

THE GLAMP BOURSIN CONTEST FULL RULES

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE 48 CONTINENTAL UNITED STATES AND THE DISTRICT OF COLUMBIA, 21 OR OVER AS OF DATE OF ENTRY.

- Contest Period:** The Glamp Boursin Contest (the “**Contest**”) begins at 12:00 AM Eastern Time (“**ET**”) on June 15, 2021 and ends at 11:59 PM ET on June 29, 2021 (the “**Contest Period**”).
- Eligibility:** Open to legal residents of the 48 continental United States and the District of Columbia, who are 21 years of age or older as of date of entry. In order to receive the prize, winner must have access to/own a backyard that meets the backyard criteria below and have all permissions necessary for use of that backyard prior to prize use. Officers, directors, and employees of Bel Brands USA, Inc. (“**Sponsor**”), Daniel J. Edelman, Inc., Don Jagoda Associates, Inc. (the “**Administrator**”), Daniel J. Edelman, Inc., Edible, Inc. a Daniel J. Edelman Holdings company, and each of their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies (all such individuals and entities collectively referred to herein as the “**Released Parties** ”), and each of their respective shareholders, directors, officers, members and agents and their immediate family members (spouses, parents, children, and siblings and their spouses) and/or those living in the same household of each, are not eligible to participate or win. Void where prohibited by law and subject to all federal, state and local laws.
- How To Enter:** During the Contest Period, you can enter the Contest by visiting www.GlampBoursin.com (the “**Site**”) and following the instructions to complete the registration form, including submitting a photo, recipe name (in 40 characters or less) and a brief description (200 characters or less) of an original elevated camping dish (which may include Boursin cheese, but it is not required) that you would serve at your own Glamp Boursin, that complies with the “**Entry Requirements**” (defined below), to receive one (1) entry (the “**Entry**”). The person uploading the Entry will be deemed the entrant (the “**Entrant**”). There is a limit of one (1) Entry per Entrant. All Entries must be received by the end of the Contest Period. Normal Internet/phone access and data/usage charges imposed by Entrants’ online service will apply.
- Entry Requirements:** Each Entry must meet the following “**Entry Requirements**”: (i) the Entry must be the submitting Entrant’s original, previously unpublished work and not feature or focus on any copyrighted material, logos or trademarks that are owned by third parties; (ii) the Entrant should either be the only person who appears in the Entry or, if anyone else appears in the Entry, the entrant must obtain written permission from that person or those people to include them in the Entry, and if Sponsor asks to see the written permissions, the Entrant must provide them upon request (in the event an Entrant cannot provide permissions that are satisfactory to Sponsor, in its sole and absolute discretion, Sponsor reserves the right to disqualify the applicable Entry, or seek to secure the releases and clearances for Sponsor’s own benefit, or otherwise allow the applicable Entry to remain in Contest); and (iii) Entry must not include images that are deemed by the Sponsor to be obscene, pornographic, libelous, or are otherwise objectionable.
- Judging:** All Entries will be judged by a panel of Sponsor-selected judges (“**Judges**”) on or about July 9, 2021 to determine one (1) Grand Prize winner, based on the following criteria, which will be evaluated in the Judges’ sole discretion: Quality of Dish (40%); Photography & Presentation (30%); and Originality & Creativity (30%) (the “**Judging Criteria**”), to determine one (1) Grand Prize winner. Ties will be broken

for any tied Entries using the Quality of Dish score only. Judges' decisions are final with respect to all matters relating to the Contest and are not subject to challenge. By participating, Entrants agree to the Official Rules and the decisions of the Judges, which shall be final and binding in all respects. All decisions of the judges are final and not subject to appeal.

6. **Grand Prize and Approximate Retail Value ("ARV"): There is one (1) Grand Prize available.** The Grand Prize consists of a "Boursin Glamping Experience", consisting of an overnight experience in Grand Prize winner's backyard (beginning at approximately 3:00 p.m. winner's local time and ending at approximately 12:00 p.m. winner's local time the following day) for winner and up to three (3) guests, one (1) tent and furnishings for tent (for use during the Experience only), a Sponsor-selected private chef for select catering services, a private cocktail welcome reception, a private charcuterie board styling class and board burning class, yard games (for use during the Experience only), one (1) private catered dinner, one (1) private catered breakfast the following morning, and one (1) Boursin-branded gift basket (collectively, the "Experience"). **Experience will take place on August 6, 2021-August 7, 2021 (regardless of the weather). If the Grand Prize winner cannot attend the Experience on these dates, then the Grand Prize may be forfeited in its entirety.** The winner will be required to respond within forty-eight (48) hours of the initial winner notification attempt to confirm their availability. If the winner is not available, the winner may be disqualified and the Sponsor will select the next highest scoring Entrant until a winner is confirmed.

In addition to the Experience, the Sponsor will provide the verified Grand Prize winner with a single payment (awarded in the form of a check) in the amount of Two Thousand One Hundred and Fifty Dollars (\$2,150), which is intended to help the winner pay any federal, state, or other tax obligations related to the prize (the "Tax Gross-Up Payment").

Backyard Criteria: Grand Prize winner must have access to/own a backyard with level grass lawn or dirt area. There must be clearance from foliage in Grand Prize winner's backyard (open, overhead air space for fire place and no overhanging trees). There must be backyard or garage access to load Experience items in and out of backyard. Representatives of Sponsor must be granted access to the Grand Prize winner's kitchen to prep meals and access bathrooms. Grand Prize winner's backyard must be large enough to accommodate Experience. Private chef may need access to electrical outlets and other services to cook outside. The approximate space required is an area that is 45' x 35'. Grand Prize winner's neighborhood must allow for this Experience (i.e.: Grand Prize winner may be required to provide approval from their homeowners' association, etc., if applicable). Grand Prize winner's street must be clear and allow for trucks to load in and out the tent and other Experience elements.

No cash alternative or substitution of prize will be allowed, except Sponsor reserves the right in its sole discretion to substitute prize of comparable value if any portion of the prize listed is unavailable, in whole or in part, for any reason. Applicable portions of the Grand Prize will be delivered only to an address in the 48 continental United States/DC. The total ARV of the Grand Prize and Tax Gross Up Payment is \$7,150.

Potential Grand Prize winner understands and agree that, as a condition of being awarded the prize, Grand Prize winner may be subject to a background check at the sole discretion of Sponsor; failure to comply may result in disqualification and forfeiture of prize. In addition, at the discretion of the Sponsor, potential Grand Prize winner may be disqualified: (a) if charged with or convicted of a felony or misdemeanor; (b) if Sponsor determines, in its sole discretion, that awarding the prize to such

individual may reflect unfavorably on the Contest or Sponsor; (c) if he/she is not eligible to receive the prize based on the eligibility requirements set forth in these Official Rules; (d) if Sponsor determines that he/she failed to comply with these Official Rules in any way; or (e) if he/she refuses to or cannot accept the prize for any reason. Potential Grand Prize winner's social media profile must be in keeping with the Sponsor's image or they may be disqualified, in Sponsor's sole discretion.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

- 7. General Prize Conditions:** The Grand Prize will be awarded only if the potential Grand Prize winner fully complies with these Official Rules. All portions of the Grand Prize are non-assignable and non-transferable. Grand Prize pictured in point-of-sale, online, television and print advertising, promotional packaging, and other Contest materials are for illustrative purposes only. Actual Grand Prize may vary from the prize pictured. All details and other restrictions of the prize not specified in these Official Rules will be determined by Sponsor in its sole discretion. No cash alternative or substitution of the prize will be allowed, except Sponsor reserves the right in its sole discretion to substitute the prize of comparable value if the prize listed is unavailable, in whole or in part, for any reason. The Tax Gross-Up Payment may not be sufficient to cover the Grand Prize winner's tax liability related to winning the prize. The Grand Prize winner should consult his or her tax advisor on the proper treatment of the Tax Gross Up Payment. The Grand Prize winner shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. Sponsor may, in its sole discretion, deduct or withhold the amount of applicable tax on any cash or cash equivalent prize. The Sponsor will issue and file an IRS Form 1099 or equivalent tax withholding documentation for the retail value of the prize or other items of value transferred to the Grand Prize winner by the Sponsor in accordance with IRS requirements, and the Sponsor may also share such documentation with a state or local government agency as required by law. Refusal or failure of the prize winner to satisfy the requirements of all necessary and appropriate tax, withholding or other required compliance terms (including Social Security number, IRS Form W-8BEN, IRS Form W-9, or equivalent information), as determined by the Sponsor in its sole discretion, may result in the Grand Prize winner forfeiting the Grand Prize and an alternate potential Grand Prize winner may be determined in accordance with these Official Rules. Sponsor will award the Grand Prize subject to any applicable withholding taxes, and the amount of the prize transferred, as reduced by any applicable withholding taxes, will constitute full payment of the prize, as applicable. The potential Grand Prize winner will be required to execute a Declaration of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release and Assignment of Rights (collectively, "**Prize Claim Documents**"). Grand Prize winner and guests may also be required to complete a COVID-19 health release form ("**health form**") and meet any COVID-19 requirements prior to prize award. If potential Grand Prize winner fails or refuses to sign and return all Prize Claim Documents or health form within forty-eight (48) hours the winner may be disqualified and an alternate winner may be determined. Guest(s) of winner must be 21 years of age or older if alcohol is served at the Experience. If alcohol is not served at the event, minors are permitted to attend with the permission of, or accompanied by their legal guardian or parent. Guest(s) (or his/her parent/legal guardian in the event guest is a minor) must execute and return a release of liability prior to the Experience. Return of prize notification

email as undeliverable or if winner does not meet eligibility/backyard requirements/criteria it may result in disqualification and alternate prize winner may be determined.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

8. **General Rules:** Winner and all Entrants and guests, as a condition of entry into the Contest and/or use of prize, agree to release the Released Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with creation of or submitting an Entry, or otherwise participating in any aspect of the Contest, the receipt, ownership or use or misuse of the prizes awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes. Acceptance of prize constitutes permission to use Entrant's name, likeness and Entry (as applicable) for promotional purposes (including any possible public relations opportunities) without further compensation, except where prohibited by law. By participating in the Contest, Entrants agree to be bound by these Official Rules and the decisions of the Judges. The Released Parties are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user, by any of the equipment or programming associated with or utilized in the Contest, or by any human error which may occur in the processing of the Entries in the Contest, or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the Contest. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages 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. In the event of a dispute as to the identity of an Entrant, the authorized account holder of the email address used to enter will be deemed to be the Entrant. "Authorized account holder" of an email address is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Sponsor reserves the right to modify, extend, suspend, or terminate the Contest if it determines, in its sole discretion, that the Contest is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Contest as contemplated herein. In the event an insufficient number of eligible Entries are received and/or Sponsor is prevented from awarding prize or continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, windstorm, epidemic, pandemic, public health crisis, disease, virus, sickness or outbreak or other similar or dissimilar natural disaster; act of God or public enemy; riot or civil disturbance, act of any government or governmental authority,

power failure, satellite or equipment failure, failure of telecommunications lines or failure or breakdown of plant, machinery or vehicles operated by a third party; labor dispute, strike, or lockout; actual or threat of war, armed conflict, terrorist attacks, war (declared, undeclared or threatened), explosion, nuclear, or chemical or biological contamination; or a government imposed travel ban, restriction on movement or gatherings, or other government imposed mandate of any kind, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), Sponsor reserves the right to modify, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor may (if possible) determine the winner from all eligible, non-suspect Entries received as of the date of the event giving rise to the termination based on judging criteria listed above. Only the type and quantity of prize described in these Official Rules will be awarded. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable or illegal, these Official 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. As a condition of participating in the Contest or winning a prize, Entrant agrees that: 1) under no circumstance will Entrant be permitted to obtain awards for, and Entrant hereby waive all rights to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; 2) all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and 3) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees.

9. **Rights in Entries:** For good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, each entrant hereby irrevocably grants to the Released Parties, and their successors, licensees and assigns, a non-exclusive license (but not the obligation) to reproduce, publicly perform, publicly display, stream, exploit, make derivative works of and otherwise use the Entry, in whole or in part, for any purpose, including without limitation commercial purposes, in any and all media now or hereafter devised throughout the universe in perpetuity. The Released Parties shall have the right, in their sole discretion, to edit, composite, morph, scan, duplicate, or alter the Entry for any purpose which the Released Parties deem necessary or desirable, and each entrant irrevocably waives any and all so-called "moral rights" they may have therein. The Released Parties shall retain the rights granted in each Entry even if the Entry is disqualified or fails to meet the Entry Requirements or even if it is determined that the entrant who made the Entry is ineligible to enter the Contest.
10. **Representations and Warranties/Indemnification:** Each Entrant represents and warrants as follows: (i) the Entry does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity; (ii) the Entry meets the Entry Requirements, and does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each Entrant agrees to indemnify the Released Parties and hold them harmless from and against any and all third party claims, liability, judgments, losses, damages, costs, and expenses, including penalties, interest and reasonable outside attorney's fees and costs in the defense and disposition of such matters arising out of, resulting from, based upon or incurred because of a breach or allegation that, if true, would constitute a breach by Entrant of his or her representations, warranties, covenants or obligations hereunder, including, without limitation, any action or statement made by Entrant while participating in the Contest.

11. **Publicity Release:** Without in any way limiting the rights granted in the Entry, as set forth above, acceptance of prize constitutes winner's permission for the Contest Entities to use each winner's Entry (if applicable) and his or her name, social media handle, photograph, likeness, voice, biographical information, statements and address (city and state) in and in connection with advertising, marketing, promotional, and/or publicity purposes for the Contest, Released Parties, and all uses of the Entry permitted herein, worldwide and in all forms of media and by any and all means and media now known or hereafter developed, in perpetuity, without any obligation, notice, or further compensation to the winner.
12. **Nature of Relationship/Waiver of Equitable Relief:** Each Entrant hereby acknowledges and agrees that the relationship between the Entrant and the Released Parties is not a confidential, fiduciary, or other special relationship, and that the Entrant's decision to provide the Entrant's Entry (if applicable) to Sponsor for purposes of the Contest does not place the Released Parties 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 Released Parties have wide access to ideas, stories, designs, and other literary materials, and that new ideas are constantly being submitted to the Released Parties or being developed by their own employees. Each Entrant also acknowledges that many ideas may be competitive with, similar or identical to the Entry and/or each other in theme, idea, plot, format or other respects. Each Entrant acknowledges and agrees that such Entrant will not be entitled to any compensation as a result of any Released Party's use of any such similar or identical material. Each Entrant acknowledges and agrees that the Released Parties 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 the Entry. Finally, each Entrant acknowledges that, with respect to any claim by Entrant relating to or arising out of a Released Party'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.
13. **No Obligation to Use:** The Released Parties 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 the Released Parties may at any time abandon the use of the Entry for any reason, with or without legal justification or excuse, and Entrants shall not be entitled to any damages or other relief by reason thereof.
14. **Anticipated Number of Entrants:** Sponsor cannot accurately predict the number of Entrants who will participate in the Contest.
15. **Further Documentation:** 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. **Governing Law/Jurisdiction:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE

GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF ILLINOIS WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

17. **Arbitration Provision:** By participating in this Contest, each Entrant agrees: (i) that any and all disputes the Entrant may have with, or claims Entrant may have against, the Released Parties relating to, arising out of or connected in any way with (a) the Contest, (b) the awarding or redemption of prize, and/or (c) the determination of the scope or applicability of this agreement to arbitrate, will be resolved exclusively by final and binding arbitration administered by JAMS and conducted before a sole arbitrator in accordance with the rules of JAMS; (ii) this arbitration agreement is made pursuant to a transaction involving interstate commerce, and shall be governed by the Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1-16; (iii) the arbitration shall be held in Illinois; (iv) the arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable entrant may have entered into in connection with the Contest; (v) the arbitrator shall apply Illinois law consistent with the FAA and applicable statutes of limitations, and shall honor claims of privilege recognized at law; (vi) there shall be no authority for any claims to be arbitrated on a class or representative basis, arbitration can decide only entrant's and/or Sponsor's individual claims; the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) the arbitrator shall not have the power to award punitive damages against the Entrant or Sponsor; (viii) if the Entrant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of Entrant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive; and (ix) with the exception of subpart (vi) above, if any part of this arbitration provision is deemed to be invalid, unenforceable or illegal, or otherwise conflicts with the rules of JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, subpart (vi) is found to be invalid, unenforceable or illegal, then the entirety of this arbitration provision shall be null and void, and neither Entrant nor Sponsor shall be entitled to arbitrate their dispute. For more information on JAMS and/or the rules of JAMS, visit their website at www.jamsadr.com.
18. **Grand Prize Winner:** For the name of the Grand Prize winner, available after July 31, 2021, send a stamped, self-addressed envelope by August 15, 2021, to: The Glamp Boursin Contest - Winner, 100 Marcus Drive, Attn: DE, Melville, NY 11747.
19. **Sponsor:** The Sponsor of the Contest is Bel Brands USA, Inc., 30 S Wacker Dr, Chicago, IL 60606. The Administrator of the Contest is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.