

**Smithfield Mayor of Meatopia Competition
Official Rules**

- **NO PURCHASE NECESSARY.**
- **VOID WHERE PROHIBITED BY LAW.**
- **ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**
- **THIS CONTEST IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM OR TIKTOK.**
- **NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE.**

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

1. **ELIGIBILITY:** The Smithfield Mayor of Meatopia Competition (“Contest”) is 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 time of entry. Employees, contractors, directors, officers, and agents of Smithfield Foods, Inc. (“Sponsor”), Realtime Media LLC (“Administrator”), and their respective parent companies, paid influencer partners promoting the Contest, affiliates, subsidiaries, agencies, and distributors (collectively, the “Contest Parties”), their immediate family members and those living in the same household as such individuals (whether legally related or not) are not eligible to participate in the Contest or win the prize. For purposes of this Contest, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children, and grandchildren. Void where prohibited by law. All federal, state, and local laws and regulations apply. By participating in the Contest, you unconditionally accept and agree to comply with and abide by these “Official Rules” and the decisions of Sponsor, including the interpretation of these Official Rules, administration of the Contest, selection of the winner, and Sponsor’s exercise of discretion, which will be final, non-appealable, and binding in all respects.
2. **TIMING:** The Contest is comprised of the following periods:

Entries may be submitted, as further described below, starting at 12:00 a.m. Eastern Time (“ET”) on August 3, 2026 and ending at 11:59 p.m. ET on September 13, 2026 (the “Entry Period”).

All eligible entries submitted in the Entry Period will move into a “Judging Period” where they will be reviewed and scored by a panel of judges to select up to five (5) potential Finalists (as defined below). The Judging Period starts on September 14, 2026 and ends on September 20, 2026.

The potential Finalists will be notified via direct message, as further described below, on or about September 21, 2026 and must respond within forty-eight (48) hours.

After verification, the Finalists’ Entries will be published on <https://visitmeatopia.com> (the “Website”) for public viewing and voting. Voting begins at 12:00 a.m. ET on September 24, 2026 and ends at 11:59 p.m. ET on October 3, 2026 (the “Voting Period”).

The potential winner will be notified after the Voting Period, as further described herein. The winner is scheduled to be announced on or about October 10, 2026.

The designated computer clock of the Sponsor is the official time-keeping device for the Contest.

3. HOW TO ENTER: To enter the Contest, take the following steps:

- i. During the Entry Period, make a video describing why you should be named the “Mayor of Meatopia” (the “Video”). Your Video may not exceed 30 seconds in length. All Videos must comply with the Content Guidelines below.
- ii. Become a follower of the @smithfieldbrand account on Instagram and/or TikTok (“Sponsor’s Account”).
- iii. During the Entry Period, create your Video on Instagram Reels or TikTok and publish it on your channel, including the hashtag #MeatMayorContest in the caption and mention/tag the Sponsor’s Account @smithfieldbrand in the post’s caption (collectively, the “Entry”). **Be sure your social media account used to post the Entry is set to public.** Entries made to Instagram Stories will **not** be included in the Contest.

If you successfully take all of the steps above, your Entry will be considered in this Contest.

Your social media account used to post your Entry must be set to public, and you must remain a follower of the Sponsor’s Account through completion of the Finalist and winner notification and verification process for proper administration purposes, including Finalist notification. NOTE: Sponsor may not receive Entries from users with “private”/“protected” account settings (i.e., user has set their social media account so that only people the user has approved can view their posts) due to the way each of the social media platforms operates their services. Entries not received by Sponsor will not be entered into the Contest. By including the hashtag #MeatMayorContest in your Entry post’s caption and mentioning/tagging the Sponsor’s Account @smithfieldbrand in your Entry post’s caption, you are confirming your acceptance of and agreement to these Official Rules, including all eligibility requirements.

Note: To participate and enter this Contest you will need an Instagram and/or TikTok account. To create an account for free, visit the applicable social media platform’s website or download the application from your mobile device’s app store and sign up for an account. By submitting your information and creating an account, you will be required to agree to the applicable social media platform’s terms of service and privacy policy. If you do not agree to the applicable social media platform’s terms of service and privacy notice, you cannot create an account on that applicable social media platform or participate in this Contest on that applicable social media platform. NOTE: If participating in the Contest via a mobile device, message and data rates may apply. Not all mobile telephone providers carry the service necessary to participate in this Contest. Entrants should consult their wireless provider’s pricing plans.

The Contest Parties are not responsible for technical difficulties of any kind, or for unavailability of any social media platform or any service interruption.

LIMIT: One (1) Entry per person during the entire Contest, regardless of the social media platform or number of accounts used. If an entrant submits more than one Entry, only the first eligible Entry received, as determined by Sponsor in its sole discretion, will be considered. Attempts made by the same individual to earn more than the stated number of entries by using multiple or false contact information, social media accounts, or otherwise may result in disqualification. For purposes of this Contest, individuals are not permitted to share a social media account. Entries generated by artificial intelligence, script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive, or otherwise not in compliance with the Official Rules may be disqualified from the Contest at Sponsor’s sole and absolute discretion. Those who do not follow all instructions of Sponsor may be disqualified. Entries submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. Entrants may not share a social media account. In the event of a dispute over the identity of an entrant, the Entry

will be deemed posted by the individual registered account holder of the email address associated with the applicable social media account that posted such Entry, provided that person is eligible. Any potential winner may be required to show proof of being the registered account holder. Registered account holder is defined as the individual person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who submitted an entry cannot be resolved to Sponsor's satisfaction, the affected Entry will be deemed ineligible.

4. CONTENT GUIDELINES: All Entries must comply with the following:

- Must be suitable for public viewing and must communicate messages consistent with the positive images and goodwill to which Sponsor wishes to associate;
- 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;
- Must be in the English language;
- Must have approval from all visibly identifiable individuals appearing in the Video, and be able to provide express written consent for every such person appearing or heard in the Video to Sponsor and/or Administrator if requested;
- 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;
- Must not disparage the Contest Parties, Meatopia, retailers, competitors, or any other person or party affiliated with the promotion and administration of this Contest;
- Must not include any protected personal information;
- Must not prominently feature brand names, logos, or trademarks other than Sponsor's trademarks in the Video, other than Sponsor's trademarks, which entrant may use solely for purposes of this Contest. Sponsor reserves the right to ask the entrant to create a new Video, edit it, or blur out logos/trademarks in the Video;
- If any meat products are used in the Video, they must be from a Smithfield Foods brand;
- Must not depict any dangerous cooking and/or grilling behavior;
- Must not include any music unless the entrant created and owns all rights in the music, or the music has been expressly provided or approved by Sponsor for use in the Contest. Music available through Instagram, TikTok, or another social media platform's music library may not be used unless Sponsor confirms that the music may be used and sublicensed for Sponsor's intended advertising, commercial, and promotional purposes;
- Must not have been submitted previously in a promotion or contest of any kind and must not have been exhibited or distributed currently or previously in any media;
- Must not contain, facilitate, reference, or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous, or libelous;
- 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;
- 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:
 - gambling, including without limitation, any content related to online casinos, sports books, bingo, or poker;
 - 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;
 - the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way;
- 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

- Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the entry was created.

By submitting an Entry, entrant hereby grants permission for the Content, including the entrant's Instagram/TikTok handle and public profile information, to be publicly posted, at Sponsor's sole discretion. Finalists' Entries will be viewable in a Sponsor-hosted online gallery at <https://visitmeatopia.com>. Inclusion in the gallery does not reflect your eligibility or indicate you are a winner.

IMPORTANT NOTE: Any entrant who incorporates intellectual property or other material owned by a third party into an Entry does so at the entrant's own risk. If Sponsor or a social media platform is notified that any element of an Entry may infringe or violate the rights of another person, or receives a legally valid request to remove the Entry, Sponsor may disqualify the Entry in its sole discretion. No entrant will be eligible to receive the prize unless Sponsor determines, in its sole discretion, that the Entry has been or can be sufficiently cleared for Sponsor's intended use, and the entrant's eligibility has been verified.

Each entrant agrees to indemnify, defend, and hold harmless the Contest Parties from and against third-party claims, damages, liabilities, costs, and expenses, including reasonable attorneys' fees, arising out of or relating to: (a) the entrant's breach or alleged breach of these Official Rules; (b) the entrant's Entry or conduct in connection with the Contest; or (c) Sponsor's authorized use of the Entry in accordance with the rights granted under these Official Rules. This indemnity does not apply to the extent a claim arises from a Contest Party's gross negligence, willful misconduct, or use of the Entry materially outside the scope of the rights granted under these Official Rules.

By participating in the Contest, each entrant grants Sponsor and Administrator a non-exclusive, royalty-free right to access, review, reproduce, and use the Entry as reasonably necessary to administer, judge, verify, and operate the Contest.

Each Finalist additionally grants the Contest Parties and their respective designees a non-exclusive, worldwide, royalty-free right to reproduce, publicly display, distribute, stream, edit, adapt, and otherwise use the Finalist's Entry, name, city and state, social media handle, voice, photograph, and likeness in connection with the Contest, the public Voting Period, and related Contest publicity, in all media now known or later developed. The winner additionally grants the Contest Parties and their respective designees the rights described in Sections 7 and 9 below for advertising, commercial, and promotional purposes.

The Contest Parties may require an entrant, Finalist, or winner to provide proof of ownership, permissions, licenses, consents, and releases necessary to grant the foregoing rights. Failure to provide such proof may result in disqualification.

You acknowledge that Entries are not being submitted in confidence or in trust to Sponsor, and that no confidential or fiduciary relationship is intended or created. By submitting an Entry, you acknowledge and agree that Sponsor may receive other Entries under this Contest that may be similar or identical to the Entry submitted by you, and you waive any and all claims you may have had, may have, and/or may have in the future, that any other Entry reviewed and/or used by Sponsor may be similar to your Entry and you understand that you will not be entitled to any compensation because of Sponsor's use of such other similar or identical material. Notwithstanding any custom and practice in the industry to pay an individual for an idea (if any), nothing herein shall create an implied or express contract to compensate entrants for their Entries and there is no obligation for any Contest Party to pay or otherwise compensate entrants for any of their ideas or materials in any communications with Sponsor, whatsoever. Entries are not confidential, and the Contest Parties' only obligations to entrants regarding Entries are as specifically set forth in these Official Rules. The decisions of the Sponsor are final and

binding in all matters relating to this Contest, including interpretation and application of these Official Rules.

5. JUDGING PERIOD AND DETERMINATION OF THE FINALISTS: During the Judging Period, a panel of qualified judges (“Judges”) selected by Sponsor, in its sole discretion, will score each eligible Entry received in the Entry Period up to the maximum number of points allowed. Judging will be based on the following criteria:

- 30%: Personality & On-Camera Presence:
 - Does the entrant have a big, standout personality?
 - Is the entrant confident and have an authentic, likeable, and engaging on-camera presence?
 - Does the entrant have the ability to serve as a memorable Mayor of Meatopia?
- 20%: Passion for Meat and Cooking:
 - The Entry demonstrates a clear enthusiasm for meat, grilling, cooking, or meat culture
 - The entrant demonstrates a natural connection to Meatopia and its audience
 - The entrant displays credibility and excitement around the category
- 20%: Creativity & Concept:
 - The originality of the Entry and its execution.
 - Does the Entry showcase humor, flair, or a unique twist?
 - Creative storytelling in the Video.
 - A clear and memorable hook.
- 15%: Brand Fit and Meatopia Energy:
 - The Entry captures the fun, bold, shareable spirit of Meatopia
 - Reflects Meatopia as a place “Where Meat Lovers Unite”
 - The Entry feels appropriate for VisitMeatopia.com and Sponsor’s social channels
- 15%: Shareability and Memorability:
 - Is the Entry entertaining and memorable?
 - The Entry has a social-first appeal
 - Stands out among other Entries
 - Could drive interest in the broader Meatopia program

The five (5) entrants associated with the Entries with the highest Judges’ scores will each be named a potential “Finalist.” Potential Finalists are subject to verification. Potential Finalists will be notified at the end of the Judging Period to ensure eligibility and permission to proceed to the public Voting Period. In the event of any ties in determining the position of a Finalist, the tied Entries will be compared, and the Entry with the highest overall score in Personality & On-Camera Presence will prevail. In the event a tie remains, the tied Entries will be compared, and the Entry with the highest overall score in Creativity & Concept will prevail. In the event a tie still remains, a tie-breaking judge will score all tied Entries based on the criteria set forth above, and the Entry with the highest tie-breaking judge’s score will prevail.

Each potential Finalist will be notified via direct message from the Sponsor’s Account on the platform used to submit the Entry after the Judging Period. The Contest Parties are not responsible for and shall not be liable for incorrect, changed, or illegible contact information or for electronic communications that are undeliverable as a result of any form of active or passive filtering, or insufficient space in an entrant’s email or other account to receive messages. Contest Parties are not responsible for late, lost, intercepted, misdirected, or unsuccessful efforts to notify a potential Finalist. As part of the Finalist notification and verification process, each potential Finalist will be required to complete and submit a redemption form (“Redemption Form”) within forty-eight (48) hours of Sponsor’s time stamp, as a condition of being named a Finalist. If a potential Finalist entered via TikTok, Sponsor may post a comment on the Entry asking for the potential Finalist to contact the Sponsor’s Account with a valid email address so the Redemption Form may be sent. Completion of the Redemption Form indicates a Finalist’s approval for the Entry to be posted on the Website for public viewing.

If any Finalist is found to be ineligible, if a Finalist cannot be contacted, fails or refuses to complete and return the Redemption Form within forty-eight (48) hours, or does not want to move to public voting, if

a Finalist could not accept the prize, if offered, or if a Finalist does not comply with these Official Rules, the Finalist will be disqualified and the Finalist associated with the Entry with the next-highest score will be named a potential Finalist, time permitting. Administrator's, Judges', and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the Finalists. A potential Finalist becomes a "Finalist" only after verification of eligibility by Sponsor.

Sponsor reserves the right to choose fewer than five (5) Finalists if, in its sole discretion, it does not receive a sufficient number or quality of eligible and qualified Entries.

- 6. VOTING PERIOD AND DETERMINATION OF THE WINNER:** To participate in public voting among the Finalists, a voter must be a legal resident of the fifty (50) United States or the District of Columbia and at least eighteen (18) years of age at the time of voting. To vote, visit the Website during the Voting Period and follow the on-screen instructions to cast one (1) vote for the Finalist you consider best based on the Judging Criteria above. Entrants may vote. All participants are prohibited from casting, soliciting, or obtaining votes through fraudulent, deceptive, coercive, or otherwise inappropriate means, including offering prizes, payments, or other consideration in exchange for votes; using paid vote-exchange services; or using scripts, macros, bots, automated systems, or other methods that subvert or impair the integrity of the voting process. Sponsor may void any suspect votes and may disqualify a Finalist associated with prohibited voting activity. Limit one (1) vote per person during the entire Voting Period. By participating in voting, voters may receive a "Voting Reward", as further described below.

At the end of the Voting Period, all eligible votes will be compiled, and the one (1) Finalist who receives the highest number of eligible votes, as determined by Sponsor in its sole discretion, will be named the potential winner. Vote totals will not be made public. In the event of a tie, the tied Finalist whose Entry received the highest overall score during the Judging Period will prevail. If a tie remains, the tie-breaking process stated in Section 5 will apply.

No more than one (1) prize will be awarded. If, for any reason, more bona fide winners come forward seeking to claim the prize, the winner will be determined by the Judges' scores achieved via the judging process outlined above among any entrant making purportedly valid claims. Inclusion in such process shall be each entrant's sole and exclusive remedy under such circumstances.

Voting Reward: As part of this Contest, eligible voters may receive a reward of three U.S. dollars (\$3.00 USD) in Swagbucks currency ("300 SB") (the "Voting Reward") for casting a valid vote during the Voting Period. The Voting Reward is provided and administered solely by Prodege, LLC and its Swagbucks program ("Prodege"), and is separate from, and is not, a Contest prize. To be eligible for the Voting Reward, you must be a legal resident of the fifty (50) United States or the District of Columbia, eighteen (18) years of age or older at the time of voting. Limit one (1) Voting Reward per person.

Account Registration; Terms of Use and Privacy Policy; Marketing Consent. By voting and providing your email address, you will be registered for a Swagbucks account with Prodege (to the extent you are not already a member), and you acknowledge and agree that you are entering into a relationship with Prodege and are subject to Prodege's Terms of Use, available at <https://www.swagbucks.com/terms-of-use>, and Prodege's Privacy Policy, available at <https://www.swagbucks.com/privacy-policy>, each of which is incorporated herein by reference. By voting and registering, you consent to receive marketing and promotional emails from Prodege, from which you may unsubscribe at any time as described in those emails. Prodege's Terms of Use and Privacy Policy govern your Swagbucks account and the Voting Reward.

How the Voting Reward Is Issued. After you vote and register, Prodege will send a Welcome email to the email address you provide. To receive the Voting Reward, you must click the verification link in that Welcome email to verify your email address. Upon email verification, Prodege will credit the applicable Voting Reward (300 SB equivalent to \$3.00 USD) to your Swagbucks account. If you do not verify your

email address, the Voting Reward will not be issued. Only individuals who are validly registered Swagbucks members may earn and receive the Voting Reward.

Minimum Cash-Out Threshold. IMPORTANT: The Voting Reward alone cannot be redeemed or cashed out on its own. Prodege applies a minimum redemption (cash-out) threshold to Swagbucks accounts, and the minimum balance required for a member's first cash-out is fifteen U.S. dollars (\$15.00 USD) (or its Swagbucks equivalent). Because the Voting Reward is \$3.00 USD, you must accumulate additional Swagbucks balance to reach the applicable minimum before you can redeem any reward. Cash-out and redemption are subject to Prodege's Terms of Use and program rules, which may change.

General. In the event of any conflict between this Voting Reward section and any statement made by the Contest Parties regarding the Voting Reward, this section and Prodege's Terms of Use and Privacy Policy shall control as to the Voting Reward. The Contest Parties are not responsible for the Voting Reward or for any act or omission of Prodege, and Prodege, LLC and its affiliates shall be deemed Released Parties for purposes of these Official Rules.

7. **WINNER NOTIFICATION:** The potential winner will be notified by email after the Voting Period and will be announced on the Website on or about October 10, 2026 after verification. As a condition of being confirmed as the winner, the potential winner may be required to execute and return, within the time specified by Sponsor, an affidavit or declaration of eligibility, liability and publicity release, tax documentation, content and intellectual-property releases, and a reasonable promotional-services agreement. The winner must reasonably cooperate with Sponsor in up to three (3) remote interviews, content-creation sessions, or social media posts during the twelve (12) months following verification, at mutually agreed dates and times. Sponsor will bear any pre-approved travel or production expenses that Sponsor requires. Content created in connection with these obligations must be suitable for publication and public viewing; communicate messages and images consistent with the positive images and goodwill with which Sponsor wishes to associate; and must not depict or promote alcohol consumption, illegal drugs, tobacco, firearms or weapons, unsafe or dangerous activities, or a particular political agenda or message. Subject to applicable law, Sponsor may disqualify a potential winner whose conduct, public statements, or publicly available content would reasonably subject Sponsor or its brands to material public disrepute, contempt, scandal, or ridicule.

A potential winner becomes the "winner" only after Sponsor verifies eligibility and confirms compliance with all applicable requirements.

8. **PRIZE/PRIZE RESTRICTIONS:** The prize to be awarded in this Contest is:

One (1) Prize: The winner will be named the "Mayor of Meatopia" which includes the opportunity to be featured on Sponsor's social media channels and websites, together with "Free Smithfield products for two (2) years," awarded as one hundred four (104) manufacturer coupons (one coupon per week for two years), each valid for one (1) free package of a participating Smithfield-branded product with a maximum retail value of \$10 per coupon. Coupons expire December 31, 2028. The approximate retail value ("ARV") of the prize is \$1,040. The "Mayor of Meatopia" designation has no retail value.

The prize is non-transferable, and no substitution is permitted except at Sponsor's sole discretion. Sponsor may substitute a prize or prize component of equal or greater value if the advertised prize becomes unavailable. All prize details not specified in these Official Rules will be determined in Sponsor's sole discretion. The prize is awarded "AS IS" without any express or implied warranty, including any implied warranty of merchantability or fitness for a particular purpose. The winner is solely responsible for all federal, state, and local taxes, and any other costs associated with acceptance or use of the prize. Any unclaimed prize will be forfeited. The Contest Parties are not responsible for, and will not replace, lost, mutilated, stolen, undeliverable, or misdirected coupons. Coupon redemption is subject to product availability, retailer acceptance, coupon terms, and applicable expiration dates.

Sponsor's designee will contact the winner concerning promotional obligations and will attempt to mail the coupons within four (4) to six (6) weeks after winner verification.

- 9. GENERAL:** Subject to applicable law, the rights granted in Section 4 govern Sponsor's and the Contest Parties' use of Entries and entrant information. The Contest Parties do not assume responsibility for any disruption in the Contest, including failure or interruption of a social media platform or Internet service provider. If there is a discrepancy between statements in Contest advertising or other Contest materials and these Official Rules, these Official Rules will control. If Sponsor is prevented from continuing the Contest by an event beyond its reasonable control, including fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruption, riot or civil disturbance, terrorist threat or activity, war, governmental law, order, or regulation, court order, or interference by any party, Sponsor may modify, suspend, or terminate the Contest or prize. Sponsor may also modify, suspend, or terminate the Contest if causes beyond Sponsor's control corrupt or interfere with its administration, integrity, operation, security, or proper play.
- 10. CONDUCT:** The Contest Parties are not responsible for the actions of entrants in connection with the Contest, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Contest. The Contest Parties reserve the right, at their sole discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in any manner deemed by the Contest Parties to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Contest, and void all associated entries and/or registrations. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 11. WAIVERS AND DISCLAIMERS:** The Contest Parties assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled Entries, URLs, direct messages, votes, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of entries or registrations at any point in the operation of this Contest; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Contest; (e) inaccessibility or unavailability of the Internet or Instagram or TikTok or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, social networking posts, or registrations, the announcement of the prizes, or in any other Contest-related materials; or (f) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Contest. If, for any reason, the Contest (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, then the Contest Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part. If the Contest is terminated, Sponsor may select the winner from among

eligible, non-suspect Entries using the Judging Criteria, valid voting results received before termination, or a combination of those methods, depending on the stage at which termination occurs.

- 12. RELEASES:** As a condition of participation, each entrant releases and holds harmless the Contest Parties, Meta Platforms, Inc., TikTok USDS Joint Venture LLC, and each of their respective directors, officers, employees, agents, successors, and assigns (collectively, the “Released Parties”) from liability for injuries, death, losses, or damage to persons or property arising in whole or in part, directly or indirectly, from: (i) participation in the Contest; (ii) acceptance, possession, use, or misuse of the prize; (iii) the Released Parties’ authorized use of the Entry or entrant information in accordance with these Official Rules; (iv) entrant’s registration materials; or (v) typographical, human, technical, or other errors in the printing, offering, selection, operation, or announcement of any Contest activity or prize. This release does not apply to the extent liability results from a Released Party’s gross negligence, willful misconduct, or use materially outside the scope of the rights granted under these Official Rules. The entrant indemnity in Section 4 applies only to the third-party claims described in that section.
- 13. GOVERNING LAW AND LIMITATION OF LIABILITY:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Contest will be governed by and construed in accordance with the internal laws of the Commonwealth of Virginia, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

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

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

jurisdiction in the Commonwealth of Virginia. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

- 15. ENTRY INFORMATION AND CONTEST COMMUNICATIONS:** As a condition of entering, each entrant consents to Sponsor's collection and disclosure of the entrant's name, address, and other information to Administrator and other service providers as reasonably necessary to administer the Contest and comply with applicable laws, regulations, and rules. Information provided by an entrant may be used to communicate with the entrant concerning the Contest and to prepare a winner list. Sponsor's Privacy Policy, available at <https://www.smithfieldfoods.com/about-us/policies-disclosures/privacy-policy>, governs Sponsor's collection, use, disclosure, and retention of personal information in connection with the Contest. These Official Rules govern Contest administration. In the event of a conflict concerning processing of personal information, applicable law and the Privacy Policy will control.
- 16. MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, terms of use on any website, social media platform, or application and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.
- 17. WINNER LIST:** To receive a listing of the name of the winner, send a #10 self-addressed, stamped envelope for receipt by December 2, 2026 to: Smithfield Mayor of Meatopia Competition (12911) - Winner List Request, c/o Realtime Media, 2460 General Armistead Ave, Suite 209, West Norriton, PA 19403.
- 18. SPONSOR:** Smithfield Foods, Inc., 200 Commerce St., Smithfield, VA 23430. Reference to third parties in connection with the prizes and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Contest.
- 19. ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave, Suite 209, West Norriton, PA 19403.