



Red, White & BBQ Contest

OFFICIAL RULES ("Official Rules") NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. DO NOT UTILIZE MULTIPLE SOCIAL MEDIA ACCOUNTS TO INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Traeger Red, White & BBQ Contest (the "Contest") is open to legal residents of the United States (including the District of Columbia) who are at least eighteen (18) years old at the time of entry, who have an Internet connection, and access to the Traegergrills.com website and accept the Traeger Pellet Grills LLC ("Traeger") Privacy Policy available at <https://www.traegergrills.com/privacy-policy>. Employees of Traeger Pellet Grill LLC ("Traeger") and their affiliates and immediate and household members of each such employee are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state and local laws and regulations and is VOID WHERE PROHIBITED BY LAW.

2. Agreement to Official Rules: By participating in the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of Traeger, which are final and binding in all matters related to the Contest.

3. Timing: The Contest will begin at 12:00 AM MST on July 3, 2026 and end at 11:59 PM MST on July 31, 2026 (collectively, the "Contest Period"). Traeger's computer is the official timekeeping device for the Contest.

4. How to Enter: During the Contest Period: (i) cook a Fourth of July dish or meal and share it on social media using #Traeger250 (the "Content"); (ii) submit the entry to <https://app.viralsweep.com/contest/full/4b4abb-228570?framed=1> before the deadline of Friday July 31, 2026 at 11:59PM MST. More social media posts result in more entries, which will be judged individually. Tagging friends is optional, not required for entry.

5. Alternate Means of Entry: To enter the Contest without submitting an entry via social media or online form, eligible participants may mail a handwritten postcard no smaller than 3 ½ x 5 inches and no larger than 4 ¼ x 6 inches, containing their full name, mailing address, email address, and phone number to:

"Traeger Red, White & BBQ Entry", 533 South 400 West, Salt Lake City, UT, 84101.

Each postcard must be postmarked by July 31, 2026 and received by August 4, 2026. Limit one mail-in entry per person. No mechanically reproduced entries permitted. All mail-in entries will be treated the same as online entries for purposes of winner selection.

6. Selection of Winner: Two Hundred and Fifty (250) winners will be selected by Traeger. The selection of the winners is final and binding in all matters related to the Contest, and Traeger will select the potential Contest winner(s) throughout the month of July, ending at or around 12:00 PM MST on August 4, 2026. Entries will be judged by a panel of Traeger employees based on the following equally weighted criteria: (1) Creativity (originality of the recipe and/or presentation); (2) Relevance to theme; and (3) Alignment with brand values.

7. Winner Requirements: Traeger will notify potential winners via social media. The potential winners must respond to Traeger's notification and accept the prize within three (3) days. If a potential winner does not respond within three (3) days, Traeger may, in its discretion, choose another winner. Winner is responsible for any federal, state or local tax liabilities associated with winner's receipt of any prize.

8. Prizes: There will be a total of two hundred and fifty (250) winners of the Contest. Prizes include: (i) two hundred fifty (249) winners who will each receive one (1) custom Traeger Flag and (ii) one (1) winner who will receive a Woodridge Elite prize package, including one (1) Woodridge Elite grill, one (1) grill cover, four (4) Traeger Rubs, four (4) Traeger Sauces, and a Private Chef Experience (collectively, the "Prizes").

Prizes will be shipped to the winner's home address within the United States (shipped by Traeger within eight (8) weeks of winner claiming the Prize).

The total estimated retail value ("ERV") of all Prizes is approximately \$13,642.63 USD. Prizes are not transferable, and winners may not substitute any Prize for an alternative prize or for cash. Traeger reserves the right to substitute any Prize, or portion thereof, with a prize of equal or greater value if a designated Prize becomes unavailable for any reason.

9. Publicity: Acceptance of Prize shall constitute and signify the winner's agreement and consent that Traeger may use the winners' name, address (city, state), likeness, photo submission, and/or Prize information for contextual purposes worldwide, including the internet, without limitation and without further payment or consideration, except where prohibited by law.

10. Intellectual Property & Publicity: By entering the Contest, entrant hereby grants to Traeger and its affiliates a perpetual, worldwide, irrevocable, transferrable, royalty-free license to display, reproduce, modify, edit, and create derivative works from the Content submitted by entrant in connection with the advertising, publicity, and promotion of

Traeger's products and services. Traeger shall be allowed to use the Content submitted by entrant as permitted herein without further review or approval. Acceptance of a prize shall constitute and signify the winner's agreement and consent that Traeger may use the winners' name, address (city, state), likeness, photo submission, and/or prize information for Contest informational purposes worldwide, including the internet, without limitation and without further payment or consideration, except where prohibited by law.

11. Warranties & Representations: Entrant individually warrants and represents to Traeger that: (i) entrant meets the residency and age requirements at the time of entry; (ii) entrant has the full legal right, power and authority to grant to the Traeger the license provided for in these Official Rules; (iii) entrant owns or controls the complete rights to the Content for the purposes contemplated in the license; (iv) entrant is the sole creator and owner of the Content, including any images, video, and music incorporated therein; and (v) the Content or any use thereof, shall not violate any law and shall not infringe upon or violate the rights of any person (including, without limitation, contractual rights, copyrights, trademarks, rights of publicity and rights of privacy); the Content shall not contain material that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous.

12. Fraudulent/Disruptive Activities: Any attempt to tamper with, interfere with, or manipulate the entry process, the operation of the Contest or the Prize determination, including, but not limited to, the use of AI, bots, automated systems, or fraudulent identities, is strictly prohibited. Entries generated by AI, script, macro, or other automated means, or by any means that subvert the entry process, will be disqualified and may result in the entrant being disqualified and banned from future promotions conducted by Traeger and its affiliates. Traeger reserves the right to disqualify any individual suspected of engaging in this prohibited conduct, including but not limited to, creating multiple social media accounts, submitting false information, or engaging in any activity that violates these Official Rules. Any such actions may be a violation of criminal and civil law, and, should such an attempt be made, Traeger reserves the right to not only disqualify such individual but seek damages from such individual to the fullest extent permitted by law. Furthermore, any entrant that acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person will be disqualified. Traeger's failure to enforce any term of these Official Rules shall not constitute a waiver of this provision.

13. Limitation of Liability: ENTRANT AGREES, THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW, (1) 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; (2) ANY

AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED FIFTY DOLLARS (\$50.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) 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 FIFTY DOLLARS (\$50.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND SHALL NOT INCLUDE THE RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. The Contest shall be governed by, and construed in accordance with, the laws of the State of Utah, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Utah or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Utah.

14. Release & Indemnification: To the fullest extent permitted by law, entrant agree to release, indemnify, suspend, hold harmless, and covenant not to sue Traeger, and its direct and indirect affiliates, divisions, parent and subsidiary companies, officers, employees, shareholders, representatives, managers, members, directors, owners, agents, insurers, attorneys, predecessors, successors, and assigns thereof (collectively, the "Released Parties"), from and against all claims, damages, charges, injuries, losses, proceedings, suits, actions, expenses and attorney fees (collectively the "Claims") arising out of, involving, or relating to entrant's participation in the Contest. To the fullest extent permitted by law, entrant agrees to indemnify and hold harmless the Released Parties from any Claims alleging the Content infringes on any third party intellectual property rights.

15. Technical Failures. Any normal Internet/phone access and data/usage charges imposed by entrants' online/cellular service will apply and are entrants' sole responsibility. Sponsor is not responsible for any compatibility issues with entrant's device/browser used for entry. Entries become the property of Traeger upon receipt and will not be acknowledged or returned. Entries specifying an invalid, non-working, or inactive email address may be disqualified. No information regarding entries, other than as otherwise set forth in these Official Rules, will be disclosed. Traeger is not responsible for lost, interrupted or unavailable network server or other connection; miscommunications; failed phone or computer or telephone transmissions; technical failure; jumbled, scrambled or misdirected transmissions; late, lost, incomplete, delayed, or misdirected entries; or other errors of any kind whether human, mechanical, or electronic. In the event the Contest is compromised or impaired in any way for any reason, including but not limited to, fraud, virus, bug, unauthorized human intervention, outbreak of widespread illness, pandemic, or

other similar occurrence, civil unrest or any other problem or other causes beyond the control of Traeger that corrupts or impairs the administration, security, fairness, or proper conduct of the Contest, Traeger reserves the right in its sole discretion to suspend or terminate the Contest and select the winner from among all eligible entries received prior to cancellation. Traeger is not responsible for lost, late, misdirected, corrupted, or incomplete entries. Proof of submission is not proof of receipt by Traeger. By participation in the Contest, entrants, and winners, release and hold harmless the Traeger and the Social Media Platforms from and against any and all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Contest, the receipt, ownership or use of the Prize, or while preparing for, participating in any Prize-related activity or any typographical or other errors in these Official Rules or the announcement or offering of the Prize.

16. Data Privacy & Notice of Financial Incentive: Personal information collected from entrant is subject to Traeger's Privacy Policy available at <https://www.traegergrills.com/privacy-policy>. To participate in the Contest, entrant will be required to submit certain personal information to Traeger including entrant's full name, email address, mailing address, phone number, and link to entrant's relevant social media post. Information collected from entrants (such as name, postal address and email address) will not be re-used, sold or shared in any manner by Traeger or any third parties unless entrant has opted-in to receive additional information and marketing or promotional material from Traeger or a third party. Traeger does not assign a monetary value to the data that Traeger collects and will only use the information in accordance with Traeger's Privacy Policy. To the extent that Traeger is required to assign a monetary value to the personal information, it is equal to the value of the financial incentive provided.

17. Contest Results: For name of the Contest winner(s), send a self-addressed stamped envelope to "Traeger Red, White & BBQ Contest" 533 South 400 West, Salt Lake City, UT, 84101. Requests must be received by September 1, 2026.

18. Sponsor and Administrator: Traeger 533 South 400 West, Salt Lake City, UT, 84101. This Contest is not sponsored, endorsed or administered by any Social Media Platforms, nor are any Social Media Platforms associated with the Contest in any way. Any questions, comments or complaints regarding the Contest must be directed to Traeger, and not to any Social Media Platforms. Entrant fully releases all Social Media Platforms from any claim arising out of entrant's participation in the Contest. "Social Media Platforms" includes but is not limited to Facebook, Instagram, Twitter, Pinterest, TikTok, YouTube, and LinkedIn.