

My Farm Journal Portal 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 THIS SWEEPSTAKES, YOU AGREE TO BEGIN RECEIVING COMMUNICATIONS FROM FARM JOURNAL VIA EMAIL. YOU MAY UNSUBSCRIBE FROM PROMOTIONAL EMAIL COMMUNICATIONS AT ANY TIME BY CLICKING THE UNSUBSCRIBE OR PREFERENCES LINK INCLUDED IN THE FOOTER OF FARM JOURNAL EMAIL COMMUNICATIONS.

1. WHO MAY ENTER. The Sweepstakes is open to individuals who, at the time of entry, are legal residents of the 48 contiguous United States and are 21 years of age or older, except residents of Florida, New York, and 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. The My Farm Journal Portal Ariat® Giveaway (the "Sweepstakes"), sponsored by Farm Journal, Inc. (the "Sponsor"), begins at 8:00:01 a.m. Central Daylight Time ("CDT") on July 13, 2026, and ends at 11:59:59 p.m. CDT on July 19, 2026 (the "Entry Period"). Seven (7) potential winners will be selected in a random drawing conducted by the Sponsor on or about July 24, 2026, from among all eligible entries received during the Entry Period.

3. TO PARTICIPATE. During the Entry Period, eligible individuals may enter the Sweepstakes by registering for a free My Farm Journal user portal account at <https://accounts.farmjournal.com/> using a web-enabled device. Individuals who register for a My Farm Journal account during the Entry Period will receive one (1) entry into the Sweepstakes drawing. All entries must be received by 11:59:59 p.m. CDT on July 19, 2026, to be eligible for the random drawing. Sponsor is not responsible for lost, late, delayed, incomplete, inaccurate, or illegible entries. Limit one (1) entry per person.

4. ALTERNATE MEANS OF ENTRY. Eligible individuals may enter the Sweepstakes without registering for a My Farm Journal account by mailing a handwritten postcard containing their full name, mailing address, telephone number, and email address to: Farm Journal, 820 James St., Webster City, IA 50595. Mail-in entries must be received by 11:59:59 p.m. CDT on July 19, 2026 and must include all required information to be eligible. Each valid mail-in entry will receive one (1) entry into the Sweepstakes drawing.

5. ENTRY REQUIREMENTS. Limit one (1) entry per person. Entries must be complete to be eligible. Sponsor's computer is the official timekeeping device for the Sweepstakes. Sponsor assumes no responsibility for lost, late, delayed, incomplete, damaged, illegible, misdirected, or unintelligible entries; computer, network, telephone, hardware, software, or program malfunctions; failures, delayed

transmissions, or connections; or other errors, whether caused by technical or human error. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by users or by any equipment or programming associated with the Sweepstakes.

Multiple entrants are not permitted to share the same email address. In the event of a dispute regarding the identity of an entrant associated with an entry, the authorized account holder of the email address used to submit the entry at the time of entry will be deemed the entrant. The authorized account holder is the natural person assigned to the applicable email address, and potential winners may be required to provide proof of being the authorized account holder. If a dispute regarding the identity of an entrant cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

All entries become the property of Sponsor and will not be returned. By entering the Sweepstakes, participants agree to be bound by these Official Rules.

6. ODDS OF WINNING/PRIZES. The odds of being selected as a potential winner depend on the number of eligible entries received during the Entry Period. Seven (7) potential winners will each receive their choice of one (1) pair of Ariat® work boots: either an Ariat® WorkHog XT 8" BOA Waterproof Carbon Toe Work Boot (Approximate Retail Value ("ARV"): \$294.95) or an Ariat® Riveter Pull-On BOA CSA Waterproof Composite Toe Work Boot (ARV: \$249.95). The total ARV of all prizes awarded is up to \$2,064.65.

Prizes are nontransferable and no cash substitution is permitted. Sponsor reserves the right to substitute any prize with a prize of equal or greater value if the advertised prize becomes unavailable. All taxes, incidentals, and other expenses associated with acceptance and use of the prize that are not specifically stated herein are the sole responsibility of the winner. Sponsor makes no representations regarding the tax consequences associated with any prize, and winners should consult their own tax advisors regarding any applicable tax obligations.

7. SWEEPSTAKES DRAWING AND GENERAL PRIZE RESTRICTIONS. Seven (7) potential winners will be selected at random from all eligible entries received during the Entry Period on or about Friday, July 24, 2026. Potential winners will be notified via email and/or phone using the contact information provided at the time of entry. If a potential winner cannot be reached or does not respond to the notification within five (5) full business days after the notification is sent, the potential winner may be disqualified, the prize may be forfeited, and an alternate winner may be selected at Sponsor's sole discretion.

Potential winners must respond as instructed, confirm their eligibility, and confirm their ability to accept the prize within the specified timeframe. Sponsor will provide only one notification to each potential winner. Winners should expect to receive their prizes within approximately four (4) to six (6) weeks following confirmation of eligibility. Sponsor assumes no responsibility for any incorrect or missing contact information associated with an entry or for any changes to an entrant's contact information after submission. All decisions by Sponsor are final.

8. CONDITIONS OF PARTICIPATION. Sponsor reserves the right, in its sole discretion, to cancel, suspend, or modify this Sweepstakes should any virus, bugs, unauthorized human intervention, fraud, technical failures, or other causes beyond Sponsor's control compromise the administration, security, fairness, or proper conduct of the Sweepstakes. In such event, Sponsor may award any prize(s) at

random from among all eligible entries received up to the date of cancellation, suspension, or modification.

If a potential winner is found to be ineligible, fails to comply with these Official Rules, cannot be contacted using the contact information provided at the time of entry, or if any prize notification is returned as undeliverable, the prize may be forfeited and awarded to an alternate winner at Sponsor's sole discretion. Potential winners must respond as instructed within five (5) full business days after notification is sent to confirm eligibility and ability to accept the prize.

By entering the Sweepstakes, each potential winner grants Sponsor permission to use his or her name, city, state, email address, and, to the extent submitted as part of the Sweepstakes entry, his or her photograph, voice, and/or likeness for advertising, publicity, promotional purposes, or on a winner's list, if applicable, in any and all media now known or hereafter developed, worldwide, without additional consent or compensation, except where prohibited by law.

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

As a condition of participating in the Sweepstakes, entrant agrees that any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes or these Official Rules shall be resolved individually, without resort to any form of class action.

All disputes will be governed and controlled by applicable law, without regard to conflicts-of-laws principles. Entrant further agrees that, in any such dispute, entrant's recovery shall be limited to actual out-of-pocket expenses incurred directly in connection with participation in the Sweepstakes. Entrant waives any right to seek or recover punitive, incidental, or consequential damages, or any other damages, including attorneys' fees, except where prohibited by law.

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 HARMLESS 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 OF THE FOREGOING, OR ANY OF THEM (INCLUDING, BUT NOT LIMITED TO, ADVERTISING AND PROMOTIONAL AGENCIES AND PRIZE SUPPLIERS) (EACH A "RELEASED PARTY"), 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 HAS, OR HEREAFTER CAN, SHALL, OR MAY HAVE AGAINST THE RELEASED PARTIES (OR ANY OF THEM).

THIS INCLUDES, BUT IS 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 or 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 to an 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.

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.

If any provision of these Official Rules is 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.

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 acting in violation of these Official Rules, Sponsor's privacy policy, or other terms, conditions, or guidelines; (c) to be acting 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 otherwise 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 in connection with such conduct. If any prize is not claimed or a potential winner is disqualified, an alternate winner may be selected through a random drawing from among the remaining eligible entries at Sponsor's sole discretion.

12. **PUBLICITY.** By participating in the Sweepstakes, entrants grant Sponsor and its affiliated companies the right, except where prohibited by law, to use their name, likeness, picture, image, city and state, voice, biographical information, and written or 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 now known or later developed, without limitation as to time or territory and without compensation unless required by law.

Entrants 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, alteration, or composite use of their name, picture, likeness, image, city and state, biographical information, or statements.

13. **COLLECTION AND USE OF PERSONAL INFORMATION.** By entering the Sweepstakes, entrants agree and consent to Sponsor's collection, use, and retention of personal information provided during registration for purposes related to the Sweepstakes, including, without limitation, processing and administering entries, sharing an entrant's personal information with Sponsor's service providers, contractors, prize partners, and others 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 an entry. If an entrant objects to the collection or use of personal information as described above or in Sponsor's Privacy Policy, the entrant should not participate in the Sweepstakes.

WINNER'S LIST. For a list of winners, mail a self-addressed, stamped envelope to be received by August 10, 2026, to: Farm Journal, Inc., 820 James St., Webster City, IA 50595.

Sponsor: Farm Journal, Inc., 30 West Pershing Rd., P.O. Box 410038, Kansas City, MO 64141