

La Chona Back to School Promotion

Official Rules

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU MUST HAVE ACCESS TO A COMPUTER OR MOBILE DEVICE WITH INTERNET ACCESS IN ORDER TO ENTER.

1. Eligibility

La Chona Back to School Promotion (the "Promotion") is open only to legal residents of Illinois and Wisconsin who are at least eighteen (18) years old at the time of entry. Void where prohibited by law. Employees of Sponsor, Administrator any of their respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Promotion and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year whether related or not) of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor and Administrator

Sponsor: Bar-S Foods – A Sigma Company, 18700 N. Hayden Road, Suite 545, Scottsdale, AZ 85255 ("Sponsor").

Administrator: Colectivo Joy, Av. Niños Héroes 53. Doctores. Cuauhtémoc. 06720. Ciudad de México, México (hector@colectivojoy.com). ("Administrator").

3. Timing

The Promotion begins on Saturday, September 5th, 2026 at 12:00 p.m. Pacific Time ("PT") and ends on Saturday, October 10th, 2026 at 12:00 p.m. PT (the "Promotion Period"). Administrator's computer is the official time keeping device for this Promotion.

4. How to Enter

During the Promotion Period, scan the QR code displayed on promotional materials in participating stores to access the Promotion Website and enter the Promotion. By successfully accessing the Promotion Website <https://www.back2school.winwithsigma.com> and completing the required entry, you will receive one (1) entry into the Promotion and will be eligible for a chance to win a prize. The Promotion will award a total of sixty (60) prizes consisting of Back-to-School items, with an approximate total prize value of \$10,000.

Limit of one (1) entry per person per 24 hour period during the Promotion Period. In the event that multiple entries are received from the same person in the same 24 hour period, only the first submission will be valid and the additional submissions will be discarded. Multiple participants are not permitted to share the same email address. Use of any automated system to participate is prohibited and will result in disqualification.

Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The authorized account holder is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Sponsor.

5. Winners Selection

Prize Drawing: Upon the close of the Promotion Period, sixty (60) potential winners will be randomly selected from all eligible entries received during the Promotion Period to receive one (1) of the available Back-to-School prizes, with a total approximate prize value of \$10,000.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY ADMINISTRATOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION.

7. Verification of Potential Winners

Each potential winner will be notified by email or phone number (text message) provided at the time of entry and is required to respond to such notification within three (3) days of the first notification attempt by Administrator. If Sponsor uses text message, winner is responsible for any fees or charges associated with such messaging. Sponsor and Administrator 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 prize winner does not respond within three (3) days of the first notification attempt, or if the notification is returned as undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected as detailed herein. Administrator may attempt to re-select and contact up to three (3) additional potential Grand Prize winners, and if all potential winners do not respond to notification attempts or are found to be ineligible, the Grand Prize may go unawarded at Sponsor and Administrator's sole discretion. Potential winners may be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, "Prize Claim Documents"). If any potential winner fails or refuses to execute and return all Prize Claim Documents within five (5) days of transmission from Administrator, such winner may be disqualified and an alternate winner may be selected.

If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential prize winner will be disqualified, and an alternate prize winner may be selected as detailed herein

8. Prizes

SIXTY (60) PRIZES: Participants will have the opportunity to win one (1) of sixty (60) Back-to-School prizes, including laptops, tablets, Chromebooks, wireless headphones, scientific

calculators, backpacks, water bottles, and power banks. The Approximate Retail Value ("ARV") of all sixty (60) prizes is \$10,000.00.

Prizes are non-transferable. Sponsor reserves the right to substitute Prize for one of equal or greater value for any reason. The winner is solely and independently responsible for all applicable federal, state and local taxes associated with the receipt of any prize, along with all title, license, document and other dealer fees and any insurance requirements for the prize. Payment of taxes resulting from prize is the sole responsibility of the winner and no Sponsor or any of the Released Parties. Winner must provide to Sponsor a fully completed and accurate W-9 form prior to receipt of Prize. Sponsor will issue a Form 1099 to Winner on which Sponsor will report the out-of-pocket amount Sponsor pays for the Prize. Sponsor will further verify Winner's taxpayer ID number with the Internal Revenue Service. Odds of winning depend on the number of eligible entries received during the Promotion Period. Any stated difference between the approximate value and actual value of Prize or any substituted Prize will not be awarded.

9. Entry Conditions and Release

By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Administrator and/or the Sponsor which are binding and final in all matters relating to this Promotion; (b) release and hold harmless the Sponsor, the Administrator, and each of their respective parent, subsidiary, and affiliated companies, and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Promotion, and all of their respective past and present officers, directors, employees, shareholders, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Promotion, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorney's fees) arising out of or relating to an entrant's participation in the Promotion and/or winner's acceptance, use or misuse of a prize.

10. Publicity

Except where prohibited, acceptance of a prize constitutes winners' consent to Sponsor's and its designee's use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. IF ENTRANT IS CHOSEN AS A PRIZE WINNER, ENTRANT'S PERSONAL IDENTIFYING INFORMATION MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, PLACING ENTRANT'S NAME ON A WINNER'S LIST AS REQUIRED BY STATE LAW.

11. General Conditions

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part

of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. 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 these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability

The Released Parties are 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. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Promotion play, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes

Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any Prizes awarded, other than those concerning the administration of the Promotion or the determination of winners, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any Prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate State Court, for the city of Los Angeles, California; (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, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of

these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

14. Entrant's Personal Information

Information collected from entrants is subject to the Sponsor's Privacy Policy which is available at: <https://www.bar-s.com/privacy-policy>

15. Promotion Results

To obtain a copy of the winners list, send a self-addressed stamped envelope to La Chona Back to School Giveaway Sweepstakes General Porfirio Díaz 1000-2, Zona de los Callejones CP 66227 San Pedro Garca García, Nuevo León (jose.aceves@elsentidocomun.mx). These Official Rules will be posted on the Website during the Promotion Period.

These Official Rules may not be reprinted or republished in whole or in part without the prior written consent of Sponsor. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook® or VISA. Direct any questions/comments/complaints regarding this Promotion to the Sponsor, not Facebook® or VISA. Each Entrant will be providing his/her information to the Sponsor and not to Facebook® or VISA. Facebook® & VISA are completely released of liability by each entrant. The information each Entrant provides will only be used for the Promotion. Facebook® is a registered trademark of Facebook, Inc. All rights are reserved.