A Match Made in Hidden Valley Contest Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Eligibility:

A Match Made in Hidden Valley Contest (the "Contest") is open only to "Entrants" who, at the time of entry:

- Are legal residents of the 48 contiguous United States or the District of Columbia and at least 25 years old;
- Are able to submit a valid IRS Form W-9;
- Have a public Instagram account with at least one in-feed post or reel posted between 11/9/25 and 11/9/26; and
- Have a partner who meets the same residency and age requirements, consents to help create the entry and, if Entrant is selected as the Grand Prize winner, to attend and legally marry Entrant at the Grand Prize wedding celebration ("Wedding Event," see the Prize section below) (Entrant's "Marriage Partner").

Entrant and Marriage Partner must both be eligible to execute a legally binding California marriage license and, if Entrant is declared the Grand Prize winner, commit to obtaining such license by February 12, 2027. To claim the prize, the Potential Winner (defined in the Winner Determination section below) and the Potential Winner's Marriage Partner must also consent to a confidential background check, including a review of social media accounts. **Due to the nature of the prize offered, if a background check reveals that a Potential Winner or the Potential Winner's Marriage Partner engaged in conduct that could damage the reputation of Sponsor or any of the Released Parties, as determined by Sponsor in its sole discretion, the Potential Winner may be disqualified and will not be awarded the prize.**

Entrant and Marriage Partner must also be available and willing to participate in publicity as set forth in the Winner and Marriage Partner's Publicity Obligations section below.

Employees and contractors of The HV Food Products Company, The Clorox Company, Merkle Inc., Autumn Communications LLC, and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee or contractor are not eligible to participate in the Contest.

Agreement to Official Rules; Violation of these Rules Will Result in Disqualification:

Participation constitutes Entrant's full and unconditional agreement to these Official Rules. All federal, state, and local laws apply; the Contest is void in Alaska, Hawaii and where prohibited. Sponsor's and

Contest Administrator's decisions are final and binding in all matters related to the Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein.

In the event there is a discrepancy or inconsistency between any other statements contained in any Contest-related materials and these Official Rules, these Official Rules shall prevail, govern and control.

Entrants agree that they may not create any part of their entry using any third-party artificial intelligence sites. Entrants agree that they may not submit entries by any automated means or use multiple different identities, registrations, or email addresses to submit more Contest entries than permitted by these Official Rules. Entrants also agree not to tamper with the entry process or the operation of the Contest, and not to act in an unsportsmanlike or disruptive manner or in violation of any aspect of these Official Rules. Any attempt by any person to deliberately undermine the legitimate operation of the Contest or to violate any of the above requirements will void all Contest entries of the person(s) responsible for such action and result in their disqualification from the Contest. Such action may also be in 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.

Sponsor/Administrators:

Sponsor: The HV Food Products Company, 1221 Broadway, Oakland, CA 94612. Contest Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075. Prize Administrator: Autumn Communications LLC, 345 N. Maple Drive, Suite 123, Beverly Hills, CA 90210.

Timing:

The Contest begins on November 19, 2026 at 12:00 a.m. Eastern Time ("ET") and ends on December 4, 2026 at 11:59 p.m. ET (the "Promotion Period"). Contest Administrator's servers are the official time-keeping devices for the Contest.

How to Enter:

Only 1 person in a couple may be the Entrant; however, both Entrant and Marriage Partner must participate in creating the Contest Entry (defined below). During the Promotion Period, take the following steps to receive an entry into the Contest.

Step 1: Create Your Video

Create a video of up to 90 seconds that includes you and your Marriage Partner and summarizes your love story, your love of Hidden Valley, and why the Grand Prize wedding celebration is your dream wedding (your "Video"). **Your Video need not include Sponsor's products, and including Sponsor's products in your Video will not improve your chances of winning.**

Upload your Video as an **unlisted** YouTube video or to Google Drive to create a link for use on the Promotion Site entry form. Use of YouTube and Google Drive is free but subject to the Terms: YouTube Terms of Service, Google Terms of Service. See instructions as to how to create a link below.

Unlisted YouTube Video Link:

- Go to YouTube Studio and sign in to your Google account.
- Click the "Create" button and then "Upload videos."
- Select your Video file to upload and once uploaded, go to "Visibility" and select "Unlisted."
- Copy the video URL to submit on the entry form.

Google Drive Link:

- Sign in to Google Drive.
- Click "+ New" and then "File upload."
- Select your Video file to upload.
- Once uploaded, right-click the file and select "Share."
- Under "General access," change the setting from "Restricted" to "Anyone with the link."
- Click "Copy link" and submit this link on the entry form.

Links other than an unlisted YouTube Video Link or Google Drive Link will not be accepted.

Step 2: Visit Promotion Site to Register, Answer Essay Questions, Upload Video URL and Submit Entry Form

Visit the "Promotion Site" and follow the links and instructions to accurately complete and submit the entry form, including your first and last name (initials are not sufficient), and your valid email address and home address (P.O. Boxes are not permitted). You must also submit your Instagram handle for your **public** Instagram account. Your Instagram account must be public when you submit the entry form and remain public until the prize is awarded.

Next, respond to the following prompts; each response must be 1,000 characters or less:

- **How did your love story get *ranchified?*** Tell us how you met and how Hidden Valley Ranch is part of your story. Did it make an appearance on a first date? During the proposal? Or in another memorable relationship moment? Spill the details!
- **Prove that your ranch obsession is as serious as your relationship.** What are your non-negotiable ranch traditions? Extra bottles in the pantry? Packing a bottle in your suitcase for a fun trip? Share any funny ranch-related stories, recipes, or game-day routines that you cherish together.
- **Where you are in the wedding planning process.** We'd love to hear where you are in planning your wedding and what's shaped your journey so far. Are there any life milestones—like buying a home, moving, or changes to your budget—that have influenced your plans or timing?
- **When a football game and date night end up competing for the same evening, what's your game plan?** How do you compromise? Do you choose one or the other? Or is watching football together actually the perfect date night? Tell us how you balance love and fandom.

- **Imagine you're being interviewed on a live morning show. The host asks why you want your wedding on Valentine's Day and Big Game Sunday, and why Hidden Valley Ranch is a non-negotiable part of the celebration. What's your 15-second pitch?**

  Lastly, upload the URL to your 1 Video, check the boxes agreeing to these Official Rules and acknowledging the winner's tax liability for the actual value of the prize, and submit your entry form. Your registration information, responses to the prompts and your Video will be collectively referred to as your "Contest Entry." Responses to the prompts and your Video will be judged according to the Judging Criteria set forth in the Winner Determination section below.

By uploading your Contest Entry, you agree that it conforms to the **Permissions and Content Restrictions** below and that Sponsor, in its sole discretion, may disqualify your Contest Entry if it believes that it fails to conform.

Permissions:

You must have permission from your Marriage Partner and any other recognizable individuals who appear in the Contest Entry to use their names and likenesses in the Contest Entry and to grant the rights set forth herein. Minors may only be included in the Contest Entry if Entrant is their parent or legal guardian. If requested, you must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- Your Contest Entry must be in English;
- Your Contest Entry must be your original work and be based on your honest opinion and personal experience;
- Your Contest Entry must not convey any claims of Sponsor's products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- Your Contest Entry must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
  - Accordingly, your Contest Entry must not prominently display brand names or trademarks other than those owned by Sponsor; and
  - Your Contest Entry must not contain content created by a third party, such as **music**, images or artwork;
- Your Contest Entry must not disparage Sponsor or any other person or party;
- Your Contest Entry must not contain material that is inappropriate, offensive, indecent, obscene, sexually explicit, tortious, defamatory, slanderous or libelous;
- Your Contest Entry must not make reference to or include: alcohol, marijuana, illegal drugs, prescribed drugs, tobacco or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;
- Your Contest Entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- Your Contest Entry must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where your Contest Entry is created.

Entry Limits:

Only 1 Contest Entry permitted per Entrant and Marriage Partner, i.e., both members of a couple may not submit separately. In the event of a dispute as to any Contest Entry, Sponsor and Contest Administrator will rely on the information submitted by the Entrant to register for this Contest. If any additional information provided by Entrant is inconsistent with the information provided at registration for this Contest, Sponsor and/or Contest Administrator may disqualify such Entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from Entrant to show proof of Entrant's identity.

Sponsor's Use of Contest Entries:

Uploading a Contest Entry constitutes Entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Contest Entry in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, Entrant agrees to sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights Entrant is granting to use the Contest Entry.

Winner Determination:

After the conclusion of the Promotion Period, a panel of qualified judges determined by Sponsor in its sole discretion will select the 1 Entrant with the highest-scoring Contest Entry (the "Potential Winner") from among all eligible Contest Entries received based on the following criteria ("Judging Criteria"):

- Authenticity and Storytelling (40%)
- Connection to Ranch Dressing (30%)
- Creativity and Originality (30%)

In the event of a tie, the Entrant whose Contest Entry received the highest score for Authenticity and Storytelling, as determined by the qualified judges in their sole discretion, will be deemed the Potential Winner from among the tied Entrants. Sponsor reserves the right to not select a winner, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Contest Entries. Sponsor will not disclose judging scores.

Winner and Marriage Partner's Prize Acceptance Requirements:

The Potential Winner will be notified by email from Contest Administrator on or around December 14, 2026 and will be required to sign and return a Declaration of Compliance, Liability Waiver, and, where not prohibited, a Publicity Release ("Declaration"), as well as a nondisclosure agreement, consent to a confidential background check and an IRS Form W-9, which must be received by Contest Administrator within 48 hours of the date notice or attempted notice is sent, in order to claim the prize. In addition, the Potential Winner's Marriage Partner will also be required to sign and return a publicity and liability

release, nondisclosure agreement and consent to a confidential background check in order for Potential Winner to claim the prize. **Winner and Winner's Marriage Partner must, upon winner confirmation, apply for a California marriage license, and attend the required in-person appointment to obtain such license by February 12, 2027, as set forth in the Eligibility section above, in order for Winner to receive the prize. Winner and Winner's Marriage Partner must be legally married to each other during the wedding ceremony at the Wedding Event, including executing the marriage license at the ceremony.**

If a Potential Winner cannot be contacted, fails to execute and return the Declaration, the IRS Form W-9, or provide any other requested information within the required time frame, does not comply with these Official Rules, or if the Potential Winner's Marriage Partner fails to complete the required paperwork within the required time frame, or if either Potential Winner or Marriage Partner fails to pass the required background checks described in the Eligibility section above, participate in wedding planning or in required publicity activities as set forth in the Winner and Marriage Partner's Publicity Obligations section below, or marry at the Wedding Event, the Potential Winner forfeits the prize. If a Potential Winner is disqualified for any reason or forfeits the prize, the prize may be awarded to a runner-up, if any, in Sponsor's sole discretion and time permitting.

Winner and Marriage Partner's Publicity Obligations:

As a condition of receiving the Grand Prize, the winner and the winner's Marriage Partner must agree to be reasonably available for public relations and promotional activities. These activities include, but are not limited to, media interviews, broadcast appearances, and photo and video shoots ("PR Events"), as well as being filmed and/or photographed during the Wedding Event (as defined in the Prize section below) for use in Sponsor's social media posts, advertising, and other marketing materials ("Prize Footage"). Winner and Marriage Partner will not receive any compensation for participation in PR Events. The availability period for PR Events begins on January 5, 2027, continues through the January pre-wedding planning period, and extends up to 3 weeks following the Wedding Event (approximately through March 7, 2027). Sponsor will make reasonable efforts to coordinate schedules. Failure to participate in PR Events as requested by Sponsor may result in winner's disqualification, as set forth in the Winner and Marriage Partner's Prize Acceptance Requirements section above.

Prize Footage and any footage or photographs from PR Events may be used by Sponsor as set forth in the Publicity section below.

Prize: 1 Grand Prize:

A game-day, Hidden Valley Ranch branded wedding celebration for the winner and winner's Marriage Partner, for up to 50 guests, to take place on February 14, 2027 in Los Angeles, California. Grand Prize to include:

- Travel and lodging for Winner and Marriage Partner, consisting of:
    - Round trip, coach-class air transportation for 2 from a major airport near winner's home (determined by Sponsor in its sole discretion) to Los Angeles, CA;
    - 4 nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy);

    - Ground transportation between destination airport and hotel, and between hotel and Wedding Event venue;
- Wedding attire, hair and makeup for Winner and Marriage Partner;
- Wedding invitations for 50 guests;
- Cost of Los Angeles County marriage license for Winner and Marriage Partner;
- Official wedding ceremony for Winner and Marriage Partner, presided over by an officiant of the couple's choosing from a list provided by Sponsor, to include up to 50 guests. Unless the child or legal ward of Winner or Marriage Partner, guests must be 21 years of age or older as of February 14, 2027. **Travel and lodging for guests is not included**. Wedding ceremony to include:
    - Venue, valet parking, florals and décor, catering, bar, wedding cake, photography and videography package, DJ.
- Post-wedding, football-themed watch party for Winner, Marriage Partner, and their guests. Collectively, the wedding ceremony and post-wedding watch party will be referred to as the "Wedding Event."
- Sponsor (via Prize Administrator) will also provide winner a check for $27,857, which is intended to assist the winner with any federal, state, or other tax obligations related to the Grand Prize (the "Tax Gross-Up Payment"). The Grand Prize winner's actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize. Sponsor will not provide any further assistance toward the winner's tax obligations.

All details of the Grand Prize, including all details of the Wedding Event, will be determined by Sponsor in its sole discretion. Notwithstanding the foregoing, Sponsor may consult with the winner and winner's Marriage Partner on some aspects of the Wedding Event, with Sponsor making the final determination on all details.

Additional Prize Terms:

Winner and Marriage Partner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel dates acceptable to winner. Winner is obligated to work with Sponsor's travel agent and wedding coordinator to book trip and plan wedding ceremony immediately upon winner confirmation or prize will be forfeited. Travel and accommodations are subject to availability. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the prize description above, including but not limited to, ground transportation (other than as expressly provided above), meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Marriage Partner must travel on same itinerary and at the same time as the winner. Winner and Marriage Partner are solely responsible for having a REAL ID compliant driver's license/state ID or U.S. passport for domestic air travel. Additional travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at

Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. By traveling and participating in the Grand Prize celebration, winner, winner's Marriage Partner and winner's guests voluntarily assume all risks related to exposure to COVID-19 or other communicable illness. Sponsor is not responsible if Wedding Event is delayed, postponed or cancelled for any reason beyond Sponsor's control, in which case that portion of prize is forfeited in its entirety and no substitution will be provided except in Sponsor's sole discretion. Approximate Retail Value ("ARV"): $92,857.

The prize is non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Prize Administrator will issue winner an IRS Form 1099-MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. In addition, actual value of the prize may vary based on airfare fluctuations and distance between departure and destination. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. 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.

Release:

By receipt of the prize, winner agrees to release and hold harmless Sponsor, The Clorox Company, Contest Administrator, Prize Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees, contractors and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Contest and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Contest constitutes the winner's and winner's Marriage Partner's consent and grant to Sponsor and its agents to use the following information about the winner and winner's Marriage Partner (to the extent provided by winner as part of the entry, winner confirmation process or captured in any Prize Footage or footage or photographs from PR Events): name, city, state, likeness, photograph, Contest Entry, social handle, voice, opinions, Prize Footage, footage or photographs from PR Events and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. **By attending the Wedding Event, Wedding Event attendees also agree and consent that Sponsor and its agents may use each attendee's name, city, state, likeness and Prize Footage for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law**. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above-mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law. Winner, winner's Marriage Partner and Wedding Event attendees will have no rights in the Prize Footage or photographs or footage related to PR Events filmed or organized by Sponsor.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Contest, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud;
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Contest; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Contest, as determined by Sponsor in its sole discretion.

Where one or more of the above Issues occurs, Sponsor, in its sole discretion, may determine the winner from among all non-suspect, eligible Contest Entries received up to time of such action using the judging procedure outlined above; and/or modify the prize offered.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Rules:

In no event will Sponsor be obligated to award more than the stated number of prizes set forth in these Official Rules. In the event that more winner notifications are distributed or more prizes are claimed, due to a printing, production, seeding, computer, or other error of any kind, than the stated number of prizes, Sponsor reserves the right to award only the stated number of prizes based on the winner selection process described in these Rules.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or where the incorrect information is caused by printing errors or by any of the equipment or programming associated with or utilized in the Contest;
- Technical failures of any kind, including but not limited to malfunctions, delays, interruptions, or disconnections to the internet, social media platforms, phone lines, or network hardware or software;
- Unauthorized human intervention in any part of the Contest, including but not limited to the entry process;
- Printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Contest Entries or the announcement of the prizes or in any Contest-related materials;
- Late, lost, undeliverable, delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms; if for any reason an entrant's entry is confirmed

to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, if it is possible; and

- Any unauthorized third-party use of any Contest Entry.

Disputes:

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 by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan;
- Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees;
- Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased; and
- All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of Michigan.

Severability:

If any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law. Remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to Sponsor's Privacy Policy.

Winner List:

See this winner list for the Contest winner. The winner list will be posted after winner confirmation is complete.

This promotion is in no way sponsored, endorsed or administered by, or associated with, YouTube LLC/Google LLC.

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