

Terms and Conditions

No Purchase Necessary to Participate or Win

Eligibility: Route 66 Beef Trail Promotion”) is only offered and open to individuals who at the time of participation are (i) legal residents of and are physically located in the fifty United States or District of Columbia and (ii) are age 18 years or older. Employees, officers and directors of the Oklahoma Beef Council (“OBC”), the Participating Restaurants (as set forth herein) and their respective parents, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of sweepstakes materials and their immediate families (parents, children, siblings, spouse) or member of the same household (whether related or not) are NOT ELIGIBLE. Void where prohibited by law. All federal, state and local laws and regulations apply. All federal, state and local taxes are the sole responsibility of winners. OBC reserves the right to verify the eligibility of winners before awarding any prize.

Promotion Period: February 1, 2026-September 30, 2026

To Participate: Sign-Up for your Route 66 Beef Trail Pass

Limit one (1) registration form submission per person and per email address for the duration of the Promotion Period. Additional registration forms received from any such person or email address after the first registration form received from that person or email address will be void. The use of a script, macro or any other device to automate or subvert the registration process is prohibited and all such registrations will be void. Registration form submissions will be accepted throughout the Promotion Period, in accordance with the terms of these Official Rules.

After completion of the registration process, you will be given access to the “Route 66 Beef Trail” home page (“Home Page”). Visit the Home Page and follow the instructions to participate.

Visit official stops on the Route 66 Beef Trail and check in on the pass.

The identification of potential winners will be conducted by OBC, whose decision is final and binding with respect to these Official Rules and in all other matters relating to this Promotion. Each prize will be awarded to the authorized account holder of the email address identified in the registration form, regardless of whether that is the person named on the applicable registration form (subject to verification of eligibility and compliance with the terms of these Official Rules). Potential winners will be notified by OBC via email. If a potential winner cannot be contacted; is

ineligible according to these Official Rules; declines his/her prize for any reason whatsoever; otherwise fails to fully comply with these Official Rules; or if prize notification is returned as undeliverable, potential prize winner will forfeit his/her prize and the prize may be awarded to an alternate winner or OBC may retain the prize.

Prize Details: All costs and expenses associated with the acceptance and use of any prizes awarded in connection with the Promotion, including, but not limited to, all federal, state and local taxes, and other miscellaneous expenses are each winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by OBC. OBC has no obligations or commitments to any winner in connection with this Promotion.

Route 66 Beef Trail Rewards

Participants may earn points by checking in at designated stops. No purchase is necessary to earn points or redeem rewards.

- **300 points (3 stops):** Route 66 Beef Trail Sticker
- **400 points (4 stops):** Route 66 Beef Trail Keychain
- **600 points (6 stops):** Route 66 Beef Trail Cap
- **1,000 points (10 stops):** Exclusive T-Shirt **and** one (1) free entry into the Grand Prize Drawing

Grand Prize Package (\$500) *Three grand prizes will be awarded.*

- 52 QT Ultra-Light Wheeled Cooler
- Premium grilling kit with cast iron skillet
- \$100 beef gift card
- BBQ sauce and seasoning from Show-Me BBQ

Limit: One (1) grand prize entry per participant, regardless of number of points earned. Alternative method of entry available. Void where prohibited.

Redemption of Gamification Prizes

Follow the directions on the Route 66 Beef Pass to redeem trail awards. Prizes will be mailed to winner's address within 21 days of redemption request.

Grand Prize Sweepstakes Winner

Winner Selection/Notification: Three grand prizes will be awarded. Grand prizes will be determined by October 10, 2026, following the end of the Promotion Period. OBC will use a random number generator to pick a winner for each prize package.

Alternative Method of Entry

Individuals may enter for the grand prize without participating in the gamification by submitting a written mail-in entry. To enter by mail, send a **handwritten** letter that includes your full name, mailing address, phone number, and email address, along with a clear statement requesting entry into the promotion. Mail your request to:

Oklahoma Beef Council – Route 66 Promotion Entry

3140 W. Britton Rd., Suite B
Oklahoma City, OK 73162

Each envelope must be mailed separately and must be postmarked during the applicable entry period. **Limit one (1) mail-in entry per person.** Only handwritten entries are eligible; no photocopies, printed materials, mechanical reproductions, bulk mailings, or mass submissions will be accepted. **Standard postage is the responsibility of the entrant.**

Mail-in entries become the property of the Oklahoma Beef Council and will not be returned. All valid mail-in entries will be processed and entered on the same basis as digital entries and will have an **equal chance of winning.**

Miscellaneous: No transfer, assignment, cash redemption, or substitution of a prize (or portion thereof) is permitted except by OBC, who reserves the right to substitute a prize (or applicable portion thereof), at their sole discretion and except as otherwise provided herein. OBC reserves the right to void and remove any and all points of a participant who OBC believes has attempted to tamper with, influence, or impair the administration, security, fairness, judging or proper play of this Promotion and such participant will be disqualified and all associated points will be void. Potential winners may be required to execute and return a Prize Claim Form (including an affidavit of eligibility and liability and publicity release) within seven (7) days of date of issuance of notification. In the event that any selected potential winner declines his/her prize or his/her prize is returned as undeliverable, is not eligible to accept the prize, does not comply with the terms of these Official Rules or is not available for any reason when notified, his/her prize opportunity will be forfeited and OBC, at their sole discretion and time permitting, may select and notify an alternative potential winner for the prize at issue. Participation in the Promotion constitutes each participant's and each winner's consent to OBC's and its agents' use of winner's name, likeness, photograph, video, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. By participating, participants agree that OBC reserves the right to conduct a background check and entry in the Promotion constitutes

participant's permission for OBC to conduct such background check, provided that, to the extent additional authorization is necessary under law, participants shall authorize such check. OBC reserves the right (at its sole discretion) to disqualify any participant based on the results of the background check or failure of the participant to properly authorize such check). OBC reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Promotion (or portion thereof) for any reason, including should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Promotion or for any other reason and, in the case of termination, at its discretion, select the winners for the prizes at issue from all participants eligible prior to the event that required such termination. CAUTION: ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, OBC RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Agreement to Official Rules. By participating in the Promotion, participants agree to be bound by these Official Rules and the decisions of OBC (including but not limited to OBC's employees or agents handling prize redemption), which are final and binding in all matters relating to the Promotion. OBC reserves the right to change these Official Rules at any time in their sole discretion. By participating in the Promotion, each participant waives any right to claim ambiguity in these Official Rules.

Release. By participating in this Promotion, participant agrees to release, indemnify, and hold harmless, OBC from any and all liability for any injuries, loss, harm, damage, cost, or expense of any kind to any person(s), including, without limitation, property damage, personal injury, and/or death, arising in whole or in part, directly or indirectly, from acceptance, possession, use, and/or misuse of a prize or participation in this Promotion or any Promotion-related activity and for any claims based on publicity rights, defamation, or invasion of privacy. OBC is not responsible for cancellations or delays, or if any prize cannot be awarded or used, or if the Promotion cannot be conducted as planned for any reason.

Arbitration: As a condition of participating in this Promotion, participants agrees that: (i) any and all disputes and causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration in Oklahoma City, Oklahoma conducted under the applicable rules promulgated by the American Arbitration Association; (ii) the Federal Arbitration Act shall govern

the interpretation, enforcement and all proceedings at such arbitration; (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion not to exceed \$50 but in no event including attorneys' fees and (iv) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Promotion), and participant further waives all rights to have damages multiplied or increased.

Privacy and Use of Participant Information for Marketing Purposes: All personal information that participants submit will be subject to OBC's privacy policy. If "I Agree" box is checked in landing page, participant gives OBC the right to receive and use personally identifiable information collected during participant's participation in this Promotion for marketing and advertising purposes. Participant may opt-out of these communications from OBC as provided in such communications.

Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and OBC in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the State of Oklahoma.

Winners List: For the names of the winners (available once selected), send a self-addressed, stamped envelope to: Oklahoma Beef Council, 3140 W. Britton Rd, Suite B, Oklahoma City, Oklahoma 73120.