

Cowboy Charcoal Fire & Ice Women's Championship Barbeque Series 2017 Official Rules

KCBS COMPETITION REGISTRATION IS REQUIRED TO PARTICIPATE IN THIS CONTEST. NO ADDITIONAL PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. ELIGIBILITY RESTRICTIONS APPLY. VOID WHERE PROHIBITED

1. Eligibility. The *Cowboy Charcoal Fire & Ice Women's Championship Barbeque Series* (the "Contest") is open only to women who are legal residents of the 50 United States and the District of Columbia who are of legal age of majority in their jurisdiction of residence (and at least 18) and registered participants ("Competitor") in at least one (1) of the Kansas City Barbeque Society ("**KCBS**") sanctioned barbeque competition events (as outlined below in these Official Rules and collectively, "**KCBS Events**") at the time of entry (each such person, together with members of their respective competition team, shall collectively hereafter be an "Entrant"). Entrants must also use a separate team name and official KCBS member number if the Entrant is competing simultaneously on a male's or male pitmaster's team. To qualify for the Fire & Ice Series, a team must have a KCBS-registered head cook who is female. Participation in the Contest is subject to the KCBS Events barbeque competition rules and winner judging process(es) (collectively, the "**KCBS Competition Rules**") as defined by KCBS Events for each of the KCBS events encompassed by this Contest (each an "**Event**"), and otherwise meet the criteria specified in these Official Rules. Specific start and end times for each Event will be as published by KCBS Events. All points accumulated prior to registration in the women's series Contest will be retroactively applied toward the series, beginning January 1, 2017. The Top Ten registered women's teams with the highest points tallies will be invited to compete in the series finale at the World Food Championships in the Fire & Ice Finale. In the event of an emergency or inability to attend WFC, the team with the next highest point tally will move up into the Top Ten finalists.

2. Sponsor and its Agents: This Contest is sponsored by Cowboy Charcoal, LLC, a wholly owned subsidiary of Duraflame, Inc. ("**Sponsor**") with on-site administration by Sponsor and certain agents of KCBS and/or MMA Creative, Inc., (collectively, "**Sponsor and its Agents**"). This Contest is void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

3. Agreement to these Official Rules: Entrants accept and agree to abide by the terms of these Official Rules, KCBS Competition Rules, and World Food Championship Rules, which are incorporated herein by reference and the decisions of Sponsor and/or its Agents. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest (points chase) starts at 12:00 a.m. Eastern Time ("ET") on January 1, 2017, with the first Event listed on the Event Schedule and ends on October 30, 2017, with the last Event on the Event Schedule (the "**Contest Period**") up to that date. Online registration for the Contest opens January 15, 2017, and closes May 31, 2017 (the "Online Registration Period").

KEY CONTEST DATES

SERIES BEGINS: January 1, 2017 (Or first KCBS event of 2017 and ends October 30, 2017)

REGISTRATION: January 15, 2017 - 11:59 pm May 31, 2017

SERIES FINAL: World Food Championships November 8 - 12, 2017

5. Entry.

ONLINE REGISTRATION: To enter this Contest anytime during the Online Registration Period, visit <http://cowboyfireandice.com/> (the "Site") and register as a KCBS Competitor. Then, locate the link to the *Cowboy Charcoal Fire and Ice Women's Championship Barbeque Series* and follow the instruction prompts to submit your name (and those of your respective team members, if any), date of birth, email address, telephone number, and a brief team bio (including hometown, favorite recipe, grilling tips, and photo) via the online registration form, plus any additional information as directed. Entrants who register online during the Online Registration period will receive an email confirmation with their team member names and a verification number (the "Registration Confirmation"). For purposes of this Contest, the person having completed the online registration on behalf of her team members, if any, will be the designated Entrant and team contact person (the "Team Contact") and responsible for complying with these Official Rules. No other methods of registration will be accepted. Completed online registrations must be sent electronically during the Online Registration Period and received by 11:59:59 p.m. ET on May 31, 2017 according to Sponsor's internal time clock. Proof of submission of an online registration is not proof of delivery or receipt of such registration by Sponsor and/or its Agents. Use of a false email account will disqualify a registration. Registrations generated by script, macro or other automated means or by any means that subvert the entry process are void. Because space and time are limited, Sponsor cannot guarantee that all persons attempting to register online will be able to participate. Registration will be accepted on a first come, first served basis.

In the event of a dispute as to any registration, Entry or the identity of an Entrant, the authorized account holder of the email address used at time of online registration for the Contest will be deemed to be the Entrant (on behalf of her competition team members, if any) and she must be comply with these Official Rules. 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. The Entrant may be required to show proof of being the authorized account holder.

LIMITS ON KCBS EVENT ENTRY: Entrants may compete at one (1) or more Events, however only one (1) entry will be accepted per Entrant, per Event. Entrants are required to register online with KCBS only once during the Online Registration Period and a single online registration entitles Entrants to enter any or all KCBS sanctioned Events. Regardless of the number of Events entered, all Entrants must confirm entry by presenting themselves for check-in at each Event's "cook's meeting". Completed Entries must be received onsite by the KCBS competition representatives on the day of the particular Event.

Released Parties (as defined below) are not responsible for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, invalid, unintelligible, garbled, lost, illegible, altered, defaced, mutilated, misdirected, intercepted, ineligible lost, late, stolen, damaged or delayed Entries, registrations, or other communications or other technical problems related to website operation(s), or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the registration for, or the administration of, the Contest, the processing or judging of Entries, the tabulation of points, the announcement of the prizes, or in any Contest-related materials.

KCBS competition reps, in their sole discretion, reserve the right to disqualify any person who tampers with the Entry or registration process, or the operation of the Site, or who otherwise violates these Official Rules and void all associated points.

6. KCBS Contest Format: Official KCBS competition representatives will use KCBS rules to determine all disputes and/or winners on-site at events during the points chase for the Fire & Ice Women's Series. At the conclusion of each Event, KCBS Event organizers will determine Grand Champion, Reserve Grand Champion and all category (Chicken, Pulled Pork, Pork Ribs and Brisket) Event winners

("Competition Winners") based on KCBS Competition Rules. All KCBS Competition Winners will be selected under the auspices of the KCBS Events, whose decisions are final and binding in all matters relating to KCBS Events. For purposes of this Contest, once KCBS Competition Winners have been determined, this Contest Sponsor will announce winners and distribute prize money.

If an Entrant is disqualified from Event participation at any level, any time and for any reason by KCBS officials, the Entrant will likewise be automatically disqualified from further participation in this Contest. Further, Sponsor reserves the right to disqualify any Entrant from participation in this Contest at any level, any time and for any reason.

By entering, each Entrant acknowledges that Sponsor's administration of this Contest, and awarding of all prizes, is wholly dependent upon KCBS Event officials' independent and timely administration of all KCBS activities, including determination of Grand Champion, Reserve Grand Champion and all Category (Chicken, Pulled Pork, Pork Ribs and Brisket) Winners for each Event. By entering, each Entrant further acknowledges that, apart from its reliance on KCBS officials to identify winners at each of the Regional Events for purposes of Sponsor's apportioning of points to Entrants and ultimate selection of winners in this Contest, Sponsor has no control in the outcomes, or responsibility for cancellations of KCBS Events. In the event of a cancellation of an Event by KCBS, that particular Event, and all corresponding Entries and potential prizes, are voided for purposes of this Contest.

All Entrants must follow Sponsor and/or its Agents' directions. All decisions and rulings of Sponsor and/or its Agents are final.

7. World Food Championship Format: The top ten women's teams will face off in the Fire & Ice Finale, featuring a 2 hour competition on Friday, Nov 10, 2017, in which they will use Cowboy Charcoal to grill ANY food of their choice. The top ten Fire & Ice competitors will then compete in the World Barbecue Championships on Saturday, Nov 11, 2017. Points from the Fire and Ice Finale will be combined with points earned in the KCBS sanctioned World Barbecue Championships to arrive at a final points tally for each team. The winner of the overall Fire & Ice Series will be announced at the World Barbecue Championship awards show along with other WFC finalists in the barbecue category. At the Fire & Ice Finale grilling challenge, the E.A.T methodology will be used for judging. All other official WFC rules will apply as well for the finals. The KCBS methodology will be used for the judging of the World Barbecue Championship. Food Categories for the World Barbecue Championships portion of the Series shall remain : **Ch** = Chicken / **PP** = Pulled Pork / **PR** = Pork Ribs/ **Br** = Brisket. WFC Official competition representatives will use WFC rules to determine all disputes and/or winners on-site at the Final.

8. World Food Championships Golden Ticket & Stipend: Ten (10) qualifying teams will be issued a travel stipend of seven hundred fifty dollars (\$750.00) each and waived entry fee of three hundred dollars (\$300.00) each to compete at the *Cowboy Charcoal Fire & Ice Women's Championship Barbeque Series Final* at the World Food Championships. This will be issued on-site at World Food Championship Registration.

9. Prizes; Winner Selection: *One(1) Fire & Ice Grand Champion Prize:* The team that holds the most points (achieved at the Fire & Ice Final and World BBQ Championships) will receive one (1) prize of a certificate for diamond jewelry in the amount of two- thousand dollars (\$2,000 USD) and one (1) cash prize in the amount of four-thousand dollars (\$4,000 USD), plus a custom designed Fire & Ice pendant valued at three-thousand dollars (\$3,000). Total value of Fire & Ice Grand Champion Prize: \$9,000 USD. Sponsor reserves the right to substitute a prize of equivalent value in the event that diamond jewelry is unavailable.

One (1) Fire & Ice Reserve Grand Champion Prize: The team that holds the second most points (achieved at the Fire & Ice Final and World BBQ Championships) will receive one (1) prize of a certificate for diamond jewelry in the amount of two-thousand dollars (\$2,000 USD) and one

(1) cash prize in the amount of two-thousand dollars (\$2,000 USD). Total value of Fire & Ice Reserve Grand Champion Prize: \$4,000 USD. Sponsor reserves the right to substitute a prize of equivalent value in the event that diamond jewelry is unavailable.

Eight (8) Fire & Ice [3rd - 10th] Winner Prize: The team that holds the third - tenth most points (achieved at the Fire & Ice Final and World BBQ Championships) will receive one (1) prize of a certificate for diamond jewelry in the amount of one-thousand dollars (\$1,000 USD) and one (1) cash prize in the amount of five hundred dollars (\$500 USD). Total value of all Fire & Ice 3rd-10th Place Prizes: \$12,000 USD. Sponsor reserves the right to substitute a prize of equivalent value in the event that diamond jewelry is unavailable.

Whether a Champion is represented by a single individual, or a team of persons, only one prize will be awarded and delivered to the winning Team Contact., Aggregate value of all prizes: \$25,000 USD. Prizes are non-transferable. No substitution of prize is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal or greater value. Only the advertised number of prizes will be awarded. All applicable federal, state and local taxes are the sole responsibility of the individual winners/teams. Winners/teams assume all liability for use of the prize. All Entrants will receive an IRS form 1099 at on-site check in. A copy of such form will be filed with the IRS for any Entrants that win \$600 or more. Sponsor reserves the right to not award all prizes if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entrants.

9. Winner Notification: Potential winners' Team Contact will be notified on-site at the World Food Championships following the conclusion of the day's activities, or by a message or phone call using the contact information provided at entry and may be required to sign and return a W-9 form and Affidavit of Eligibility and, except where prohibited, Liability/Publicity Release, in the form provided by Sponsor, within seven (7) days of winning in order to claim prize(s) or prize may be forfeited. Potential winners' Team Contact may also be asked to complete and return simple biographical information (including hometown, favorite recipe, grilling tips, and photo) within seven (7) days of winning. If a Team Contact cannot be contacted within a reasonable time period, is contacted and does not respond as directed, refuses the prize within seven (7) days of attempted notification, is ineligible to accept the prize or is not in compliance with these Official Rules, prize may be forfeited. If a prize is forfeited, Sponsor reserves the right to award it to a runner-up. Team Contact(s) may be required to provide a U.S. shipping address to claim prize. Allow 4-6 weeks for delivery of prize.

10. Right to Use Participant Name and Likeness: By entering this Contest, each Entrant agrees to the posting and use of his or her name, hometown, favorite recipe, grilling tips, and/or photograph on Sponsor's and/or its Agents' websites, including Sponsor's website www.cowboycharcoal.com, Cowboy Charcoal page on Facebook, Instagram, Pinterest or other social media sites, its Agents' pages on

Facebook, and in any and all media in and in connection with promotion, publicity and advertising for Cowboy Charcoal, LLC, and Duraflame, Inc. (parent company) this Contest, or other promotions by Sponsor in any manner and without any further attribution, notification or compensation, except where prohibited by law.

Sponsor and/or its Agents may film, record and/or take photographs during any KCBS and WFC Event, and may use the resulting footage, recordings or photographs for a range of purposes, including, without limitation, for marketing and promoting Sponsor and/or its Agents' products and services. By attending the Event, each Entrant authorizes Sponsor and its Agents to film, record and/or photograph his or her voice and likeness ("**Image**"), and also grants Sponsor and its Agents the irrevocable right to use any footage, recordings or photographs of him or her recorded or taken during any Regional Event, or any reproduction or modification thereof (collectively, the "**Recordings**") in any manner and medium throughout the world an unlimited number of times in perpetuity for advertising, trade, promotion, exhibition or any other lawful purpose except where prohibited by law. By attending the Event, except where prohibited by law, each Entrant further waives any right of inspection or approval of the uses to which Sponsor may put the Recordings, and releases Sponsor and its Agents from any and all claims arising out of or in connection with the Recordings,

the Entrant's Image or Sponsor's and/or its Agents' use thereof. The Contest is governed by the laws of the United States, and all claims must be resolved in the United States.

11. General Conditions; LIMITATION OF LIABILITY: SPONSOR AND ITS AGENTS, FACEBOOK AND THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND ADVERTISING AND PROMOTION AGENCIES AND ALL OF THEIR RESPECTIVE OFFICERS, DIRECTORS, AGENTS AND EMPLOYEES (COLLECTIVELY, "RELEASED PARTIES") ARE NOT IN ANY WAY RESPONSIBLE OR LIABLE FOR DAMAGES, LOSS OR INJURY RESULTING FROM PARTICIPATION IN THIS CONTEST BY ANY PARTICIPANT OR FROM THE ACCEPTANCE, POSSESSION, SHIPPING AND HANDLING, LOSS, USE OR MISUSE OF ANY PRIZE AWARDED IN THIS CONTEST, OR FOR THE TRAVEL TO OR FROM ANY REGIONAL EVENT, OR OTHERWISE IN CONNECTION WITH ANY CONTEST-RELATED ACTIVITY. BY ENTERING, PARTICIPANT ASSUMES SOLE LIABILITY FOR INJURIES, INCLUDING, WITHOUT LIMITATION, PERSONAL INJURIES AND/OR DAMAGE TO PROPERTY, CAUSED OR CLAIMED TO BE CAUSED BY PARTICIPATING IN THIS CONTEST OR THE ACCEPTANCE, POSSESSION, SHIPPING AND HANDLING, LOSS, USE OR MISUSE OF ANY PRIZE AWARDED IN THIS CONTEST, OR FOR THE TRAVEL TO OR FROM ANY REGIONAL EVENT, OR OTHERWISE IN CONNECTION WITH ANY CONTEST-RELATED ACTIVITY. SPONSOR HAS THE RIGHT TO CANCEL, TERMINATE OR MODIFY THIS CONTEST IF IT CANNOT BE COMPLETED AS PLANNED DUE TO COMPUTER VIRUS, BUGS, TAMPERING, UNAUTHORIZED INTERVENTION, TECHNICAL FAILURES, OR OTHER CONDITIONS. RELEASED PARTIES ARE NOT RESPONSIBLE FOR ANY FAILURE TO CONTACT ENTRANTS, WHETHER DUE TO TECHNICAL OR HUMAN ERROR.

12. Use of Personal Information: In the course of this Contest, Sponsor and/or its Agents will be collecting personal information about Entrants, in accordance with applicable laws and their respective privacy policies. By entering and participating in this Contest, each Entrant accepts and agrees to Sponsor and/or its Agents' collection and use of their personal information and to be contacted by Sponsor and/or its Agents by email, mail and/or telephone regarding this Contest subject to Sponsor's privacy policy located at: <http://cowboycharcoal.com/privacypolicy.html> and the KCBS privacy policy located at <http://www.kcbs.us/privacy.php>.

13. Rules and List of Winners: For a copy of the rules, or a list of winners within thirty (30) days of the conclusion of the Contest, please send your request by mail with a stamped, self-addressed return envelope to: Attn: Cowboy Fire & Ice Series, 2894 Monte Diablo Ave., Stockton, CA 95203

14. Sponsor. This Contest is sponsored by Cowboy Charcoal, LLC, a wholly owned subsidiary of Duraflame, Inc., 2894 Monte Diablo Avenue, Stockton, CA 95203

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The Cowboy Charcoal® Fire & Ice Women's Championship Barbeque Series 2017

abbreviated, mandatory disclosures for advertising:

KCBS REGISTRATION IS REQUIRED TO PARTICIPATE. NO ADD'L PURCH. NEC. Enter select KCBS Events during 1/01/17 – 10/30/17. Open to residents of the 50 U.S and D.C, 18+. To Enter, view Event schedule and Official Rules visit <http://cowboyfireandice.com>. Void where prohibited. Sponsored by Cowboy Charcoal, LLC, a wholly owned subsidiary of Duraflame, Inc., 2894 Monte Diablo Avenue, Stockton, CA 95203.