

Gear Up with Ariat Giveaway  
SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

BY ENTERING IN THIS SWEEPSTAKES, YOU AGREE TO BEGIN RECEIVING COMMUNICATIONS FROM FARM JOURNAL VIA EMAIL. YOU CAN UNSUBSCRIBE AT ANY TIME BY CLICKING ON THE PREFERENCES/UNSUBSCRIBE LINKS IN THE FOOTER OF ALL OUR COMMUNICATIONS.

1. WHO MAY ENTER. Sweepstakes is open to individuals who, at the time of entry, are legal residents of the 48 continental United States and are 21 years old or older, except residents of Florida, New York, or any other jurisdiction where prohibited by law. Employees, officers and directors of Farm Journal, Inc., and each of their respective parent companies, affiliates, subsidiaries, dealers, sales representatives, distributors and advertising and promotion agencies, as well as the immediate family members and/or persons living in the same household of each are not eligible to enter. Sponsor's determinations of eligibility are final and may be made at any time.

2. ENTRY PERIOD. Farm Journal's Gear Up with Ariat Giveaway (the "Sweepstakes") sponsored by Farm Journal, Inc. (the "Sponsor") begins at 1:00:01 PM Central Daylight Time ("CDT") on September 15, 2025 and ends at 11:00:00 PM CDT on October 10, 2025 (the "Entry Period"). The one (1) winner will be chosen no later than Wednesday, Oct 15, 2025 at 12:00:01 PM CDT.

3. TO PARTICIPATE. During the Entry Period, simply fill out this form using a web-enabled device to navigate to the entry page (<https://subscribe.farmjournal.com/gear-up-with-ariat>). On these forms you will need to provide your contact information, including email address. To finish signing up for the Sweepstakes, you must complete the form by October 10, 2025 to be eligible for the random drawing. Sponsor is not responsible for lost, late, delayed, or illegible entries. Limit one entry per individual.

4. ALTERNATE MEANS OF ENTRY: You also may enter the Sweepstakes by sending a postcard with your name, address, phone number and e-mail address to Farm Journal, 820 James St., Webster City, IA 50595.

5. ENTRY REQUIREMENTS: Limit one (1) entry per person. Entries will be disqualified if they are incomplete. Sponsor's computer will be the official time clock for the Sweepstakes. Farm Journal ("Sponsor") assumes no responsibility for USPS or other mail deliveries, computer system, phone line, hardware, software or program malfunctions or other errors, failures, delayed computer transmissions or connections that are human or technical in nature. Sponsor is not responsible for incorrect or inaccurate entry of information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the sweepstakes or by any technical or human error which may occur in the processing of entries in the sweepstakes. Multiple entrants are not permitted to share the same email account or mobile phone number. Proof of submission of entry does not constitute proof of receipt of entry. In the event of a dispute as to the identity of the entrant associated with any entry, the authorized account holder of the mobile phone number or email account associated with the entry, at the time of the submission, will be deemed to be the entrant. The "authorized account holder" is the natural person assigned to the applicable mobile phone number, but the winners may be required to show proof of being the authorized account holder. In the event of a dispute regarding the identity of the person who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. All entries will become Sponsor's property and will not be acknowledged or returned. Sponsor is not responsible for late, lost, stolen, illegible, incomplete, damaged, or misdirected entries. By entering the Sweepstakes, participants agree to be bound by these Official Rules.

6. ODDS OF WINNING/PRIZES. The odds of an entrant being selected as a Potential Winner depend on the number of entrants. One (1) winner will receive an Ariat® Rebar DuraCanvas Jacket and 1 pair of Ariat® Work Boots (Men's: WorkHog XT 8" BOA Waterproof Carbon Toe Work Boot or Women's: Riveter Pull-On BOA CSA Waterproof Composite Toe Work Boot).

Prizes each have an approximate retail value (ARV) of five hundred dollars (\$500.00). Total ARV for all prizes is five hundred dollars (\$500.00). Prizes are nontransferable and no cash substitute in part or in whole is allowed. Sponsor reserves the right to substitute any prize or items included in any prize with one of equal or greater value in the event any prize is unavailable. All taxes, incidentals & other expenses associated with prizes and not specified herein are the winner's sole responsibility. Sponsor makes no representations regarding the tax liability associated with any prize, and winners are advised to seek counsel regarding any tax liabilities associated with their prize.

7. SWEEPSTAKES DRAWING AND GENERAL PRIZE RESTRICTIONS. One (1) winner will be selected at random from all eligible entries no later than Wednesday, Oct 15, 2025 at 12:00:01 PM CT. The winners will be notified via phone call to the phone number they used to enter. If Winners are unable to answer the phone call, a voice message will be left (if possible) instructing the winners to reply as specified within five (5) full business days (measured in the local time zone) after the time that the notification message was sent/posted. Potential winners must reply as instructed to identify him/herself, confirm his/her eligibility and ability to accept the prize within such three (3) full business day period or he/she will be disqualified, and the prize will be forfeited and awarded to an alternate winner in Sponsor's sole discretion. Sponsor will provide only one notification as set forth above to a potential winner. Winners should expect to receive their prizes within approximately 4 to 6 weeks following winner confirmation. No responsibility is assumed by Sponsor for any incorrect or missing contact information associated with an entry or for any change of entrant's contact information after entry submission. All decisions by the Sponsor are final.

8. CONDITIONS OF PARTICIPATION. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes should virus, bugs or other causes beyond the Sponsor's control corrupt the administration, security or proper play of the Sweepstakes. At its discretion, Sponsor may award prize(s) at random from among all the eligible entries received up to the date of suspension or cancellation. In the event of noncompliance with these Official Rules. If Sponsor cannot contact a winner/finalist within three (3) full business days at the phone number/email on winner's/finalist's entry, or if any prize or prize notification is returned undeliverable, the prize will be forfeited and awarded to an alternate winner/finalist. By entering the sweepstakes, each winner grants the SPONSOR permission to use his or her name, city, state/province, e-mail address and, to the extent submitted as part of the sweepstakes entry, his or her photograph, voice, and/or likeness for advertising, publicity or other purposes or on a

winner's list, if applicable, in any and all media whether now known or hereinafter developed, worldwide, without additional consent or compensation, except where prohibited by law. By submitting an entry, entrants also grant the Sponsor a perpetual, fully-paid, irrevocable, non-exclusive license to reproduce, prepare derivative works of, distribute, display, exhibit, transmit, broadcast, televise, digitize, perform and otherwise use and permit others to use, and throughout the world, their entry materials in any manner, form, or format now known or hereinafter created, including on the internet, and for any purpose, including, but not limited to, advertising or promotion of the Sweepstakes, the Sponsor and/or its products and services, without further consent from or compensation to the entrant. By entering the Sweepstakes, entrants consent to receive notification of future promotions, advertisements or solicitations by or from Sponsor and/or Sponsor's parent companies, affiliates, subsidiaries and business partners, via email or other means of communication.

If, in the Sponsor's opinion, there is any suspected or actual evidence of fraud, electronic or non- electronic tampering or unauthorized intervention with any portion of this Sweepstakes, or if fraud or technical difficulties of any sort (e.g., computer viruses, bugs) compromise the integrity of the Sweepstakes, the Sponsor reserves the right to void suspect entries and/or terminate the Sweepstakes and award the Prize in its sole discretion. Any attempt to deliberately damage the Sponsor's website(s) or undermine the legitimate operation of the Sweepstakes may be in violation of U.S. criminal and civil laws and will result in disqualification from participation in the Sweepstakes. Should such an attempt be made, the Sponsor reserves the right to seek remedies and damages (including attorney's fees) to the fullest extent of the law, including pursuing criminal prosecution.

As a condition of participating in the Sweepstakes, entrant agrees that any and all disputes that cannot be resolved between entrant and Sponsor, and causes of action arising out of or connected with the Sweepstakes or these Sweepstakes Rules, shall be resolved individually, without resort to any form of class action, exclusively before a court of competent jurisdiction located in New York, New York, and entrant irrevocably consents to the jurisdiction of the federal and state courts located in Chicago, Illinois with respect to any such dispute, cause of action, or other matter. All disputes will be governed and controlled by the laws of the State of Illinois (without regard for its conflicts-of-laws principles). Further, in any such dispute, under no circumstances will entrant be permitted to obtain awards for, and hereby irrevocably waives all rights to claim, punitive, incidental, or consequential damages, or any other damages, including

attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs incurred directly in connection with entrant's participation in the Sweepstakes), and entrant further irrevocably waives all rights to have damages multiplied or increased, if any.

EACH PARTY EXPRESSLY WAIVES ANY RIGHT TO A TRIAL BY JURY. All federal, state, and local laws and regulations apply.

9. DISCLAIMER: Excluding only applicable manufacturers' warranties, the prize is provided to the winner on an "as is" basis, without further warranty of any kind. Sponsor hereby disclaims all further warranties, express, implied, or statutory including but not limited to, the implied warranties of merchantability or fitness for a particular purpose with respect to the prize.

RELEASE AND LIMITATION OF LIABILITY: BY ENTERING THE SWEEPSTAKES, ENTRANTS, ON BEHALF OF THEMSELVES AND THEIR HEIRS, EXECUTORS, ASSIGNS AND REPRESENTATIVES, RELEASE AND HOLD THE SPONSOR ITS PARENT COMPANIES, SUBSIDIARIES, AFFILIATED COMPANIES, UNITS AND DIVISIONS, AND THE CURRENT AND FORMER OFFICERS, DIRECTORS, EMPLOYEES, SHAREHOLDERS, AGENTS, SUCCESSORS AND ASSIGNS OF EACH OF THE FOREGOING, AND ALL THOSE ACTING UNDER THE AUTHORITY FO THE FOREGOING, OR ANY OF THEM (INCLUDING, BUT NOT LIMITED TO, ADVERTISING AND PROMOTIONAL AGENCIES AND PRIZE SUPPLIERS) (EACH A "RELEASED PARTY"), HARMLESS FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, INJURY, LOSS, DAMAGES,

LIABILITIES AND OBLIGATIONS OF ANY KIND WHATSOEVER (COLLECTIVELY, THE "CLAIMS") WHETHER KNOWN OR UNKNOWN, SUSPECTED OR UNSUSPECTED, WHICH ENTRANT EVER HAD, NOW HAVE, OR HEREAFTER CAN, SHALL OR MAY HAVE, AGAINST THE RELEASED PARTIES (OR ANY OF THEM), INCLUDING, BUT NOT LIMITED TO, CLAIMS ARISING FROM OR RELATED TO THE SWEEPSTAKES OR ENTRANT'S PARTICIPATION IN THE SWEEPSTAKES (INCLUDING, WITHOUT LIMITATION, CLAIMS FOR LIBEL, DEFAMATION, INVASION OF PRIVACY, VIOLATION OF THE RIGHT OF PUBLICITY, COMMERCIAL APPROPRIATION OF NAME AND LIKENESS, INFRINGEMENT OF COPYRIGHT OR VIOLATION OF ANY OTHER PERSONAL OR PROPRIETARY RIGHT), AND THE RECEIPT, OWNERSHIP,

USE, MISUSE, TRANSFER, SALE OR OTHER DISPOSITION OF THE PRIZE  
(INCLUDING, WITHOUT LIMITATION, CLAIMS

FOR PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE). All matters relating to the interpretation and application of these Sweepstakes Rules shall be decided by Sponsor in its sole discretion.

10. GENERAL. Released Parties and Internet/wireless access providers are not responsible for: (a) incomplete, lost, late, misdirected, damaged, garbled, or illegible Sweepstakes registration information or entries; (b) any technical malfunction, human error, lost/delayed data transmission, omission, interruption, deletion, defect or line failure in connection with any telephone/cellular network, data network, computer equipment, software or any combination thereof; or (c) any injury or damage of entrant's or any other person's computer or other equipment related to or resulting from participation in the Sweepstakes. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Any dispute or claim arising out of the play of this sweepstakes will be resolved in the U.S. If any provisions of these Official Rules are determined by a court of competent jurisdiction to be invalid or unenforceable, such determination shall not affect the validity or enforceability of any other provision. Although Sponsor attempts to ensure the integrity of the Sweepstakes, Released Parties are not responsible for the actions of entrants or other individuals in connection with the Sweepstakes, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. In the event of any conflict between any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any Sweepstakes advertising materials, the details of the Sweepstakes as set forth in these Official Rules shall prevail.

11. CONDUCT. By participating in this Sweepstakes, entrants: (a) fully and unconditionally agree to be bound by these Official Rules and by all decisions of Sponsor (which decisions shall be final and binding in all respects), including without limitation decisions regarding eligibility, winners and the interpretation of terms used in these Official Rules; (b) represent and warrant that all information provided by entrant in connection with the Sweepstakes is true, accurate and complete; and (c) agree to comply with all federal, state and local laws and regulations. Sponsor reserves the right, at any time and at its sole discretion, to disqualify and/or deem ineligible to participate in

this Sweepstakes or any future Sponsor promotions, any individual it suspects: (a) to be tampering with the entry process or the operation of the Sweepstakes or any website; (b) to be action in violation of these Official Rules or Sponsor's privacy policy or other terms, conditions or guidelines; (c) to be action in bad faith or in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (d) to have failed to agree to these Official Rules; or (e) to be in violation of these Official Rules. Entrants further acknowledge that the forfeiture of the prize and/or return of prize shall in no way prevent Sponsor from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct. If any prize is not claimed, the potential winner of such prize will be disqualified and there will be a random drawing from among the remaining eligible entries to award the prize to an alternative winner.

12. PUBLICITY. By participating, you grant so Sponsor and its affiliated companies the right, except where prohibited by law, to use his/her name, likeness, picture, image, address (city and state), voice, biographical information, entry, and written and oral statements for advertising and promotional purposes in promoting or publicizing Sponsor, its affiliated companies, and the products or services of each, in any and all media without limitation as to time or territory, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, image, address (city and state), biographical information, or entry.

13. COLLECTION AND USE OF PERSONAL INFORMATION. By entering the Sweepstakes, entrants agree and consent to Sponsor's collection, use and retention of their personal information provided in their entries for all purposed related to the Sweepstakes (including, without limitation, processing and administering entries, sharing an entrant's personal information with Sponsor's service providers, contractors, prizing partners, etc. as necessary to conduct and operate the Sweepstakes, communicating with and awarding prizes to winners, making public announcements about winners, and advertising, promoting and publicizing the Sweepstakes), in accordance with Sponsor's Privacy Policy published at <https://www.farmjournal.com/privacy-policy/>. Please review Sponsor's Privacy Policy before submitting your entry. If you object to the above or anything stated in Sponsor's Privacy Policy, you should not participate in the Sweepstakes.

WINNER'S LIST. For a list of winners, mail a self-addressed, stamped envelope to be received by Oct 24, 2025 to: Farm Journal, Inc., 820 James St., Webster City, IA 50595.

Sponsor: Farm Journal, Inc., 8725 Rosehill Road, Suite 200, Lenexa, KS 66215