or around July 31, 2017. Each potential Finalist must complete the required documents as outlined below in Section 10 before being a confirmed as a Finalist.

Votes received from any person or e-mail address in excess of this limitation will be void. Votes generated by script, BOT, macro or other automated means are void and may result in disqualification of the entrants for whom the improper votes were received. Voting must be completed by the actual person casting the vote. A person may not vote on behalf of another person. Subsequent votes during one calendar day by a single voter or e-mail address will be disqualified. Votes intended to impact the integrity of the voting process as determined by Sponsor in Sponsor's sole discretion are void. Payment or other consideration in exchange for votes is prohibited and all such votes will void and associated entrants, voters and/or Finalists may be disqualified. Vote counts are not official until verified by the Sponsor, in its reasonable discretion. Any attempt by the entrant and/or its respective family/friends to vote more than the number of times authorized herein, using multiple names and/or email addresses and/or any other fraudulent mechanism, as determined by the Sponsor in its sole discretion, shall give the Sponsor the right to disqualify the entrant in Sponsor's reasonable discretion. If the Sponsor determines that that an entrant was involved in any way in the perpetration of any fraud, Sponsor may disqualify the entrants for whom the fraudulent votes were received.

7. **WINNER EVENT:** The three (3) confirmed Finalists will all receive a trip to New York, New York to attend a chili cook-off ("Cook-Off") in August 2017 (see details of trip below in Section 9) for the Winner Event (exact date and location determined by Sponsor in its sole discretion). At the Cook-Off, each Finalist will prepare his/her Entry recipe. Sponsor will provide all ingredients required for each Finalist's recipe. The recipes will be judged by a panel of qualified judges ("Judges"). The Judges will score each Entry according to the following judging criteria (collectively, "Judging Criteria"): (i) Taste (50%); (ii) Story behind the recipe (30%); (iii) Presentation (20%). The Finalist who receives the highest score will be deemed the potential grand prize winner ("Grand Prize Winner"), the Finalist that receives the second highest score will be deemed the potential first prize winner ("First Prize Winner"), and the Finalist that receives the third highest score will be deemed the potential second prize winner ("Second Prize Winner"). In case of a tie, the Finalist who received the highest score in (ii) Story behind the recipe will be deemed the higher placed winner.

8. **AGREEMENT TO OFFICIAL RULES AND DECISIONS.** By participating, each entrant fully and unconditionally agrees to be bound by and accepts these Official Rules, and the decisions of Sponsor and judges (including, without limitation, decisions regarding eligibility of Entries, the approval of entrants and selection of the winner, and the awarding of a prize), which are final and binding in all respects.

9. **PRIZES AND APPROXIMATE RETAIL VALUE:**

A. **Grand Prize (1):** The Grand Prize Winner will receive six (6) 108 oz. cans of *Hormel*[®] Chili per month for twelve (12) months and a trip for two (2) to New York, NY to attend

and participate in the chili Cook-Off (“Grand Prize”). The Grand Prize Winner’s fire station will be issued a \$10,000 check. The total approximate retail value (“ARV”) of the Grand Prize for the winner is \$13,000.

- B. First Prize (1): The First Prize Winner will receive six (6) 108 oz. cans of Hormel Chili per month for twelve (12) months and a trip for two (2) to New York, NY to attend and participate in the chili Cook-Off (“First Prize”). The First Prize Winner’s fire station will be issued a \$2,500 check. The ARV of the First Prize for the winner is \$5,500.
- C. Second Prize (1): The Second Prize Winner will receive six (6) 108 oz. cans of Hormel Chili per month for twelve (12) months and a trip for two (2) to New York, NY to attend and participate in the chili Cook-Off (“Second Prize”). The Second Prize Winner’s fire station will be issued a \$2,500 check. The ARV of the Second Prize for the winner is \$5,500.
- D. Total ARV: The total ARV of all prizes to the winners is \$24,000. Sponsor will award a total ARV of \$15,000 in the Contest.
- E. General Prize Conditions: Each trip to the Winner Event includes round-trip coach class air transportation from a major commercial airport near winner’s residence to New York, NY for winner and one (1) adult guest, two (2) nights hotel standard accommodations (single room/double occupancy), transportation to and from the airport and hotel and from the hotel to the Winner Event, and participation in the Cook-Off.

Winners’ guests must be eighteen (18) years of age or older. If a winner elects to travel or partake in the prize without a guest, no additional compensation will be awarded to the winner. Trip must be taken on dates specified by Sponsor. Winners and guests must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winners and guests are responsible for having valid travel documents including government identification and/or passports. Winners are responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least 7 days in advance. Guests of winners must sign and return a travel liability release before travel will be booked. Winners and guests hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winners will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of a prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail.

The right to receive a prize is non-assignable, non-transferable and no prize substitution or exchange will be allowed, except by Sponsor who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize. The Contest Entities shall not be responsible for any inability of any Contest winner to accept or use any portion of a prize for any reason. Federal, state and local taxes are solely the responsibility of each winner. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Contest Entities are not responsible for any delays in Prize fulfillment. In no event will more prizes than are stated in these Official Rules be awarded. Limit: One (1) prize per person.

10. HOW TO CLAIM A PRIZE: On or about July 31, 2017, each potential Finalist will be notified via e-mail at the email address provided at time of Entry (the "Finalist Notification"). An Affidavit of Eligibility/Publicity Release will be attached to the Finalist Notification emails for the trip portion of the prizes. Each potential Finalist must complete and sign all requested documents and return such completed/signed documents within five (5) days of attempted notification in order to be verified as a Finalist and awarded his/her trip prize. Finalists must also provide a list of ingredients needed for the Cook-Off. If a potential Finalist is found to be ineligible or not in compliance with these Official Rules, if a potential Finalist declines to accept a trip prize, if Sponsor or Administrator is unable to contact a potential Finalist via the email address provided by the potential Finalist at time of Entry, if a potential Finalist fails to complete and return all documents within the time period specified, or if the Finalist Notification is returned undeliverable, the respective trip prize will be forfeited, and in the Sponsor's sole discretion, the forfeited trip prize may be awarded to an alternate Finalist. If the Sponsor wishes to select an alternative potential Finalist, such alternative will be the entrant whose Entry received the next-highest votes from among the eligible Entries received and such alternate Finalist will go through the same notification/verification process as detailed above. Each potential Finalist may be required to furnish proof of identification and other proof of eligibility under these Official Rules.

At the Winner Event, each Finalist will be notified as to which prize he/she has won. Winners will be required to complete and sign another Affidavit of Eligibility, accepting the other elements of the respective prize he/she has won. Each winner must return such completed/signed documents at conclusion of the Winner Event in order to be awarded his/her prize. If a winner declines to accept a prize, if Sponsor or Administrator is unable to contact a winner, if a winner fails to complete and return the documents within the time period specified, or if the documents are returned undeliverable, the respective prize will be forfeited. Unclaimed prizes may not be awarded.

Regarding prizes awarded to fire stations, the Sponsor or Administrator will contact the winning fire stations. If the Sponsor in its sole discretion determines that the fire station is eligible under these Official Rules to receive a prize and the fire station wishes to accept the prize, then the prize will be mailed directly to the fire station at the address provided by the fire station. The Grand Prize winning fire station will be required to complete an Affidavit in a form suitable for the fire station as set forth above.

Note: If a winning fire station is supported or funded by a charitable foundation, the winning fire station may assign the applicable prize to such foundation or a similar entity or organization.

If the Sponsor or Administrator is unable to contact the fire station or if the fire station refuses to accept the prize, or if the prize is returned as undeliverable, then the fire station will be disqualified and the Sponsor will select an alternative fire station in a fair and reasonable manner to receive the prize.

THE GRAND PRIZE WINNER INDIVIDUAL (NOT THE FIRE STATIONS) WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE AND EACH POTENTIAL WINNER MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

11. PUBLICITY. Except where prohibited by law, by submitting an Entry, you (and each fire station) irrevocably grant to Sponsor and those acting with its authority, the exclusive, unrestricted, sub-licensable, absolute, irrevocable, perpetual, worldwide right and license to use your Entry, name, address, likeness, voice, biographical and personal background information, and statements, without further compensation, consideration, or notice or permission, and to reproduce, copy, modify, create derivative works of, display, perform, exhibit, distribute, transmit or broadcast, publicly or otherwise, or otherwise use and permit to be used the Entry or any part thereof, whether alone or in combination with other materials, in any media now known or hereafter developed, in connection with any purpose, including but not limited to advertising, promotion, publicity, and trade. The rights granted under this paragraph shall extend to all Entries and all other submitted materials related to the Contest, including those submitted by non-winners and winners. Despite the above, Sponsor has no obligation to use such materials in any manner.

9. GENERAL CONDITIONS. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Contest if, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, there is any unsportsmanlike, dangerous or disruptive behavior associated with the Contest, or there are viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor's reasonable control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award prizes from among eligible, non-suspect Entries received up to the time of suspected impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules.

10. **RELEASE.** By entering, each entrant forever, fully and irrevocably releases and holds harmless Sponsor, Administrator, and their parents, subsidiaries and affiliates, and their respective agents, advertising and promotion agencies, affiliates, Contest partners and prize suppliers, and all of their respective employees, officers, directors, shareholders and agents from and against all claims, damages or liabilities arising in whole or in part, directly or indirectly, from entrant's participation and/or Entry in the Contest and/or each winner's award, receipt or use of any prize awarded in the Contest or any prize-related activity.

11. **LIMITATIONS OF LIABILITY.** By participating in this Contest, entrants (and, if a prize recipient, fire stations) agree that the Contest Entities, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due or undeliverable Entries, email notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering or hacking or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any Contest-related website or social media platform. The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting or using a prize. The Released Parties shall not be responsible or liable for Entries that are entered by any automated computer, program, mechanism or device, for any Entries in excess of the stated limit or for Entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Contest is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest and/or aspects of the Contest, including but not limited to: the selection of winners in a manner it deems fair and reasonable, including but not limited to the selection of the winners from among eligible Entries received prior to such cancellation, termination, modification or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners of the advertised number of Prizes. This Contest is subject to all federal, state and local laws and regulations.

By entering the Contest, each entrant (and, if a prize recipient, each fire station) agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including but not limited to reasonable outside attorneys' fees) that may arise in connection with: (a) the Contest, including but not limited to any Contest-related activity or element thereof, and the entrant's registration, participation or inability to participate in the Contest, (b) the violation of any privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Contest materials, (d) acceptance, receipt, delivery of, possession, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to: by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Contest, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any registration (including but not limited to the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Contest, any Contest-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Contest and/or its contents related to or resulting from any part of the Contest, (l) any lost/delayed data transmissions, omissions, interruptions, defects and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof) or (p) the negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Contest, including but not limited to the Prize components, are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

12. DISPUTES. THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“AAA RULES”). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

13. DATA COLLECTION. Information collected in this Contest will be administered by Sponsor in accordance with its Privacy Policy, located at <http://www.hormelfoods.com/About/Legal/Privacy-Policy>.

14. NATURE OF RELATIONSHIP/EXCLUSION OF FUTURE CLAIMS/WAIVER OF EQUITABLE RELIEF: Each entrant hereby acknowledges and agrees that the relationship between the entrant and the Contest Entities is not a confidential, fiduciary, or other special relationship, and that the entrant’s decision to provide the entrant’s Entry to Sponsor for purposes of the Contest does not place the Contest Entities in a position that is any different from the position held by members of the general public with regard to elements of the entrant’s Entry. Each entrant understands and acknowledges that the Contest Entities have wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to it or being developed by their own employees. Each entrant also acknowledges that many ideas or recipes may be competitive with, similar or identical to such entrant’s Entry in theme, idea, format or other respects. Each entrant acknowledges and agrees that such Entrant will not be entitled to any compensation as a result of any Contest Entity’s use of any such similar or identical material now or in the future. Each entrant acknowledges and agrees that the Contest Entities do not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the copyright in and to any portion of the Entry. Finally, each entrant acknowledges that, with

respect to any claim by entrant relating to or arising out of a Contest Entity's actual or alleged exploitation or use of any Entry or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable entrant will not be irreparable or otherwise sufficient to entitle such entrant to seek injunctive or other equitable relief and Entrant's rights and remedies in any such event shall be strictly limited to the right to recover damages, if any, in an action at law.

15. **NO OBLIGATION TO USE/FURTHER DOCUMENTATION:** Sponsor shall have no obligation (express or implied) to use any Entry, or to otherwise exploit any Entry or, if commenced, to continue the distribution or exploitation thereof, and Sponsor may at any time abandon the use of the any Entry for any reason, with or without legal justification or excuse, and contestants shall not be entitled to any damages or other relief by reason thereof. If Sponsor shall desire to secure additional assignments, certificates of engagement for the entry or other documents as Sponsor may reasonably require in order to effectuate the purposes and intents of these Official Rules, then each entrant agrees to sign the same upon Sponsor's request therefor.

16. **GENERAL:** Any attempted form of participation in this Contest other than as described herein is void. If it is discovered or suspected in Sponsor's sole and absolute discretion that an entrant has registered or attempted to enter the Contest in excess of the stated limits using multiple accounts, multiple identities, proxy servers or like methods, all of that entrant's Entries will be declared null and void, and that entrant will be ineligible to win a Prize. In the event of a dispute as to the identity of a winner, the winning Entry will be declared made by the person named in the Entry Form which must match the name of the authorized account holder of the e-mail address associated with the Entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business or educational institution) that is responsible for assigning e-mail addresses for the domain associated with the e-mail address associated with the social media handle used to enter the Contest. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and result in the disqualification of the individual utilizing such. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY CONTEST WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. 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.** If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. Sponsor's and/or Administrator's interpretation of these Official Rules is final and binding in all matters related to the Contest.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All registrations and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Contest details contained in these Official Rules and Contest details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Contest as set forth in these Official Rules shall prevail.

17. WINNERS LIST. To obtain a list of winners, mail a self-addressed, stamped business-sized envelope to: *Hormel*[®] Chili Firehouse Contest – Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by September 28, 2017.

18. SPONSOR. The sponsor of the Contest and the address at which the Sponsor may be contacted is Hormel Foods Sales, LLC, 1 Hormel Place, Austin, MN 55912.