

**Jack Link's Eat Meat Sweepstakes
Official Rules**

- **NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND DOES NOT INCREASE YOUR CHANCES OF WINNING.**
- **VOID WHERE PROHIBITED BY LAW.**
- **ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**
- **THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH X CORP.**

BY ENTERING (OR OTHERWISE PARTICIPATING IN) THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SWEEPSTAKES PARTIES AND THE RELEASED PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **ELIGIBILITY:** The Jack Link's Eat Meat Sweepstakes ("Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen years of age or older as of date of entry. Employees, officers and directors of Links Snacks Inc. ("Sponsor"), Realtime Media LLC ("Administrator") and their respective parent companies, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies (collectively, the "Sweepstakes Parties"), National Association for Stock Car Auto Racing, LLC ("NASCAR"), Talladega Superspeedway, LLC, their immediate family members and those living in the same household as such individuals (whether legally related or not) are not eligible to participate in the Sweepstakes or win the prize. For purposes of this Sweepstakes, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and their respective spouses, and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. In the event that a household, based on address, enters the Sweepstakes using more than five (5) unique email addresses, all of the Sweepstakes entries associated with that household (determined by Sponsor or Administrator at their sole discretion) will be disqualified. Void where prohibited by law. All federal, state and local laws and regulations apply. By participating in the Sweepstakes, you unconditionally accept and agree to comply with and abide by these "Official Rules" and the decisions of Sponsor, including the interpretation of these Official Rules, administration of the Sweepstakes, selection of the winner, and Sponsor's exercise of discretion, which will be final, non-appealable, and binding in all respects.
2. **TIMING:** The Sweepstakes begins at or about 12:00 p.m. Eastern Time ("ET") on January 2, 2026 and ends at 11:59 p.m. ET on December 31, 2026 (the "Sweepstakes Period"). The Sweepstakes Period is comprised of twelve (12) monthly entry periods (each, an "Entry Period"), as set forth below:

Entry Period	Start Date (at 12:00 a.m. ET unless noted)	End Date (at 11:59 p.m. ET)	Random Drawing Date (on or about)
1	1/2/26 at 12:00 p.m. ET	1/31/26	2/2/26
2	2/1/26	2/28/26	3/2/26
3	3/1/26	3/31/26	4/1/26
4	4/1/26	4/30/26	5/1/26
5	5/1/26	5/31/26	6/1/26
6	6/1/26	6/30/26	7/1/26
7	7/1/26	7/31/26	8/3/26
8	8/1/26	8/31/26	9/1/26
9	9/1/26	9/30/26	10/1/26
10	10/1/26	10/31/26	11/2/26
11	11/1/26	11/30/26	12/1/26
12	12/1/26	12/31/26	1/4/27

Non-winning entries made in an Entry Period will carry forward to subsequent Entry Periods. The designated computer clock of the Administrator is the official time-keeping device in the Sweepstakes.

- 3. HOW TO ENTER:** During the Sweepstakes Period, visit <https://jacklinks.com/nascar> ("Website") and complete and submit an official entry form, including your full name, address (no P.O. Boxes), email address, phone number, and date of birth. You will receive one (1) entry into the Sweepstakes for the applicable Entry Period, subject to the limit below.

Sweepstakes Share Method of Obtaining Additional Entries. After entering, you may obtain additional Sweepstakes entries by using the share functionality provided to post a prepopulated message promoting the Sweepstakes on your X Account to invite a friend to enter the Sweepstakes. For each share message sent using the share functionality provided where the individual who receives the message uses the unique link and enters the Sweepstakes, you will receive one (1) additional entry into the Entry Period that is current when the individual enters the Sweepstakes. You may receive up to five (5) additional entries during the entire Sweepstakes Period.

The Sweepstakes Parties and the Released Parties (as defined in Section 11 of these Official Rules) are not responsible for technical difficulties of any kind, or for false, incorrect, changed, incomplete or illegible contact information.

LIMIT: One (1) entry per person per Entry Period by submitting the entry form at the Website, and up to five (5) bonus entries as set forth above. Attempts made by the same individual to earn more than the stated number of entries by using multiple or false contact information, accounts or otherwise may result in disqualification. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are in excess of the stated limit(s), incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion. Those who do not follow all instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. Entries submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the registered account holder of the email address associated with such entry, provided that person is eligible. Any potential winner may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

- 4. SWEEPSTAKES DRAWINGS:** On or about each of the Random Drawing Dates the Administrator will conduct a random drawing to select one (1) potential monthly prize winner from among all eligible entries received in accordance with these Official Rules for the applicable Entry Period (each, a "Monthly Drawing"). Additionally, on or about each of the following dates, the Administrator will conduct a random drawing to select one (1) potential grand prize winner from among all eligible entries received in accordance with these Official Rules for the noted Entry Periods, as set forth below (each, a "Quarterly Drawing"):

Quarterly Drawing	Entry Periods Included in the Quarterly Drawing	Quarterly Drawing Date (on or about)
1	Entry Periods 1 – 3	4/1/26
2	Entry Periods 1 – 6	7/1/25
3	Entry Periods 1 – 9	10/1/25
4	Entry Periods 1 – 12	1/4/27

5. **ODDS:** Odds of winning a monthly prize depend on the total number of eligible entries received during the applicable Entry Period and the number of non-winning entries carried forward to the applicable Entry Period. The odds of winning a quarterly prize depend on the total number of eligible entries received for all included Entry Periods.
6. **WINNER NOTIFICATION/PRIZE CLAIMING:** Each potential winner will be notified via email (or other contact information) using the information provided on the entry form in a commercially reasonable time after the applicable random drawing. The Sweepstakes Parties and the Released Parties are not responsible for and shall not be liable for incorrect, changed, or illegible contact information or for electronic communications that are undeliverable as a result of any form of active or passive filtering, or insufficient space in entrant's email or other account to receive messages. Sweepstakes Parties and the Released Parties are not responsible for late, lost, intercepted, misdirected, or unsuccessful efforts to notify any potential winner. Notification is deemed to have occurred immediately upon the sending of an email. If a potential winner cannot be contacted within a reasonable time period, if a potential winner is ineligible, if any notification is returned undeliverable, or if a potential winner otherwise fails to fully comply with these Official Rules, such potential winner will forfeit that prize and an alternate winner may be selected from among all remaining eligible entries (time permitting). As part of the winner notification process, each potential quarterly prize winner will be required to complete and submit a declaration of eligibility/release of liability/prize acceptance agreement ("Declaration"), within three (3) days of date of notification, as a condition of receiving the quarterly prize. Each potential quarterly prize winner and their guest may be subject to a background check before the quarterly prize is awarded. Sponsor reserves the right to disqualify a potential quarterly prize winner and/or guest based on the results of such background check if Sponsor determines in its sole discretion that awarding a quarterly prize to any such individual might reflect negatively on the Sponsor. If any potential quarterly prize winner fails or refuses to sign and return the Declaration and/or background check authorization within the required time period or if the Declaration and/or background check authorization is returned as rejected, faulty, unclaimed or returned as undeliverable to the potential quarterly prize winner, and/or any potential winner is otherwise noncompliant, or background check results do not satisfy the Sponsor, the potential winner will be disqualified and an alternate will be selected in a random drawing from among all remaining eligible entries, time permitting, up to three (3) alternates, after which the applicable prize will remain un-awarded. Potential winner becomes a "winner" only after verification of eligibility by Sponsor.

If any quarterly prize winner is a resident of Alabama or Nebraska and under the age of nineteen (19) years old, a parent or legal guardian may be required to also sign the Declaration in order for the winner to be qualified to receive the quarterly prize.

No more than the stated number of prizes will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winner(s) of the advertised number of prizes available may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

7. **PRIZES/PRIZE RESTRICTIONS:** The prizes to be awarded in this Sweepstakes are:

Four (4) Quarterly Prizes (1 per Quarterly Drawing): Each "Quarterly Prize" is a three (3) day/two (2) night trip for two (2) people – the Quarterly Prize winner and one (1) guest – to attend a NASCAR®-sanctioned race. Each Quarterly Prize includes round-trip coach-class air transportation from a Sponsor-designated major commercial airport near the winner's residence and a major commercial airport near the race event for winner and one (1) guest, two (2) nights' standard hotel accommodation (single room/double occupancy), a \$200 ride share gift card, all applicable event tickets and passes necessary to attend the race. The approximate retail value ("ARV") of each Quarterly Prize is \$4,000. The actual value of a Quarterly Prize may vary depending on point of departure, fluctuations in the cost of air transportation and fluctuations in the cost of hotel accommodation. Any difference between the ARV and the actual value of a Quarterly Prize will not be awarded.

Race Location and Dates are as follows:

Quarterly Drawing	Race Location	Anticipated Race Date
1	Talladega, Alabama	4/26/26
2	Concord, North Carolina	10/11/26
3	Homestead, Florida	11/8/26
4	Daytona Beach, Florida	February 2027, TBD

Dates are based on currently published race schedules but are subject to change. Any Quarterly Prize-related event that includes meet and greets or opportunities other than race tickets are subject to availability and have no retail value.

Winner and guest must travel on the same itinerary. Travel dates are subject to availability; blackout dates and other restrictions may apply. Travel must be booked at least thirty (30) days prior to departure (with the exception of Quarterly Prize 1, which will be booked as soon as winner verification is complete). Travel must be completed on dates determined by Sponsor. If a winner resides within a 100-mile radius of the race location, as determined by Sponsor in its sole discretion, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Each winner and guest are responsible for having valid travel documents including a REAL ID or other government-issued identification approved for air travel. Each winner is 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 a Quarterly Prize. Each guest must sign and return a travel liability release before travel will be booked. Each winner and guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of a Quarterly Prize. No changes will be made to travel details once any element of the travel arrangements has been booked, except at Sponsor's sole discretion. Each winner 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 Quarterly Prize is canceled, postponed, or becomes unavailable for any reason whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any Quarterly Prize-related services or accommodations. Sponsor is not liable for any missed Quarterly Prize events, or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. No refund or compensation will be made in the event of the cancellation or delay of any transportation or other Quarterly Prize element except at the sole and absolute discretion of Sponsor.

Twelve (12) Monthly Prizes (1 per Entry Period): Each "Monthly Prize" is a prize pack including: two (2) premium grandstand tickets to the winner's choice of a NASCAR®-sanctioned race within the 2026 NASCAR® race season, two (2) t-shirts (sizes & styles determined by Sponsor in its sole discretion), two (2) hats, six (6) bags of Jack Link's products, and one (1) 1:24-scale diecast car or substitute prize of an equal approximate retail value. The ARV of each Monthly Prize is \$528. **Except as otherwise set forth herein, travel, transportation, parking, lodging, meals, and any and all other costs or expenses not expressly included in these Official Rules are not included in a Monthly Prize. Each Monthly Prize winner is responsible for all gratuities, transportation, lodging, and any other incidental costs or expenses not identified in these Official Rules.**

The total ARV of all prizes available in the Sweepstakes is \$22,336.

Tickets awarded as a part of any prize are subject to the standard terms and procedures of NASCAR and subject to NASCAR's sole discretion. Should any event, element, or detail of a prize become unavailable, the Sponsor shall have no obligation to the applicable winner aside from providing the remaining portion of the prize, minus any unavailable event, element, or detail. Sponsor and the Released Parties are not responsible if any race-related event is delayed, postponed, or canceled for any reason. Winner will not receive compensation from Sponsor for tickets that the winner is unable to

use due to cancellation of any race-related event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Winner agrees that all prize-related tickets and passes are awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. The venue operators reserve the right in their sole discretion to remove or to deny entry to any winner and/or guest if either winner or guest violates the previous restrictions or engages in an obnoxious, inappropriate, illegal, unsafe, or otherwise disruptive manner, or with intent to create an unauthorized disturbance or interruption, or to otherwise annoy, abuse, threaten or harass any other person at any race-related event.

Prizes are non-transferable, with no substitutions except at Sponsor's sole and absolute discretion. All prize details not specified in these Official Rules will be determined in Sponsor's sole and absolute discretion. Prize details and availability are subject to change and are subject to applicable rules and restrictions. Prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Each winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize received, regardless of whether it, in whole or in part, are used. The value of each Quarterly Prize will be reported for tax purposes as required by law. Each Quarterly Prize winner will be required to provide Sponsor with a valid social security number before their Quarterly Prize will be awarded for tax reporting purposes. An IRS Form 1099 will be issued in the name of each Quarterly Prize winner for the actual value of the Quarterly Prize received. Any unclaimed prize will be forfeited. Prizes, if legitimately claimed, will be awarded. The Sweepstakes Parties and the Released Parties are not responsible for and will not replace any lost, mutilated or stolen prize or any prize that is undeliverable or does not reach a winner because of an incorrect or changed address. If a winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited, and the Sweepstakes Parties and the Released Parties will have no further obligation with respect to that prize or portion of the prize. Sponsor or its designee will contact the winner after verification is complete to discuss travel dates and arrange all travel booking.

8. **GENERAL:** Subject to applicable law, each winner hereby expressly grants to the Sweepstakes Parties and their respective successors, assigns, sublicensees and designees, the irrevocable right to use and publish his/her name, social handles, likeness (photographic or simulated), voice, biography and place of residence for all purposes, including, without limitation, advertising, marketing, promotional and publicity purposes in connection with this Sweepstakes ("Advertising"), in any and all media now or hereafter devised, worldwide, in perpetuity, without any form of notice, permission or any amount or kind of compensation, except for the awarding of the prizes to the winners. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and the winner hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and the winner hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of winner's name, likeness or voice under contract, tort or any other theory of law. The Sweepstakes Parties and the Released Parties do not assume any responsibility for any disruption in the Sweepstakes, including, but not limited to, the failure or interruption of any social media platform or any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. In the event Sponsor is prevented from continuing with the Sweepstakes by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstakes by any party, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each, a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Sweepstakes or prize. Sponsor additionally reserves the right, in its sole and absolute discretion to modify, suspend or terminate the Sweepstakes should causes beyond

Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Sweepstakes.

- 9. CONDUCT:** The Sweepstakes Parties and the Released Parties are not responsible for the actions of entrants in connection with the Sweepstakes, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. The Sweepstakes Parties and the Released Parties reserve the right, at their sole discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in any manner deemed by the Sweepstakes Parties and the Released Parties to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Sweepstakes, and void all associated entries and/or registrations. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES PARTIES AND THE RELEASED PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 10. WAIVERS AND DISCLAIMERS:** The Sweepstakes Parties and the Released Parties assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of entries or registrations at any point in the operation of this Sweepstakes; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (e) inaccessibility or unavailability of the Internet or the website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, social networking posts, or registrations, the announcement of the prize, or in any other Sweepstakes-related materials; or (f) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then the Sweepstakes Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. If terminated, the Sweepstakes Parties will award the prizes in a random drawing from among all non-suspect, eligible entries received for the Sweepstakes up to the time of such action.
- 11. RELEASES:** All entrants, as a condition of participation in this Sweepstakes, release, discharge, indemnify and hold harmless the Sweepstakes Parties, NASCAR, Talladega Superspeedway, LLC, Comcast Cable Communications, Inc., their affiliates and each of their respective directors, officers, employees, shareholders, members, lessors, grantors, agents, successors and assigns (collectively, "Released Parties") from and against any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, death, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Sweepstakes (including travel to/from any Sweepstakes activity), (ii) the receipt, ownership, use or misuse of the prize awarded, including any travel associated with any prize, (iii) the Released Parties' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) entrant's registration material on any related website, or (v) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize.

12. GOVERNING LAW AND LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

13. DISPUTE RESOLUTION: The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of Wisconsin, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury, and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Sweepstakes shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of Wisconsin. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of Wisconsin. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

14. ENTRY INFORMATION AND SWEEPSTAKES COMMUNICATIONS: As a condition of entering the Sweepstakes, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Sweepstakes and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to this Sweepstakes or on a Sweepstakes winner's list. By participating in the Sweepstakes, entrant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at <https://www.jacklinks.com/privacy/>. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

- 15. MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.
- 16. WINNERS LIST:** To receive a list of the winners, send a #10 self-addressed, stamped envelope for receipt by March 2, 2027 to: Jack Link's Eat Meat Sweepstakes (11382) - Winner List Request, c/o Realtime Media, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403.
- 17. SPONSOR:** Link Snacks, Inc. One Snack Food Lane, Minong, WI 54859. Reference to third parties in connection with the prize and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Sweepstakes.
- 18. ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403.

NASCAR, LLC and Talladega Superspeedway, LLC are not sponsors of this Sweepstakes. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing, LLC.