

THE KING'S HAWAIIAN LUNCHBOX REACTION CONTEST
OFFICIAL RULES

OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

The King's Hawaiian Lunchbox Reaction Contest ("Contest") is sponsored by King's Hawaiian Bakery, West Inc., ("Sponsor"), 19161 Harborgate Way, Torrance, CA 90501 and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI USA 48033. Universal Television, LLC and "The Kelly Clarkson Show" (referred to herein as "Broadcast Host") provided a portion of the Prize in this Contest.

- 1. CONTEST PERIOD:** The Contest entry period starts on August 3, 2020 at 12:00 PM (noon) Eastern Time ("ET") and ends on September 30, 2020 at 11:59:59 PM ET ("Submission Phase"), and is followed by a judging phase ("Judging Phase"), which begins October 1, 2020 at 12:00 AM ET and ends October 5, 2020 at 11:59:59 PM ET. The Submission Phase and Judging Phase are collectively the "Contest Period." Administrator's computer is the official time keeping device for this Contest.
- 2. ELIGIBILITY:** This Contest is offered to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age or older at the time of entry. Void where prohibited or restricted by law. Employees, officers, directors, representatives, and agents of Sponsor, Administrator, Broadcast Host and each of their respective parent companies, subsidiaries, affiliates, and companies involved in the implementation and execution of the Contest (collectively "Contest Entities") and each of their respective immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. Void where prohibited by law. All applicable federal, state, and local laws and regulations apply.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor, Administrator, or Broadcast Host.

- 3. HOW TO ENTER THE SUBMISSION PHASE:** During the Submission Phase, an eligible entrant must visit LunchboxReactions.com ("Website") and enter his/her valid e-mail address and the information requested on the entry form, which may include, without limitation: his/her first and complete last name (no initials); valid e-mail address; phone number; street address (no P.O. Boxes will be allowed); city, state; and zip code. All personal information submitted by an entrant will be held and used in accordance with Sponsor's privacy policy referenced in Section 12 below. Entrant must then follow the on-screen prompts to upload an original video of entrant revealing his/her King's Hawaiian recipe to his/her child and must include a reference to the King's Hawaiian product used (mini subs, sliced bread, or dinner rolls) ("Submission"). Entrant must have parent or legal guardian's permission to include a minor in any Submission. Submissions cannot exceed one (1) minute and 50 MB and must be in one of the following file formats: .MOV, .MPEG, .WMV, .MP4. **All Submissions must comply**

with the restrictions outlined in Section 4 below. All Submissions must be received by Sponsor no later than 11:59:59 PM ET on September 30, 2020 or Submission will be disqualified. Sharing or posting of the Submission on social media, including on Instagram, Facebook or Twitter, will not improve your chances of winning.

Limit: There is a limit of five (5) unique Submissions per person during the Submission Phase. If more than five (5) unique Submissions are received from the same person, only the first two (2) Submissions received may be considered valid. An entrant who attempts to enter more than the stated limit may be subject to disqualification from the Contest. If it is discovered or suspected that a person has attempted to enter or upload Submissions using multiple e-mail addresses or identities, all of that person's Submissions may be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive and such prize may be forfeited, at the Sponsor's sole and absolute discretion.

NOTE: By submitting a Submission, each entrant agrees that his/her Submission conforms to the "Submission Requirements" set forth in Section 4 below and all other terms and conditions in these Official Rules and that Sponsor may, in its sole and absolute discretion, disqualify him/her from the Contest if Sponsor (in Sponsor's sole discretion) decides that his/her Submission fails to conform to the Submission Requirements or any other provision of these Official Rules.

4. SUBMISSION REQUIREMENTS: Each Submission must comply with the following:

- Submission must comply with these Official Rules;
- Submission must include a video not to exceed one minute and 50 MB, in one of the following file formats: .MOV, .MPEG, .WMV, .MP4;
- Submission 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, or legal or moral rights of any third party, living or deceased;
- Submission must not disparage Sponsor, Administrator, Broadcast Host or any other person or party affiliated with the promotion and administration of this Contest;
- Submission must not include any personally identifiable information;
- Submission must be the original work of the entrant and must not contain images or artwork, music, quotes, parodies or other materials not created by entrant;
- Submission must not feature brand names, logos or trademarks other than Sponsor's trademarks in any other element of the entry or image, which Sponsor has granted, with respect to the Sponsor's trademarks, entrant a limited license to use for purposes of this Contest;
- Submission must not have been submitted previously in a promotion or contest of any kind and has not been exhibited or distributed currently or previously in any media;
- Submission must not contain, facilitate, reference, or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Submission cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contain nudity or any materially dangerous activity;
- Submission must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:

- i. gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
- ii. the use of firearms/weapons/ammunition, any illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of alcohol or tobacco products;
- iii. the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- Submission must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way;
- Submission 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; and
- Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the video was created.

Entrant must have approval from any persons appearing in the Submission and be able to provide express written consent of every such person appearing in the Submission to Sponsor, Administrator and/or Broadcast Host if requested.

NOTE: If any Submission fails to comply with any of these Submission Requirements or any other provisions of these Official Rules, Sponsor, Administrator and Broadcast Host reserve the right, but are not obligated, to disqualify the entrant.

SUBMISSIONS POSTED TO THE WEBSITE WILL NOT BE EDITED BY SPONSOR AND WILL REPRESENT THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS OF SPONSOR OR BROADCAST HOST IN ANY MANNER. Any entrant who incorporates any intellectual property owned by a third party into his/her Submission does so at his/her own risk. Without in any way limiting, expanding or amending the terms and conditions residing on any Contest-related website, including the Website, which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant's Submission infringes upon the rights of another person and/or receives a legally valid request to remove the affected Submission from any Contest-related website because of such infringement, such Submission may be disqualified from the Contest, as Sponsor may determine in its sole discretion. Further, no entrant will be eligible to receive the prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's Submission has been or can be sufficiently cleared for legal purposes and such entrant eligibility is verified. Each person who enters this Contest represents and warrants as follows: (i) the Submission is the entrant's own original; (ii) the Submission has not been previously published; (iii) the Submission has not won previous awards; (iv) the Submission 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; (v) the Submission does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; (vi) entrant has obtained permission from any person whose name, likeness or voice is used in the Submission; and (vii) the Submission 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.

By submitting a Submission, entrant hereby grants permission for the Submission to be publicly posted, at Sponsor's sole discretion. By submitting a Submission, entrant grants Sponsor and Broadcast Host an unlimited, worldwide, royalty-free, irrevocable, perpetual, license and right to publish, use, publicly perform and display the Submission in whole or in part, in any way, in any and all media, without limitation, and without consideration to the entrant, for promotional or marketing purposes. The Contest Entities are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected entries, Submissions – all of which will be void. Sponsor reserves the right to disqualify any entrant and/or Submission in its sole and absolute discretion.

- 5. JUDGING PHASE:** During the Judging Phase, eligible Submissions will be judged by a panel of qualified judges (the "Judges") to determine the potential winner. The Judges will score the Submissions according to the following weighted criteria: (i) Humor: 34%; (ii) Creativity: 33%; and (iii) Originality: 33% ("Judging Criteria"). The one (1) Submission that receives the highest score will be the potential winner. In the event of any ties, the Submission with the highest score in (ii) Creativity will prevail. In the event there are still any ties, the tied Submissions will be judged again and the Submission with the highest overall score will prevail. If the potential winner is found to be ineligible or does not comply with these Official Rules, he/she will be disqualified and the Submission with the next highest score will be named the potential winner. Administrator's, Judge's and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the potential winner. In no event will there be more than one (1) winner.

6. PRIZE AND APPROXIMATE RETAIL VALUE ("ARV"):

- A. Prize (1):** The winner will receive a trip for two (2) to Los Angeles, California and \$25,000 ("Prize"). Trips include round-trip coach class air transportation from a major commercial airport near winner's residence to Los Angeles, California for winner and one (1) adult guest, two (2) nights hotel standard accommodations (single room/double occupancy), and two (2) tickets for winner and guest to the Kelly Clarkson Show in October of 2020 (or at another date to be mutually determined by Sponsor and Broadcast Host). Travel to Los Angeles is provided as part of the Prize to enable the winner and guest to attend the Kelly Clarkson Show. If the winner and guest elect not to attend the Kelly Clarkson Show, the travel portion of the Prize will be subject to forfeiture. Winner's guest must be eighteen (18) years of age or older. Show dates and/or times are subject to change and cancellation, and Broadcast Host is not liable for any such changes. Winner must be able to travel on dates designated by Sponsor and Broadcast Host or the Prize will be forfeited and no further or alternative compensation will be provided. Admission as a guest to the Kelly Clarkson Show is contingent on the show having a live audience and/or guests. If for any reason the Kelly Clarkson Show does not have a live audience, tickets to the Kelly Clarkson Show will be forfeited and no additional compensation will be awarded to the winner. If the 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 and Broadcast Host. Winner 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. Winner and guests are responsible for having valid travel documents including government identification and/or passports. 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 this Prize. Travel must be booked at least seven (7) days in advance. Guests of winner must sign and return a travel liability release before travel will be booked. Winner and his or her guests hereby acknowledge that neither Sponsor nor Broadcast Host has or will obtain or provide travel insurance or any other form of insurance for any part of the trip. 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. Neither Sponsor nor Broadcast Host bear any responsibility if any event, element or detail of the Prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the 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. Neither Sponsor nor Broadcast Host are responsible if any event is delayed, postponed, or canceled for any reason. Winner will not receive compensation from Sponsor or Broadcast Host for tickets that the winner is unable to use due to cancellation of any event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Winner agrees that any event admission is 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. Sponsor and Broadcast Host reserve the right to remove or to deny entry to winner and/or his/her guest(s) if either winner or his/her guest(s) violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at an event. Only one (1) Prize will be available in the Contest. The ARV of the Prize is \$30,000.

B. Prize Conditions: The Prize will not be redeemed or exchanged for cash, except where required by law. In no event will more than one (1) Prize be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes by re-judging according to the Judging Criteria in Section 5. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute the Prize of equal or greater value in case of unavailability of the Prize.

7. HOW TO CLAIM THE PRIZE: On or around October 6, 2020, the potential winner will be notified via e-mail and/or telephone using the information disclosed at the time of entry. Before being declared a verified winner, the potential winner must complete, sign, and return a notarized Affidavit of Eligibility/Liability & Publicity Release and a tax acknowledgement ("Affidavit") within three (3) business days from the date it is e-mailed to the potential winner by the Administrator. Potential winner is subject to verification of eligibility and compliance with these Official Rules. Failure to provide all required information within the stated time period may result in forfeiture of winner's right to claim the Prize and may result in the Prize being awarded to an alternate winner, if time permits. The potential winner may be subject to a background check before the Prize is awarded. Sponsor reserves the right to disqualify the potential winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the Prize to any such individual might reflect negatively on the Sponsor or Broadcast Host. Winner and any guests attending The Kelly Clarkson Show must be willing to voluntarily submit and complete a background check prior to admission on the show

if asked by Broadcast Host. Winner and/or guest may be disqualified if the background check results are deemed unsatisfactory (in Universal Television, LLC's and "The Kelly Clarkson Show's" sole discretion). Winner and guest must also sign appearance releases if invited to appear on The Kelly Clarkson Show. In addition, in light of the current COVID-19 virus pandemic, all guests attending the show must be willing to voluntarily submit to a COVID-19 test, to be administered at the sole discretion of Broadcast Host. Upon verification of eligibility, the winner will be contacted regarding Prize fulfillment. The Contest Entities shall not be held responsible for any delays in awarding the Prize for any reason. If the potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or any winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, or if a potential winner does not answer the initial notification, the Prize may be forfeited. If the Prize is forfeited for any reason, an alternate potential winner may be selected from all remaining non-winning Submissions. If the Prize is unclaimed, unredeemed or any portion thereof returned as undeliverable, it will be forfeited. Prize is not transferable and includes only the items specifically listed as part of the Prize. Any portion of the Prize not accepted by winner will be forfeited. The winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for the Prize won. Approximate retail value is as of the time these Official Rules were printed and the value of the Prize may fluctuate. The winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. Odds of winning the Prize depend upon the number of eligible entries received and the quality of the Submissions. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Prize will only be awarded to a verified winner. If, after a good-faith attempt, Sponsor is unable to award or deliver the Prize, the Prize will not be re-awarded.

THE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE, AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

- 10. LIMITATION OF LIABILITY:** By participating in this Contest, entrants 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 and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Contest; (vii) any injury or damage, whether personal or property (including any injury related to dancing or creating the entry), to entrants or to any person's computer related to or resulting from participating in the Contest and/or accepting or using the Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Contest Entities are not responsible for any undelivered telephone calls, messages or e-mails, including

without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Contest related e-mail to a spam or junk folder.

By entering the Contest, each entrant agrees: (i) to be bound by these Official Rules, including Submission Requirements; (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, without limitation, reasonable 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 entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Contest is not capable of running as planned, or the integrity and or feasibility of the Contest is severely undermined by any event beyond the control of Sponsor or Broadcast Host, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor and Broadcast Host reserve the right, at its sole discretion, to abbreviate, cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. If Sponsor, in its discretion, elects to alter this Contest as a result of a Force Majeure event, a notice will be posted at the Website.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING THE PRIZE, IS 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.

11. DISPUTES: THIS CONTEST 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 COUNTY OF OAKLAND, 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 JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF

(“JAMS RULES”). THE JAMS 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, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

12. PRIVACY POLICY: Sponsor’s privacy policy is available at <https://www.kingshawaiian.com/privacy-policy>.

13. PUBLICITY RIGHTS: By participating in this Contest, each entrant agrees to allow the Sponsor, Sponsor’s designee and Broadcast Host the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Contest for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

14. RELEASE: By participating in the Contest, each entrant releases and agrees to indemnify and hold harmless Contest Entities, from and against any and all costs, claims, damages, or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Contest, creation of an entry, acceptance or usage of the Prize, or arising out of participation in any Contest or Prize related activity, whether hosted by Sponsor or a third party.

15. MISCELLANEOUS: This Contest is subject to all applicable federal, state, and local laws. Winning the Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. Sponsor reserves 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 the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST 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.** In the event of a dispute as to the identity of an entrant, the entry will be declared made by the primary account holder of the e-mail account associated with the e-mail account used to enter the Contest. Potential winners may be required to show proof of being the primary

account holder. The “primary account holder” is the natural person listed as the primary owner of the e-mail address by an e-mail service provided. Sponsor is not responsible for any change of e-mail address, mailing address and/or telephone number and it is solely the responsibility of the entrant to notify Sponsor in writing if the entrant changes his or her e-mail address, mailing address and/or telephone number during the Contest Period. 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 any Prize documents will not affect the validity or enforceability of any other provision. 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 entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, television and print advertising, or any other promotional media), the details of the Contest as set forth in these Official Rules shall prevail. In the event of any conflict between the Official Rules and the Website terms and conditions, the terms and conditions of the Official Rules will prevail.

- 16. WINNER LIST:** To obtain a list of the winner, mail a self-addressed, stamped business-sized envelope to The King’s Hawaiian Lunchbox Reaction Contest P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received by December 5, 2020.

Universal Television, LLC and The Kelly Clarkson Show are not sponsors of the Contest and are not associated with the administration of the Contest in any way. Entrants are providing information to Sponsor and not to Universal Television, LLC or The Kelly Clarkson Show.

© 2020 King’s Hawaiian Bakery, West Inc. All rights reserved.