Kent Nutrition Group, Inc. CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. CONTEST BEGINS AT 12:00:01 AM PT ON August 5, 2026 AND ENDS 11:59:59 PM PT ON August 31, 2026.

1. WHO CAN PARTICIPATE (ELIGIBILITY): This Contest ("Contest") is open to individual legal residents of the 48 contiguous United States and Washington, D.C. who are age 18 or older as of date of participation (or considered an adult in the jurisdiction of residence). Employees (and their immediate families and members of the same household) of Sponsor (defined in Rule 9 below), and their respective subsidiaries, affiliates and advertising and promotion agencies, and each of these entities' respective officers, directors, managers, shareholders, employees, agents, representatives, successors and assigns (collectively, the "**Released Parties**") are not eligible to enter or win the Contest.

2. HOW TO PARTICIPATE: During each calendar day beginning at 12:00:01 a.m. PT on August 5, 2026 and ending at 11:59:59 p.m. PT on August 31, 2026, to enter the Contest visit KentFeeds.com (the "**Website**") and follow the on-screen instructions to enter.

During the Contest Period, participants will enter the Contest by posting a photo or video of their animal enrichment activity on social media and tagging Home Fresh Feed, or by sending the photo or video directly to Home Fresh Feed via direct message, subject to the following terms and conditions contained herein. By submitting a photo or video, participants agree to receive marketing communications from Sponsor. After submitting an eligible photo or video, each participant will receive one (1) entry into the Contest.

ALTERNATE METHOD OF ENTRY ("AMOE"): To enter without visiting the Website, email your full name, complete mailing address, telephone number, date of birth (or confirmation you are age 18+), and the name of the Contest to: kngmarketing@kentww.com with the subject line "Home Fresh Contest AMOE Entry." Email entries must be received by 11:59:59 PM PT on August 31, 2026i to be eligible. AMOE entries will be entered into the same drawing(s) as Website entries and will have an equal chance of winning. Limit one (1) entry per person/email address during the Contest Period regardless of entry method. Sponsor is not responsible for undeliverable emails or technical issues preventing receipt.

All required information must be completed, accurate, and valid to enter and to be eligible to win. Incomplete registrations or entries will be disqualified. Proof of entering information is not *c*onsidered proof of delivery to or receipt by Sponsor of registration. Internet entries must be made by the participant only at the Website. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, but not limited to, commercial promotion subscription notification and/or entering service sites, will be declared invalid and disqualified for this Contest. The use of automated entry devices is prohibited and no mechanically reproduced entries are allowed; all such entries are void. The Sponsor is not responsible for: late, incomplete, incorrect, delayed, garbled, undelivered, or misdirected entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

If you use your mobile device to participate, you understand that you are solely responsible for all message and data charges that you incur. All such charges are billed by

and payable to your mobile service provider; please contact your participating mobile service provider for pricing plans, participation status and details. **LIMIT: ONE (1) ENTRY PER PERSON, PER EMAIL ADDRESS.** If any participant uses more than one email address to participate more than once or if more than one participant uses the same email address to participate, then Sponsor reserves the right to disqualify any participant involved and to declare any associated prize forfeited. Personal information submitted in connection with this Contest is governed by the Kent Nutrition Group, INC. privacy policy at https://kentfeeds.com/privacy-policy/. Sponsor will collect and use personal information submitted by entrants for purposes of administering the Contest, awarding prizes, and as otherwise described in Sponsor's privacy policy referenced herein. Sponsor will retain personal information for as long as reasonably necessary to fulfill these purposes, comply with legal obligations, resolve disputes, and enforce these Official Rules. Sponsor maintains reasonable administrative, technical, and physical safeguards designed to protect personal information.

MARKETING COMMUNICATIONS: Website entry requires checking the box to receive marketing communications from Sponsor. To enter without agreeing to receive marketing communications, use the AMOE described above. All entries, regardless of entry method, will have an equal chance of winning. Entrants who opt in may opt out at any time by using the unsubscribe link in any email message (or by contacting Sponsor as set forth in Rule 9). Opting out after entry will not affect eligibility.

By submitting an entry, entrants acknowledge and agree that their Submission may be featured on Sponsor's website, social media channels, and other marketing or promotional materials in accordance with these Official Rules.

3. CONTENT LICENSE: By submitting an entry, including any photographs, videos, images, captions, comments, or other content (collectively, "Submission"), each entrant grants Sponsor, Home Fresh, KNG, and their affiliates a non-exclusive, perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, modify, adapt, publish, distribute, display, and otherwise utilize the Submission, in whole or in part, in any media now known or later developed, for advertising, marketing, promotional, publicity, and other business purposes, without further compensation, notice, or approval, except where prohibited by law. Entrants represent and warrant that they own or otherwise have all rights necessary to grant the foregoing license and that the Submission does not infringe upon the rights of any third party.

4. JUDGING AND WINNER SELECTION: Representatives of Sponsor will evaluate all eligible entries received during the Contest Period and select two (2) winners on or about August 31, 2026 ("Judging Date"). Entries will be judged according to the following criteria:

- Creativity (50%) – The uniqueness, imagination, and overall inventiveness of the entry.
- Originality (30%) – The extent to which the entry demonstrates a distinctive idea or approach.
- Replicability (20%) – The practicality and ability for others to successfully recreate or implement the idea presented in the entry.

Each entry will be scored by the judges based on the above criteria, and the entries receiving the highest overall scores will be declared the winners. Winners will be selected solely on the basis of judging scores and not by random drawing. The decisions of the judges are final and binding in all

matters relating to the Contest. Each winner will be notified at the email address provided with the entry or via DM through social media within approximately 3 days of the Judging Date. If a winner does not respond to Sponsor within 30 days, does not comply with these Official Rules, or if a winner's notification email is returned as undeliverable, the winner will be deemed ineligible and an alternate winner may be selected from the remaining eligible entries based on the same judging criteria.

5. ENTRANT WARRANTY AND RELEASE: EACH ENTRANT WARRANTS THAT HE OR SHE IS ELIGIBLE TO PARTICIPATE IN THIS CONTEST AND HAS THE LEGAL CAPACITY TO AGREE TO THE TERMS OF THESE OFFICIAL RULES. EACH PARTICIPANT WAIVES ANY RIGHT TO BRING ANY CLAIM AGAINST ANY OF THE RELEASED PARTIES AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE ACTION OR PROCEEDING. BY ACCEPTING THE PRIZE, THE WINNERS AGREE TO RELEASE THE RELEASED PARTIES FROM ANY AND ALL LIABILITY, LOSSES OR DAMAGES ARISING FROM OR IN CONNECTION WITH THE AWARDING, RECEIPT AND/OR USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN ANY PRIZE-RELATED ACTIVITY. CALIFORNIA RESIDENTS: BY PARTICIPATING, YOU WAIVE YOUR RIGHTS WITH RESPECT TO CALIFORNIA CIVIL CODE SECTION 1542, WHICH SAYS "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR".

6. PRIZE DESCRIPTION:

- Two (2) winners will each receive a one-year supply of Home Fresh chicken feed product, with the total quantity determined by the winner's flock size and recommended feeding rates, up to a maximum of twenty (20) bags per winner. Approximate Retail Value ("**ARV**") of each prize: $450. Sponsor reserves the right to substitute the prize with one of equal or greater value, but no other substitution or transfer is permitted. Sponsor is responsible only for prize delivery and is not responsible for the prize's utility, quality, or otherwise. **THE PRIZE IS AWARDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OR GUARANTEE FROM SPONSOR.**

All federal, state, and local taxes and any other costs and expenses associated with prize acceptance and use that are not expressly stated in these Official Rules as being provided are the sole responsibility of the winner. If required by law, Sponsor will issue an IRS Form 1099 (or other applicable tax form) in the winner's name for the actual value of the prize. As a condition of receiving a prize, winner may be required to provide Sponsor with a valid taxpayer identification number (e.g., Social Security Number) and complete required tax documentation.

7. VERIFICATION OF WINNER & DELIVERY OF PRIZE: Each winner is required to sign, notarize and return an affidavit of eligibility and liability release and, where permitted, publicity release (the "**Winner Affidavit**"). The prize may be awarded to an alternate entrant if a selected winner does not respond within the timeframe specified in the winner notification; if the winner notification or other written communication is returned as undeliverable; or if the Winner Affidavit is not returned within ten (10) days of attempted notification. If the prize is won by a minor, Sponsor in its sole discretion may award the prize in the name of the minor's parent or legal guardian. Upon complete verification of the winners, the prize will be delivered by US Mail. Except where prohibited by law, the winner agrees to the use of his or her name, address, likeness and/or prize information for promotional purposes in any medium without additional compensation to the extent permitted by law. Any use of a minor's name, address, likeness and/or prize information is subject to the prior approval of his or

her parent or legal guardian. Prize may be forfeited and an alternate winner selected if: (a) winner cannot be contacted; (b) winner fails to respond within the time stated in the winner notification; (c) winner fails to timely return required documentation; (d) winner is found to be ineligible or not in compliance with these Official Rules; (e) prize or prize notification is returned as undeliverable; or (f) winner declines the prize. In such event, Sponsor may select an alternate winner according to Section 4, JUDGING AND WINNER SELECTION from the remaining eligible entries, time permitting.

8. GENERAL: This Contest is void outside the 48 contiguous United States and Washington, D.C. and where prohibited or restricted. Except where prohibited, entrant agrees that any and all disputes, claims, and 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 exclusively in the state or federal courts located in Muscatine, Iowa. Entrant submits to the personal jurisdiction of such courts and waives any objection based on improper venue or forum non conveniens. ENTRANT WAIVES ANY RIGHT TO A TRIAL BY JURY. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States. The Released Parties are not responsible for: late, lost, stolen, damaged, garbled, incomplete, misaddressed, postage-due, incorrect or misdirected Contest entries, mail or other communications; errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices or transmission lines; data corruption, theft or destruction; or unauthorized access to or alteration or loss of Contest-related materials. If any provision of these Official Rules is determined to be invalid, illegal, or unenforceable, the remaining provisions shall remain in full force and effect. Further, the Released Parties are not responsible for electronic communications, which are undeliverable as a result of any form of active or passive filtering of any kind, insufficient space in any participant's email account to receive email messages or the participant's device or mobile service plan selections. The use of automated software or computer programs to participate in the Contest is prohibited and any individual who uses, attempts to use or who Sponsor suspects of using such methods to participate will be disqualified. Sponsor reserves the right to restrict Contest entries from any IP address, device or mobile telephone number if suspicious activity is detected or suspected. The Released Parties disclaim any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Contest. Sponsor reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this Contest if for any reason this Contest cannot be conducted as designed or intended. In the event of any such cancellation, if time and circumstances allow, the prizes will be awarded in accordance with procedures established by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any participant from this Contest or any other promotion conducted now or in the future by Sponsor or any of its affiliates if his or her fraud or misconduct disrupts the intended execution of the Contest. Sponsor also reserves the right to correct errors or inconsistencies in promotional materials. No cash value will be available in lieu of receipt of a prize. These Official Rules constitute the entire agreement between Sponsor and entrants with respect to the Contest and supersede any and all prior or contemporaneous communications, whether electronic, written, or oral. In the event of a conflict between these Official Rules and any Contest-related materials (including, without limitation, advertising, marketing, or promotional materials), these Official Rules shall control. Sponsor may use third-party service providers in connection with administration of the Contest. Sponsor is not responsible for the actions or omissions of any third party except to the extent required by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor shall not be responsible for delays or failures in performance resulting from acts beyond Sponsor's reasonable control, including but not limited to acts of God, natural disasters, severe weather, fire, flood, earthquake, pandemic/epidemic, public health crisis, labor disputes, war, terrorism, civil disturbances, governmental actions, internet/telecommunications failures, platform outages, supply chain disruptions, shipping carrier delays, or any other event outside Sponsor's reasonable control. In any such event, Sponsor reserves the right, in its sole discretion, to modify the Contest, delay prize fulfillment, substitute prizes of equal or greater value, or cancel the Contest and, if feasible, award prizes from among eligible entries received prior to cancellation.

9. SOCIAL MEDIA DISCLAIMER: This Contest is in no way sponsored, endorsed, administered by, or associated with Facebook, Instagram, or any other social media platform used to promote or administer the Contest. By participating in the Contest, entrants understand that they are providing their information to Sponsor and not to Facebook, Instagram, or any other social media platform. Entrants release Facebook, Instagram, and any other applicable social media platform from any responsibility or liability arising from or related to the Contest

10. WINNER'S NAME & OFFICIAL RULES: To obtain a copy of these Official Rules, please visit kentfeeds.com. Following winner verification, the winners will be announced on Sponsor's official social media channels and may also be posted on kentfeeds.com.

11. SPONSOR: Kent Nutrition Group, Inc. 2905 U.S. Highway 61 North, Muscatine, Iowa 52761.

12. DECISIONS FINAL; INTERPRETATION: Sponsor's decisions regarding the administration, operation, selection of winners, and all other matters related to the Contest are final and binding in all respects. In the event of any typographical or other error in these Official Rules or any Contest-related materials, Sponsor reserves the right to correct the error and to make decisions in a manner it deems fair and equitable, consistent with the intent of these Official Rules and applicable law.