

## 2018 FARMFEST NATIONAL ANTHEM CONTEST

### Official Rules

#### NO PURCHASE NECESSARY.

By participating in this Contest promoted and sponsored by IDEAg Group LLC ("IDEAg" and/or "Sponsor"), you agree to these Official Rules, which are a contract, so read them carefully before participating. Without limitation, this contract includes indemnities to the Released Parties (defined below) from you and a limitation of your rights and remedies. The details and requirements for entry or participation in the Contest shall be provided by IDEAg in these rules and in additional materials, from time to time, in the discretion of IDEAg. You must follow the directions provided by these rules and any social media account facilitating entry and otherwise be bound by and follow these Official Rules to be eligible to participate in and win the Contest.

**1. ELIGIBILITY:** The Farmfest National Anthem Contest (the "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 or, if under the age of eighteen (18), with parental consent to participate, which consent must be provided with their entry. Employees, officers, and directors (including immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of the Sponsor and each of its affiliated entities, and any and all other companies associated with the Contest, are not eligible to participate or win (as defined below). The Contest is subject to all applicable federal, state and local laws, rules and regulations. Void where prohibited or restricted by law, rule or regulation. RULES ARE SUBJECT TO CHANGE WITHOUT NOTICE AT THE SOLE DISCRETION OF IDEAg.

**2. ENTRY PERIOD:** Each Eligible Participant may enter the Contest anytime between June 4, 2018 and 11:59 p.m. (CT) on Friday, July 6, 2018 (the "Contest Period"). All entries MUST be received by IDEAg during the Contest Period.

**3. HOW TO ENTER:** Entry into the Contest requires: (1) completion of the entry form (<https://form.jotform.com/81125272499158>) and (2) submission of a YouTube video of the entrant singing the national anthem. All YouTube videos must be authentic and actual live-recorded video of the entrant singing the United States National Anthem in a live setting. No dubbed, over-laid, or "lip-synched" videos will qualify for entry. No other method of entry will be accepted. Limit one (1) entry per person. Additional entries beyond the specified limit will be void.

**4. HOW TO WIN:** Promptly following the end of the Contest Period, IDEAg will review all qualifying entry videos and, using subjective criteria established by IDEAg and its appointed selection/judging committee, select, in the sole discretion of the judging committee, one (1) winner from among all eligible entries received. Subject to verification of eligibility and compliance with the terms of these Official Rules, the entrant selected by the judging committee will be declared the official winner of the Contest (the "Winner"). The decision of IDEAg, or its designated committee, is final and binding on all matters relating to this Contest. Odds of winning depend on the total number of eligible entries received for the Contest.

**5. PRIZES:** The Winner will be invited to, and given the opportunity to, sing the United States National Anthem on the Wick Buildings Farmfest Center stage on the opening day of Farmfest, Tuesday, August 7, 2018, at or around 8:15 a.m. The winner will also receive free entry to Farmfest for himself/herself and three guests for Tuesday, August 7, 2018. IDEAg reserves the right to substitute any Prize(s) at its sole discretion.

**6. NOTIFICATION:** The Winners will be notified via the email and phone number provided at the time of entry (the "**Prize Notification**"). In the event that a Winner does not respond to any such Prize Notification within forty-eight (48) hours of the time of issuance by IDEAg or otherwise fails to provide IDEAg all information necessary to receive the Prize or declines the Prize for any reason, a disqualification will result, the Prize will be forfeited and, at IDEAg's sole discretion and time permitting, an alternate potential winner may be selected from among all remaining eligible entries to the Contest.

**7. WAIVER OF LIABILITY/PUBLICITY RELEASE:** By participating in the Contest and submitting an entry, each entrant (or the corresponding legal guardian or parent of Winners under the age of eighteen (18) agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against IDEAg Group, LLC and its parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Contest, and all of its respective officers, directors, employees, agents and representatives (collectively, "**Released Parties**") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Contest or from the receipt or use of any Prize (or any portion thereof) or any activity related to the receipt or use of any Prize (or any portion thereof). By entering any Contest, each entrant or entrant's parent or guardian gives his/her express permission to be contacted by IDEAg by telephone, e-mail and/or postal mail for Contest purposes. Each Winner and/or Winner's parent or legal guardian, by acceptance of the Prize, grants to IDEAg and its designees the right to publicize such Winner's YouTube video entry, name, location (city and state of residence), photograph, voice, statements and/or other likeness and prize information for advertising, promotional, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law.

**8. GENERAL CONDITIONS:** Released Parties are not responsible for late, incomplete, illegible, inaccurate, misdirected, lost, scrambled, damaged, delayed, undelivered or garbled entries, transmissions, e-mail or mail; or for lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections including those through and/or by any website, availability or accessibility or miscommunications or failed computer, satellite, telephone, cable or wireless transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; any error, omission, interruption, defect or delay in transmission, processing, or communication; non-delivery; misdirected, blocked, or delayed e-mail notifications; printing, typographical or other errors appearing within these Official Rules, in any Contest-related advertisements or other materials; or any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, mail, 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, the announcement of the Prize or in any Contest-related materials, or the cancellation or postponement of any game, event or exhibition. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Contest or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or any representative of IDEAg or who are in violation of these Official Rules, as solely determined by IDEAg, will be disqualified and all associated entries will be void. Any attempt to deliberately damage the content or operation of any Contest is unlawful and subject to legal action by IDEAg and/or its agents. IDEAg

shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in its sole discretion. Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize (or any portion thereof), and (ii) disclaim any implied warranty. IDEAg's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

IDEAg reserves the right, in its sole discretion, to cancel or suspend the Contest (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes corrupt administration, security, fairness, integrity or proper operation of the Contest (or any portion thereof). In the event of cancellation, IDEAg may elect to identify the Winner(s) and award the Prize(s) by way of random determination from among all non-suspect, eligible entries received up to the time of such cancellation. IDEAg reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest or discontinue the Contest at any time without notice.

**CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THE CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF ANY CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THL WILL DISQUALIFY ANY SUCH ENTRANT, AND THL AND/OR ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

As a condition of entering any Contest, each entrant agrees that (A) any and all disputes, claims, controversies or causes of action arising out of or relating to the Contest, or any prizes awarded (each, a "Claim"), shall be (1) arbitrated on an individual basis only, and shall not be consolidated or joined with or in any arbitration or other proceeding involving a Claim of any other party, and (2) settled by binding arbitration in the District of Columbia before a single arbitrator appointed by the American Arbitration Association in accordance with its then governing rules and procedures, and judgment on the award rendered by the arbitrator may be entered by any court having jurisdiction thereof; and (B) under no circumstance will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses. These Official Rules shall be governed by and construed and interpreted in accordance with the laws of the District of Columbia, applicable to contracts entered into and performed exclusively in the District.

**SPONSOR:** The Sponsor of this Contest is IDEAg Group, LLC, 600 Maryland Avenue SW Suite 1000W, Washington, DC 20024.