

PRIMAL INSIDER PROMOTION OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. ELIGIBILITY

The Primal Insider Promotion (“Promotion”) is open only to legal residents of the United States who are 21 years of age or older at the time of entry. Employees of Primal House and Primal Meat Company (collectively “Sponsor”), their affiliates, subsidiaries, advertising and promotion agencies, and suppliers, and immediate family members (spouse, parents, siblings, and children) and household members of those employees are not eligible to participate in the Promotion. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. PROMOTION PERIOD

The Promotion begins on March 28, 2025, at 12:01 AM Pacific Time (“PT”) and ends on April 26, 2025, at 11:59 PM PT (the “Promotion Period”). Sponsor’s computer is the official time-keeping device for the Promotion.

3. HOW TO ENTER

There are two (2) ways to enter during the Promotion Period:

Purchase Entry Method: During the Promotion Period, eligible participants will automatically receive one (1) entry for every \$25 spent on Primal House or Primal Meat Company products purchased either online at www.primalhousepaso.com or at the Saturday pop-up events held at 3330 Ramada Dr., Paso Robles, CA 93446.

Alternative Entry Method:To enter without purchase, hand-print your full name, complete mailing address, phone number, email address, and date of birth on a 3×5 card and mail it to: Primal House Insider Promotion, 3330 Ramada Dr., Paso Robles, CA 93446, or submit in person at our Saturday pop-up events. Limit one (1) entry per person via the Alternative Entry Method. All mail-in entries must be postmarked by April 24, 2025 and received by April 25, 2025.

All entries become the property of the Sponsor and will not be acknowledged or returned.

4. DRAWING AND ODDS OF WINNING

On April 26, 2025, Sponsor will select potential winners in a random drawing from among all eligible entries received. The odds of winning depend on the number of eligible entries received during the Promotion Period.

5. WINNER NOTIFICATION AND VERIFICATION

Potential winners will be notified by email, mail, or phone. Each potential winner will be required to sign and return an Affidavit of Eligibility, Liability & Publicity Release (“Affidavit”) within seven (7) days of attempted notification. If a potential winner cannot be contacted within the required time period, fails to sign and return the Affidavit within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries.

6. PRIZES

Winner will receive the following:

- One (1) invitation to a VIP Preview Event at Primal House taproom (date to be determined, prior to public opening)
- One (1) Primal House branded merchandise item (choice of hat or T-shirt)

Approximate Retail Value (“ARV”) of each prize package: \$75.00 Prize is non-transferable, and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use.

7. VIP PREVIEW EVENT DETAILS

The VIP Preview Event will be held at Primal House prior to the public opening (exact date to be determined). The event will include:

- Guided tasting of select Primal House craft brews
- Sampling of premium meat cuts from Primal Meat Company
- Tour of the facility

Winners must be 21 years of age or older to participate in the VIP Preview Event. Valid photo ID will be required for entry. Transportation to and from the event location is not included.

8. RELEASE

By participating in the Promotion, participants agree to release, indemnify, and hold harmless the Sponsor, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Promotion, and each of their respective officers, directors, employees, shareholders, representatives, and agents from and against any and all claims, expenses, and liabilities, including without limitation, negligence, personal injury, death, property damage, defamation, infringement of intellectual property rights, invasion of privacy, or merchandise delivery.

9. PUBLICITY

Except where prohibited, participation in the Promotion constitutes the winner’s consent to Sponsor’s use of the winner’s name, likeness, photograph, voice, opinions, and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. GENERAL CONDITIONS

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner.

11. LIMITATION OF LIABILITY

Sponsor is not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Promotion or receipt or use or misuse of any prize.

12. DISPUTES

This Promotion is governed by the laws of the State of California, without respect to conflict of law doctrines. By participating, you agree that any and all disputes, claims, and causes of action arising out of or connected with this Promotion shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in San Luis Obispo County, California.

13. PRIVACY

Information collected from entrants is subject to Sponsor’s Privacy Policy.

14. WINNERS LIST

For a Winners List, send a self-addressed, stamped envelope to: Primal House Insider Promotion Winners, 3330 Ramada Dr., Paso Robles, CA 93446. Requests must be received by May 15, 2025.

15. SPONSOR

Primal House and Primal Meat Company, 3330 Ramada Dr., Paso Robles, CA 93446.

The Primal House taproom operates under California ABC License #: 657255