

Hidden Valley Ranch Serve it or Skip it Promotion
OFFICIAL RULES

NO PURCHASE NECESSARY

PROMOTION DESCRIPTION: The Hidden Valley Ranch Swipe It Promotion (the “**Promotion**”) begins on November 11, 2025 at 9:00:01 a.m. Pacific Time (“**PT**”) and ends on June 1, 2026 at 11:59:59 p.m. PT (the “**Promotion Period**”). The Promotion Period consists of three (3) separate and distinct participation periods (each, a “**Participation Period**” and collectively, “**Participation Periods**”) taking place as follows:

Participation Period	Start Date at 9:00:01 a.m. PT	End Date at 11:59:59 p.m. PT
1	November 11, 2025	January 5, 2026
2	January 20, 2026	March 17, 2026
3	April 6, 2026	June 1, 2026

The Promotion consists of a random draw sweepstakes (the “**Sweepstakes**”) wherein eight (8) “Sweepstakes Prizes” (as defined below) will be awarded in a random drawing at the end of each Participation Period from among all eligible entries received during the corresponding Participation Period and an online instant win game (“**Instant Win**”) wherein Instant Win prizes will be awarded, as described herein. Participation in the Promotion does not constitute participation in any other promotion, contest or sweepstakes. By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of The Clorox Company, 1221 Broadway, Oakland, CA 94612 (“**Sponsor**”), which shall be final and binding in all respects.

ELIGIBILITY: Only legal United States residents residing in the fifty (50) United States and Washington D.C. who are eighteen (18) years of age or older and are members of the Hidden Valley Ranch Ranchology® Rewards program (the “**Program**”) are eligible to participate. The Program is free to join. For more information visit <https://www.hiddenvalley.com/ranchology-rewards/>. Employees, officers and directors of Sponsor, CataBoom Technologies LLC (“**Administrator**”), their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies (collectively, the “**Promotion Entities**”) and the immediate family members, and/or those living in the same household of each are ineligible to participate in the Promotion or win a prize. Promotion is void where prohibited by law.

HOW IT WORKS: During a Participation Period, go to <https://www.hiddenvalley.com/ranchology-rewards/> (the “**Website**”) and follow the on-screen instructions to play the game to see if you have won an Instant Win prize, subject to verification of eligibility and receive one (1) entry into the Sweepstakes.

Limit one (1) game play and one (1) entry per person per day during the Promotion Period. For purposes of these Official Rules, a ‘day’ is defined as any twenty-four (24) hour period during the Sweepstakes Period beginning at 12:00 a.m. PT and ending twenty-four (24) hours later at 11:59 p.m. PT.

By participating in this Promotion, you consent for Sponsor to obtain, use, and transfer your name, address, email and other details for prize fulfillment purposes and marketing, advertising and other commercial purposes as set forth in Sponsor’s Privacy Policy available at <https://www.thecloroxcompany.com/privacy/>.

Instant Win Prize Winner Determination: One (1) computer generated winning time will be randomly generated for each Instant Win prize available during each Participation Period. If you are the first participant to play the game at or after one of the randomly generated times, you will be a potential winner of the Instant Win prize indicated, subject to verification of eligibility. If you are a potential Instant Win prize winner, you will be provided with instructions on how to claim your Instant Win prize during your online session. If you receive a message that contains any message other than a winning message, you are not an Instant Win prize winner.

The Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by internet users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of the entries in the Promotion. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. NOTE: Participation must be by the participant and only as directed in these Official Rules. Participation by any other individual or any entity, and/or originating at any website or other platform, including but not limited to commercial promotion subscription notification and/or entering service sites, will be declared invalid and disqualified for this Promotion. The use of any device to automate the entry process is prohibited and will lead to disqualification. All entries become the property of Sponsor.

In the event of a dispute over the identity of a potential winner, entry will be deemed completed by the authorized account holder of the email address associated with the winning registration as long as such person is otherwise eligible in accordance with these Official Rules. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider, on-line service provider, wireless carrier or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

If due to technical, production or other errors, more prizes are claimed than intended, the intended prize will be awarded in a random drawing from all those submitting purportedly valid claims. No more than the number of prizes set forth in these Official Rules will be awarded. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. A "SCREEN SHOT" IS NOT PROOF OR EVIDENCE OF A WINNING PLAY AND/OR PRIZE. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PLATFORM SHOULD SO INDICATE, UNLESS AND UNTIL SAID PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND SAID PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED. The submission of a prize claim is solely the responsibility of the participant.

SWEEPSTAKES PRIZE WINNER SELECTION AND NOTIFICATION: At the conclusion of each Participation Period, eight (8) potential Sweepstakes Prize ("**Sweepstakes Prize**") winners will be randomly selected from all eligible entries received during the Promotion Period. The potential Sweepstakes Prize winners will be notified by e-mail, using contact information associated with the potential Sweepstakes Prize winner's Promotion registration. Sponsor/Administrator shall have no liability for any potential Sweepstakes Prize winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential Sweepstakes Prize winner does not respond within seventy-two (72) hours of the first notification attempt, or if the Sweepstakes Prize or Sweepstakes Prize

notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit their Sweepstakes Prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) alternate potential winners of a Sweepstakes Prize in accordance with the above procedure, after which the Sweepstakes Prize in question may go unawarded if it remains unclaimed. If any potential Sweepstakes Prize winner is found to be ineligible, or if they have not complied with these Official Rules or decline the Sweepstakes Prize for any reason prior to award, such potential Sweepstakes Prize winner will be disqualified and an alternate Sweepstakes Prize winner may be selected.

PRIZES/ODDS:

SWEEPSTAKES PRIZE:

Twenty-Four (24) Sweepstakes Prizes are available (eight (8) per Participation Period). Each Sweepstakes Prize consists of a Hidden Valley Ranch Prize Pack with an approximate retail value (“ARV”) of \$366.85 each. Each Hidden Valley Ranch Prize Pack includes:

- One (1) Ranch Cup;
- Two (2) Hidden Valley Ranch Seasoning Packets (one (1) Hidden Valley Ranch Restaurant-style Dressing & Recipe Mix with an ARV of \$2.13 and one (1) Hidden Valley Garlic Ranch Seasoning, Dressing, & Recipe Mix with an ARV of \$2.77);
- A Hidden Valley Ranch Sticker packet;
- Two (2) recipe cards;
- A Hidden Valley Ranch Sweatshirt;
- A personalized Hidden Valley Ranch bottle; and
- A \$250.00 prepaid gift card.

The odds of winning a Sweepstakes Prize depends on the number of eligible Sweepstakes entries received during the corresponding Participation Period.

INSTANT WIN PRIZES:

UNCLAIMED/UNREDEEMED INSTANT WIN PRIZES WILL NOT BE AWARDED.

Three Hundred (300) Two (2) Hidden Valley Ranch Restaurant-style Dressing & Recipe Mix packets with recipe cards prizes are available (one hundred (100) per Participation Period) with an ARV of \$4.26 each (\$2.13/packet).

Sixty-Six (66) Ranch Cups with dips or recipe card prizes are available (twenty-two (22) per Participation Period) with an ARV of \$16.95 each.

Seven Hundred Fifty (750) \$5 digital Tango gift card prizes are available (two hundred fifty (250) per Participation Period) prizes are available. Winners will have the opportunity to exchange their Tango gift card for a \$5 gift card for their choice of a \$5 gift card for one of the available retailers.

Total ARV for all prizes available in each Participation Period: \$4,983.70

Odds of winning an Instant Win Prize depend on the total number of eligible plays and the time and date upon which they are entered. Limit one (1) Sweepstakes Prize and one (1) Instant Win Prize per household per Participation Period. The ARV of any prize is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between

the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. If the actual purchase price of a prize is less than the ARV stated herein, the prize winner will NOT be entitled to a check, cash or other form of payment for the price difference.

Gift cards are subject to separate terms and conditions imposed by issuer.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished by third parties in connection with the Promotion. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

No cash alternative or prize substitutions will be allowed, except Sponsor reserves the right to substitute prize(s) of comparable value if a prize listed is unavailable for any reason. Should a winner find that they are missing any element of their prize once the prize is received, they must notify Sponsor within five (5) days of receipt of the prize.

Any potential Sweepstakes Prize winner may have to sign an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, “**Prize Claim Documents**”). If winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification (or a shorter time if required by exigencies), winner may be disqualified and an alternate potential Sweepstakes Prize winner will be selected. Winners shall be solely responsible for all federal, state, and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. Any winner of prizes from Sponsor that collectively total \$600 or more in 2025 or \$2,000 or more in 2026 will receive an IRS Form 1099 following receipt of such prizes for the actual retail value of the prizes received.

GENERAL: Acceptance of a prize constitutes prize winner’s permission for Sponsor and its designees to use prize winner’s name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants agree that the Promotion Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Promotion or any Promotion-related activity, or from entrants’ acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize’s quality or fitness for a particular purpose, its value, the ability to re-sell such prize, or that the prize will continue to function or be displayed as intended. Sponsor assumes no responsibility for any damage to an entrant’s or any other person’s computer system or wireless phone which is occasioned by participating in the Promotion, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or

cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Promotion, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Promotion, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend or terminate the Promotion if it determines, in its sole discretion, that the Promotion is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Promotion as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Promotion as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Promotion. If the Promotion is terminated before the designated end date, Sponsor will (if possible) select any remaining winner(s) in a random drawing from all eligible, non-suspect registered participants as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

GOVERNING LAW: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE PROMOTION SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

WINNER'S LIST: For the names of winners of prizes valued at \$25 or more, send a self-addressed, stamped envelope to: Hidden Valley Ranch Swipe It Promotion Winners, 2100 N Greenville Ave #400, Richardson, TX 75082. All such requests must be received within six (6) weeks after the end of the Promotion Period.