

TRUE AUSSIE BEEF AND LAMB PARTY PACK SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. YOU MUST HAVE INTERNET ACCESS IN ORDER TO ENTER. VOID WHERE PROHIBITED.

1. **PROMOTION DESCRIPTION.** The **True Aussie Beef and Lamb Party Pack Sweepstakes** (the “**Sweepstakes**”) is an online Monthly Sweepstakes via entry online at the promotion Website. The Sweepstakes begins on 9/1/17 at 12:00:00 AM (ET) and ends on 8/31/18 at 11:59:59 PM (ET) (the “**Promotion Period**”). For purposes of this Sweepstakes, a “Month” is defined as a standard calendar month. Additionally, as part of the entry process, entrants will automatically subscribe to *The Home Plate* e-newsletter from Meat & Livestock Australia (“**Sponsor**”).
2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees of Meat & Livestock Australia, its parent company, affiliates, subsidiaries, advertising and promotion agencies (“**Promotion Entities**”) and its immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.
3. **HOW TO ENTER:** Go to www.trueaussiebeefandlamb.com/own-your-party (“**Website**”) and follow the instructions to complete your entry into the Sweepstakes.

No automated entry devices, bots and/or other programs and/or software are permitted for Sweepstakes entry. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused 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. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

Limit one (1) entry per person/email address per the Promotion Period – regardless of method of entry. **Any entries in excess of this limit will be deemed void.** Any entrant who attempts to enter more than once in the Sweepstakes using multiple email addresses or under multiple identities will be disqualified from participation in the Sweepstakes and all entries from that individual will be considered void.

Sponsor is not responsible for any change of mailing address and/or telephone number of entrants. In the event of a dispute over the identity of a participant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the email address or wireless telephone number provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address or wireless telephone number by an Internet access provider, online 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 or mobile telephone number. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address or wireless account associated with the winning Sweepstakes entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected Sweepstakes entry will be deemed ineligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Only fully completed entries are eligible.

4. **WINNER SELECTION AND NOTIFICATION:** Twelve (12) winners (one (1) winner each Month) will be selected in a random drawing to be conducted on or about three (3) calendar days after the end of the respective Month among all eligible entries received by Sponsor or its designee, the judges in this Sweepstakes, whose decisions are final and binding. Potential prize winners will be notified by mail, phone and/or email, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seven (7) calendar days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. Non-winning entries will automatically rollover into any subsequently Monthly drawings.
5. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Twelve (12) Grand Prizes: Each Grand Prize will receive a True Aussie Party Prize Pack consisting of a Cooler Bag, a Cutting Board, a Meat & Livestock Australia Apron and a 3-inch button, a Grilling Mitt, and a T-shirt (ARV \$100 ea. winner). Total ARV of all prizes \$1,200. In the event a Monthly prize is unclaimed and/or goes unawarded, it will rollover into the next Monthly drawing and will be awarded at that time provided there is a remaining Monthly drawing to be held. In the event that a Monthly prize is eventually unclaimed, it will be unawarded in accordance with rule # 4. All applicable federal, state, and local taxes, if any, on prize are the sole responsibility of the prize winners. Odds of winning depend on total number of eligible entries received for each Month. Limit one (1) prize per person.

6. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected in accordance with these Official Rules. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Promotion Entities will have no liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. Sponsor not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.
7. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Promotion Entities are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless device connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's phone, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the online entry process in the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes and award any remaining prize(s) from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

8. PRIVACY: For information about how Meat & Livestock Australia uses your personal information, please see its privacy policy, located at <https://www.trueaussiebeefandlamb.com/privacy/>.
9. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 10/15/18 to: **True Aussie Beef and Lamb Party Pack Sweepstakes**, Attn: Winner's List, 4500 Highlands Parkway, Smyrna, GA 30082. Winner's list to be available after 9/15/18.
10. SPONSOR: Meat & Livestock Australia, 1100 Vermont Avenue NW, Suite 550, Washington, D.C. 20005.