

**The Bob Reese Scholarship for Aspiring Cheese Professionals
Application Terms**

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

1. ELIGIBILITY. The Bob Reese Scholarship for Aspiring Cheese Professionals (the “Scholarship”) is open to individuals who are passionate about cheese and the cheese industry and are eager to make a meaningful contribution to the artisan cheese industry. The Scholarship is only open to entrants who, as of the entry date, are at least eighteen (18) years old and are legal residents of the United States. The Scholarship is void where prohibited or restricted by law. Employees, officers and directors of Vermont Creamery (“Sponsor”), and its parents, subsidiaries, affiliates, divisions, advertising and promotion agencies, and the immediate families (defined as parents, spouses, children, siblings, grandparents, and their respective spouses) or members of the same household (whether related or not) of each such employee, officer and director, are not eligible to enter.

2. TIMING. The Scholarship application period commences on April 25, 2025 at 12:00:01 AM ET and continues through and including 11:59:59 PM ET on May 14, 2025 (“Scholarship Application Period”). Sponsor’s computer is the official timekeeping device. Entry material shall be referred to herein as the “Entry,” collectively the “Entries.” All Entries must be received by the end of the Scholarship Application Period to be considered for judging.

3. HOW TO ENTER. Participants may apply for the Scholarship by completing the online application form, which will be made available on Vermont Creamery’s website at the start of the Scholarship Application Period and promoted through Sponsor’s email newsletter and social media platforms. In addition to providing contact information, the application will consist of short answer questions designed to assess the applicant’s passion for cheese and their vision for the future of the industry (“Application”). Application must be submitted in English. Limit one (1) Entry per person during the Scholarship Application Period.

Sponsor has sole and absolute discretion to disqualify Entries from consideration, including without limitation any Entries containing:

- Content that is obscene, discriminatory, offensive, contains profanities, or endorses any form of hate or hate group;
- Content that depicts dangerous activities, irresponsible behavior, or use of products or services in a manner contrary to their intended use;
- Content that defames, misrepresents, invades the privacy, publicity and/or other intellectual property rights of Sponsor; and
- Content containing any language or images communicating messages inconsistent with the image with which Sponsor wishes to associate.

No mechanically reproduced applications allowed. All applications become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of submission will not be deemed to be proof of receipt of application by Sponsor. All entrants and applications subject to verification prior to the awarding of the Scholarship, as are the eligibility, age and other claims of information provided by a potential Scholarship winner. Applicants will cooperate with Sponsor and its representatives in connection with any and all verification activities. Applicants are not entitled to financial gain by submitting an Application.

4. AGREEMENT TO APPLICATION TERMS AND DECISIONS. By participating in the Scholarship, each entrant fully and unconditionally agrees to be bound by and accepts these Application Terms and the decisions of Sponsor (including, without limitation, decisions regarding eligibility of applicants, the selection of entrants and the winner, and the awarding of the Scholarship), which are final and binding in all respects.

5. SELECTION PROCESS. Promptly following conclusion of the Scholarship Application Period, a panel of representatives from Vermont Creamery, including co-founders Bob Reese and Allison Hooper, will review all submitted Applications and select a potential winner. The Winner will be selected based on their passion for cheese (36%), vision for the cheese industry (27%), potential for positive impact (18%), commitment to continuous learning (9%), clarity and organization of responses (4.5%), and creativity and originality (4.5%). In the event of a dispute over the identity of the selected winner, the winner will be deemed to be the Authorized Account Holder of the email

address used in the Application. “Authorized Account Holder” is defined as the natural person who is assigned to an email address by an Internet service provider, online service provider, 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. Winners must comply with all terms and conditions of these Application Terms, and winning is contingent upon fulfilling all requirements. Sponsor may, without any notice to applicant and in Sponsor’s sole judgment and discretion, disqualify any Applications that contain plagiarized content or were drafted using Artificial Intelligence, Large Language Models or any other machine learning technologies. The potential winners will be notified via the email provided in the Application when entering. To be awarded the Scholarship, a selected Winner may be required by Sponsor to sign and complete an Affidavit/Release and return it within five (5) days of the selected Winners’ receipt of award notification. Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to deliver the notification to a selected Winner. If a potential winner cannot be contacted within forty-eight (48) hours of the first attempt to contact him/her, or if a potential winner is found to be ineligible, or fails to timely return the completed and executed Affidavit/Release as required, or if a potential winner does not comply with the Application Terms, then the potential winner may be disqualified and an alternate winner selected by Sponsor in his/her place from among all eligible non-winning Applications received by Sponsor. In such event, an alternate potential winner will be notified as described above; provided, however, Sponsor may alter the above timing. Sponsor’s Scholarship winner selection process shall comply with applicable civil rights provisions.

6. SCHOLARSHIP AWARDS. Chances of winning depend on the relative merit of the Applications and the number of eligible Entries received. The potential winner will be selected at the conclusion of the Scholarship Application Period to win a Scholarship. Each Scholarship includes reimbursement by Sponsor for the registration fees, reasonable travel (including airfare and/or ground transportation) and lodging expenses, not exceeding \$2,500 per winner to attend the 2025 American Cheese Society Annual Conference in Sacramento, California from July 23-26, 2025. This conference serves as a nexus for cheese enthusiasts, professionals, and industry leaders to come together, exchange knowledge, and celebrate the art and science of cheese making. As part of the Scholarship, Winners will also receive a \$250 meal stipend. Prior to purchasing travel plans and accommodations, to be eligible for reimbursement, Winners must submit their plans to their designated Sponsor contact. The Scholarship is nontransferable, non-assignable, and nonnegotiable. Winner is solely and fully responsible for any and all costs, fees, taxes, assessments and expenses associated with Scholarship, redemption, receipt and use, including, without limitation, all federal, state and local taxes on the Scholarship. All additional expenses not expressly stated in the Scholarship description above are the sole responsibility of Winners. Sponsor is not responsible if travel or lodging is changed, canceled, or postponed or if travel is made unavailable by circumstances beyond Sponsor’s control. Winner’s selection of airline, seating, and lodging is subject to review and approval by Sponsor in its sole discretion. If applicable, winner will be issued an IRS Form 1099-MISC and other applicable tax documents. Non-compliance with any of the foregoing and any other condition of this Scholarship may result in disqualification and forfeiture of the award, in which case, no consideration will be awarded. ALL SCHOLARSHIPS ARE AWARDED “AS IS” AND SPONSOR DOES NOT MAKE (AND IS NOT RESPONSIBLE FOR) ANY REPRESENTATIONS, GUARANTEES, OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATING TO ANY SCHOLARSHIP (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE), AND ALL SUCH WARRANTIES ARE HEREBY DISCLAIMED.

Winners are solely responsible for following any terms, conditions, or restrictions of any and all transportation companies, hotels, and events and activities hosts. Winners recognize Sponsor’s right to terminate the right to receive a Scholarship, including ending a trip early, if a Winner engages in behavior that is inappropriate, illegal, threatening, inappropriate, defamatory or disparaging.

7. PUBLICITY. Except where prohibited by law, participation in the Scholarship constitutes winner’s consent to Sponsor’s (and its designees’, successors’ and assigns’) use of winner’s name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity, and without further payment, consideration, notice, review or consent.

8. GENERAL CONDITIONS. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Scholarship if, in Sponsor’s opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Scholarship, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor’s reasonable control corrupt or affect the

administration, security, fairness, integrity or proper conduct of the Scholarship. 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 Scholarship or to be acting in violation of these Application Terms or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Scholarship is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Application Terms shall not constitute a waiver of that provision or any other provision of these Application Terms.

9. RELEASE. By entering, each entrant forever and irrevocably releases and holds harmless Sponsor and its parents, subsidiaries and affiliates, and their respective agents, advertising and promotion agencies, affiliates, Scholarship partners and award suppliers, and all of their respective employees, officers, directors, shareholders and agents from and against all claims, damages or liabilities arising in whole or in part, directly or indirectly, from entrant's participation and/or entry in the Scholarship and/or entrant's award, receipt or use of any Scholarship.

10. LIMITATIONS OF LIABILITY. Sponsor is not responsible for: (a) incorrect or inaccurate transcription of entry information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, misdirected or postage due entries, or entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer online systems, computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service; (d) unauthorized intervention in any part of the application process or the Scholarship; (e) printing, typographical, electronic or human errors which may occur in the offer or administration of the Scholarship or the processing of applications.

11. DISPUTES. Entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Scholarship, or any Scholarships awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in federal or state courts located in Minneapolis, Minnesota; applicant submits to sole and exclusive personal jurisdiction to said courts in the State of Minnesota for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Scholarship but in no event attorneys' fees; and (c) under no circumstances will applicant be permitted to obtain awards for and applicant 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 LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.**

12. DATA COLLECTION. Applicants provide personal information to Sponsor and its designees when they enter the Scholarship. Sponsor and its designees collect this information and use it to (a) administer this Sponsorship and (b) for market research and for other marketing purposes. Sponsor and its designees may share this information with third parties who need access to this information to perform services on Sponsor's behalf. Sponsor may also share this information with select marketing partners, who may use it to contact you with information and offers they believe will be of interest to you. In the event of any conflict between any Sponsor's Privacy Policy and these Application Terms, these Application Terms shall govern.

13. SPONSOR. The sponsor of the Scholarship and the address at which the Sponsor may be contacted is Vermont Creamery, 20 Pitman Road, Websterville Vermont 05678.

Sponsor shall not be liable for technical, pictorial, typographical or editorial errors or omissions contained herein.

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