

Mrs Baird's® "Teachers On The Rise" Program
2025-2026 School Year
Official Rules

North Texas Area

Page 2

Lubbock, Texas area and Amarillo, Texas Area

Page 8

“Teachers On The Rise” Program

2025-2026 School Year

(North Texas Area)

Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL PARTICIPATE, FEW WILL WIN. VOID OUTSIDE THE ELIGIBLE AREAS STATED BELOW AND WHERE PROHIBITED OR RESTRICTED BY LAW.

The “Teachers On The Rise” Program (the “Promotion”) starts on August 11, 2025 at 11:59 PM Central Time (“CT”) and ends on May 3, 2026 at 11:59 PM CT (the “Promotion Period”). The Promotion will include nine (9) monthly nomination periods (each, a “Monthly Nomination Period”): Each Monthly Nomination Period will begin at 12:01 AM CT on the first day of each calendar month and end at 11:59 PM CT on the last day of each calendar month, except the first Monthly Nomination Period which begins on August 11, 2025 at 11:59 PM CT and the last Monthly Nomination Period, which ends on May 3, 2026 at 11:59 PM CT.

ELIGIBILITY: Promotion is open to nominees who are legal residents of Texas, at least eighteen (18) years of age, that are pre-kindergarten – 12th grade teachers at an accredited public, homeschool, or private school in one of the counties listed below. Promotion is open to nominators who are legal residents, at least four (4) years of age and pre-kindergarten through twelfth grade students at an accredited public, homeschool or private school in one of the counties listed below.

Eligible Texas Counties: Dallas, Collin, Denton, and Tarrant.

A parent or legal guardian of an eligible nominator between four (4) and fifteen (15) years of age must submit the nomination on their child’s behalf. Void outside the eligible areas stated above and where prohibited or restricted by law. Promotion is subject to all applicable federal, state and local laws. Nominators should obtain his/her Nominee’s permission to enter him/her into this Promotion. Participation is subject to applicable school policies covering promotions of this kind. Employees, officers and directors of Bimbo Bakeries USA, Inc., (“Sponsor”), Market Street United and its subsidiaries, affiliates, distributors, promotional partners, general and limited partners, representatives, agents, promotion and advertising agencies and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, officers, or directors whether or not related, of each of the above, are not eligible to nominate or win. By participating, you understand that you are providing your information to the Sponsor. The information you provide will only be used for Promotion administration. Winning teachers and nominating students may have their likeness (name and photo) appear in Mrs Baird’s and Market Street United promotional materials including newsletters and social media outlets.

HOW TO ENTER: If your child is an eligible minor under 13 years of age, you will be asked to submit the following information and enter on his/her behalf. If you are an eligible minor over 13 years of age, you may submit the following information yourself after obtaining permission from your parent or legal guardian:

During the Promotion Period, submit a paragraph in three hundred (300) words or less that describes why you think your teacher has gone above and beyond their standard teaching duties (each, a "Nomination"). Then, Nominators may submit their teacher's nomination in one (1) of the following two (2) ways:

1) Via the Teachers On The Rise website: Visit <http://www.TeachersOnTheRise.com> and follow the instructions provided to submit your Nomination.

2) Official Entry Form: Download an official nomination entry form from <http://www.TeachersOnTheRise.com> or to request or submit completed nomination entry forms, please write to: Teachers On The Rise Program, 14275 Midway Road, suite 130, Addison, TX 75001. All Nominations must be received by 11:59 PM CT on the last day of the applicable Monthly Nomination Period to be considered for that Monthly Nomination Period. Nominations generated by script, macro or other automated means and Nominations by any means which subvert the Nomination process will be void. For purposes of these Official Rules, "receipt" of any online Nomination will be solely determined when the Judge's web site server records the Nomination data successfully. Any automated computer form reply or receipt (such as one confirming delivery of email) does not constitute actual receipt by Sponsor of an entry form for purposes of these Official Rules. Limit one (1) Nomination per nominator, per email address, and per household per Monthly Nomination Period, regardless of method of entry. Nominations received from any nominator, email address or household in excess of the stated limitation will be void. All Nominations become the sole property of the Sponsor and will not be returned.

Each Nomination must be nominator's own original work, be in English, be in keeping with the Sponsor's image, may not have been previously published, may not have won previous awards, as determined by Sponsor in its sole discretion, nor can Nomination infringe upon the copyrights, trademarks, or other intellectual property of any person or entity and may not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it or defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. If any Nomination contains the names or likenesses of any third party (other than nominee), the nominator is responsible for obtaining, prior to submission of the Nomination, any and all releases and consents necessary to permit the use and exhibition of the Nomination by Sponsor in the manner set forth in these Official Rules. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any nominator at any time. Failure to provide such proof may, if requested, result in the Nomination being voided. By submitting a Nomination, nominator (and, if an eligible minor, his/her parents or legal guardian) warrants and represents that he/she and any persons who are identifiable in the Nomination consent to the submission and use of the Nomination in the Promotion and to its use as otherwise set forth herein.

By submitting a Nomination, nominator (and, if an eligible minor, his/her parent or legal guardian) acknowledges and agrees that Sponsor may obtain many Nominations under this Promotion and that such Nominations may be similar or identical in theme, idea, format or other respects to others submitted under this Promotion and/or other materials or promotions developed, staged and/or sponsored by the Sponsor or its agents and contractors, and waive any and all claims nominator may have had, may have, and/or may have in the future, that any composition and/or other works accepted, reviewed and/or used by the Sponsor (or its designees) may be similar to his/her Nomination. Except where prohibited by law, each nominator (acknowledges and agrees that the Sponsor does not have now, nor shall it have in the future, any duty or liability, direct or

indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of any copyright in and to nominator's Nomination.

MONTHLY NOMINATION JUDGING: All eligible Nominations received for each Monthly Nomination Period throughout both participating school districts will be judged approximately seven (7) days following the each Monthly Nomination Period by a panel of qualified judges of Sponsor based equally on the following criteria: Ability to convey teacher's passion for teaching and demonstrating actions above-and-beyond standard teaching duties (30%), students enthusiasm in learning from teacher (30%), creativity (40%) (collectively, the "Judging Criteria"). Nominations will be divided into three (3) categories (each, a "Category"); teachers pre-kindergarten to fifth grade, teachers sixth grade to eighth grade, and teachers ninth grade to twelfth grade. The one (1) Nomination in each Category with the highest score for the applicable Monthly Nomination Period will be deemed a potential winner for that Monthly Nomination Period (for a total of three (3) potential winners per Monthly Nomination Period, regardless of school district). In the event of a tie in a Category for any Monthly Nomination Period, an additional, "tie-breaking" judge will determine the potential winner based on the Judging Criteria. Sponsor reserves the right not to award a prize for any Monthly Nomination Period if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Nominations. Non-winning Monthly Nominations from one Monthly Nomination Period will not carry over into subsequent Monthly Nomination Periods. Judges also reserve the right to award multiple winners in a category/categories during a single judging period.

MONTHLY PRIZES (27) (Three (3) per Monthly Nomination Period – One (1) per Category): Each winner will receive a \$100 gift card to Market Street Supermarkets and a \$100 American Express gift card. Approximate Retail Value ("ARV") of each Monthly Prize: \$200. Each winner will also be invited to attend the year-end banquet scheduled to take place at a location to be determined in the Dallas/Fort Worth Area in late May and/or early June 2026. Limit one (1) Monthly Nomination Period Prize per Nominee throughout the Promotion.

NOMINATOR PRIZES (27) (One (1) per Monthly Nomination Period prize winner): Each Nominator (student) that nominated a Monthly Prize winner will receive a \$50 American Express gift card. ARV of each Nominee Prize: \$50. Eligible minors will have his/her prize awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on such minor set forth herein.

Gift cards subject to certain terms and conditions as specified by issuer. Potential Monthly Prize winners (teachers) and their respective nominees (students (or if an eligible minor, his/her parent or legal guardian)) will be notified in-person approximately seven (7) days following the applicable judging. Potential Monthly Prize winners will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law), which must be returned within five (5) days of date appearing on prize notification. Return of prize notification as undeliverable, failure to sign and return requested documentation within five (5) days of issuance, Sponsor's inability to contact a potential Monthly Prize winner within a reasonable time period or noncompliance with these Official Rules by any potential Monthly Prize winner and/or his/her nominee (or if an eligible minor, his/her parent or legal guardian) will result in disqualification and the prize may be awarded to a runner-up at Sponsor's sole discretion.

GENERAL PRIZE CONDITIONS: Total ARV of all prizes awarded: \$6,750. All prize details not specified herein as being awarded will be at the sole discretion of the Sponsor. No substitution, transfer, or cash equivalent of prize (or portion thereof) is permitted, except by Sponsor, which

reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Any and all federal, state, and local taxes on the prizes, and any other costs, fees, and expenses associated with prize acceptance and use not explicitly stated herein as being awarded, including any/all transportation to/from year-end banquet are the sole responsibility of the winners.

GENERAL: By participating, each nominator (and, if an eligible minor, his/her parent or legal guardian) and nominee agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Promotion; (b) to release, discharge and hold harmless Sponsor, Market Street United, their parent, subsidiaries, affiliates, distributors, advertising, promotional and judging agencies, promotional partners, general and limited partners, representatives, agents and any persons engaged in the development, production or distribution of materials for this Promotion, and their respective officers, directors and employees, the Independent Operators of the Sponsor, prize suppliers, and administrators (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from his/her participation in the Promotion or any Promotion-related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, essay, photograph, Nomination, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation, notification (unless prohibited by law) or additional consents from nominator or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

OWNERSHIP/USE OF NOMINATIONS: By submitting a Nomination, each nominator (and, if an eligible minor, his/her parents or legal guardian) agrees Sponsor shall own the Nomination submitted (including all rights embodied therein) and Sponsor and its designees may edit, publish, use, adapt, exploit, modify, copy, disseminate or dispose of any Nomination, the concepts embodied therein or any elements thereof, proper names, online, in print, film, television, or in any other media now known or hereafter devised for advertising and promotional purposes worldwide in perpetuity without compensation or notification to or permission from the nominator of any kind, except as prohibited by law.

MISCELLANEOUS: Released Parties are not responsible for lost, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, illegible, postage-due mail or garbled Nominations; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, 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 Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing or judging of Nominations, the announcement of the prizes, or in any Promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Promotion or website, who act

in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Nominations will be void. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, an Act of God, epidemic, pandemic or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Nominations, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Promotion (or portion thereof) and, if terminated, at its discretion, select the potential winner(s) for the Monthly Nomination Period(s) at issue and/or the Promotion Period from all eligible, non-suspect Nominations received for the applicable Monthly Nomination Period(s) and/or Promotion Period prior to action taken using the judging procedure outlined above. In the event of a dispute, the name of the "authorized account holder" associated with any given email address will be deemed to be the nominator and he/she must comply with these Official Rules. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, an online service provider, or another organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Proof (to Sponsor's satisfaction) of being the authorized account holder may be required by Sponsor. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY/ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Promotion, entrant agrees that: 1) any and all disputes and causes of action arising out of or connected with this Promotion, or prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant; 2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and 3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Promotion), and entrant further waives all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the Commonwealth of Pennsylvania, USA.

Request for Winner's List: For a list of winners (available after June 30, 2026) send a self-addressed, stamped envelope to: "Teachers on the Rise" Program Winners Request, 14275 Midway Road, suite 130, Addison, TX 75001.

SPONSOR:

Bimbo Bakeries USA, Inc., 255 Business Center Drive, Horsham, PA 19044.

United Supermarkets, LLC, 7830 Orlando Avenue, Lubbock, TX 79423

By use of the MarketStreetUnited.com and MrsBairds.com or any associated web sites and by entering the Promotion, Participants agree to the use of your personal information as described in the Privacy Policy located at <http://www.marketstreetunited.com> and/or <http://www.mrsbairds.com/>.

Mrs Baird's® "Teachers On The Rise" Program

2025-2026 School Year

(Lubbock, Texas area and Amarillo, Texas area)

Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL PARTICIPATE, FEW WILL WIN. VOID OUTSIDE THE ELIGIBLE AREAS STATED BELOW AND WHERE PROHIBITED OR RESTRICTED BY LAW.

Mrs Baird's® "Teachers On The Rise" Program (the "Promotion") starts on August 11, 2025 at 11:59 PM Central Time ("CT") and ends on May 3, 2026 at 11:59 PM CT (the "Promotion Period"). The Promotion will include nine (9) monthly nomination periods (each, a "Monthly Nomination Period"): Each Monthly Nomination Period will begin at 12:01 AM CT on the first day of each calendar month and end at 11:59 PM CT on the last day of each calendar month, except the first Monthly Nomination Period which begins on August 11, 2025 at 11:59 PM CT and the last Monthly Nomination Period, which ends on May 3, 2026 at 11:59 PM CT.

ELIGIBILITY: Promotion is open to nominees who are legal residents of Texas, at least eighteen (18) years of age, and are pre-kindergarten – 12th grade teachers at an accredited public, homeschool, or private school in one of the Lubbock or Amarillo area school districts listed below. For the purposes of these Official Rules, the Lubbock area school districts and Amarillo area school districts will each collectively be considered a "Market". Promotion is open to nominators who are legal residents, at least five (5) years of age and pre-kindergarten through twelfth grade students at an accredited public, homeschool or private school in one of the two school district Markets listed below.

Eligible Lubbock Area School Districts: Lubbock ISD, Lubbock-Cooper ISD, Slaton ISD, Levelland ISD, Littlefield ISD, Brownfield ISD, Post ISD, Lamesa ISD, Muleshoe ISD, Tahoka ISD, O'Donnell ISD, Seminole ISD, Abernathy ISD, Floydada ISD, Idalou ISD, Ralls ISD, Plains ISD, Denver City ISD, Roosevelt ISD, New Deal ISD, Shallowater ISD, Frenship ISD, Snyder ISD, Amherst ISD, Anton ISD, Borden City ISD, Canyon Lakes ISD, Cotton Center ISD, Crosbyton ISD, Dawson ISD, Guthrie ISD, Harmony Science Academy, Jayton-Girard ISD, Klondike ISD, Lockney ISD, Loop ISD, Lorenzo ISD, Meadow ISD, Morton ISD, Motley ISD, New Home ISD, Paducah ISD, Patton Springs ISD, Petersburg ISD, Premier High School, Richard Milburn Academy, Rise Academy, Ropes ISD, Sands ISD, Seagraves ISD, Smyer ISD, Southland ISD, Spur ISD, Sudan ISD, Sundown ISD, Wellman-Union ISD, Whiteface ISD, Witherral ISD, or Wilson ISD.

Eligible Amarillo Area School Districts: Amarillo ISD, Borger ISD, Pampa ISD, Dumas ISD, Canyon ISD, Perryton ISD, Dalhart ISD, Bushland ISD, River Road ISD, Highland Park ISD, Hereford ISD, Vega ISD, Turkey/Quitaque ISD, Vista Academy, Dimmitt ISD, Friona ISD, Farwell ISD, Nazareth ISD, Happy ISD, Adrian ISD, Channing ISD, Boys Ranch ISD, Olton ISD, Stratford ISD, Gruver ISD, Spearman ISD, Canadian ISD, Panhandle ISD, Groom ISD, Shamrock ISD, Clarendon ISD, Wheeler ISD, Miami ISD, Plainview ISD, Pringle-Morse ISD, White Deer ISD, Claude ISD, Tulia ISD, Kress ISD, Bovina ISD, Booker ISD, Darrouzett ISD, Follett ISD, Fort Elliott ISD, Grandview-Hopkins ISD, Hart ISD, Hartley ISD, Hedley ISD, Higgins ISD, Kelton ISD,

241676914.1

208214-10001

Lazbuddie ISD, Lefors ISD, McLean ISD, Plemons-Stinnett-Phillips ISD, Richard Milburn Academy, Samnorwood ISD, Sanford-Fritch ISD, Silverton ISD, Spring Creek ISD, Sunray ISD, Texhoma ISD, Texline ISD, Walcott ISD, Wildorado ISD, Springlake-Earth ISD.

A parent or legal guardian of an eligible nominator between five (5) and fifteen (15) years of age must submit the nomination on their child's behalf. Void outside the Markets stated above and where prohibited or restricted by law. Promotion is subject to all applicable federal, state and local laws. Nominators should obtain his/her Nominee's permission to enter him/her into this Promotion. Participation is subject to applicable school policies covering promotions of this kind. Employees, officers and directors of Bimbo Bakeries USA, Inc. ("Sponsor") which owns Mrs Baird's, and its subsidiaries, affiliates, distributors, promotional partners, general and limited partners, representatives, agents, promotion and advertising agencies and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, officers, or directors whether or not related, of each of the above, are not eligible to nominate or win. By participating, you understand that you are providing your information to the Sponsor. The information you provide will only be used for Promotion administration. Winning teachers and nominating students may have their likeness (name and photo) appear in Mrs Baird's promotional materials including newsletters and social media outlets.

HOW TO ENTER: If your child is an eligible minor under 13 years of age, you will be asked to submit the following information and enter on his/her behalf. If you are an eligible minor over 13 years of age, you may submit the following information yourself after obtaining permission from your parent or legal guardian:

During the Promotion Period, submit a paragraph in three hundred (300) words or less that describes why you think your teacher has gone above and beyond their standard teaching duties (each, a "Nomination"). Then, Nominators may submit their teacher's nomination in one (1) of the following two (2) ways:

1) Via the Mrs Baird's® website: Visit <http://www.TeachersOnTheRise.com> and follow the instructions provided to submit your Nomination.

2) Official Entry Form: Download an official nomination entry form from <http://www.TeachersOnTheRise.com> or to request or submit completed nomination entry forms, please write to: Mrs Baird's® Teachers On The Rise Program, 14275 Midway Road, Suite 130, Addison, Texas 75001. All Nominations must be received by 11:59 PM CT on the last day of the applicable Monthly Nomination Period to be considered for that Monthly Nomination Period. Nominations generated by script, macro or other automated means and Nominations by any means which subvert the Nomination process will be void. For purposes of these Official Rules, "receipt" of any online Nomination will be solely determined when the Judge's web site server records the Nomination data successfully. Any automated computer form reply or receipt (such as one confirming delivery of email) does not constitute actual receipt by Sponsor of an entry form for purposes of these Official Rules. Limit one (1) Nomination per nominator, per email address, and per household per Monthly Nomination Period, regardless of method of entry. Nominations received from any nominator, email address or household in excess of the stated limitation will be void. All Nominations become the sole property of the Sponsor and will not be returned.

Each Nomination must be nominator's own original work, be in English, be in keeping with the Sponsor's image, may not have been previously published, may not have won previous awards, as determined by Sponsor in its sole discretion, nor can Nomination infringe upon the copyrights, trademarks, or other intellectual property of any person or entity and may not be offensive or inappropriate, as determined by the Sponsor in its sole discretion, nor can it or defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. If any Nomination contains the names or likenesses of any third party (other than nominee), the nominator is responsible for obtaining, prior to submission of the Nomination, any and all releases and consents necessary to permit the use and exhibition of the Nomination by Sponsor in the manner set forth in these Official Rules. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any nominator at any time. Failure to provide such proof may, if requested, result in the Nomination being voided. By submitting a Nomination, nominator (and, if an eligible minor, his/her parents or legal guardian) warrants and represents that he/she and any persons who are identifiable in the Nomination consent to the submission and use of the Nomination in the Promotion and to its use as otherwise set forth herein.

By submitting a Nomination, nominator (and, if an eligible minor, his/her parent or legal guardian) acknowledges and agrees that Sponsor may obtain many Nominations under this Promotion and that such Nominations may be similar or identical in theme, idea, format or other respects to others submitted under this Promotion and/or other materials or promotions developed, staged and/or sponsored by the Sponsor or its agents and contractors, and waive any and all claims nominator may have had, may have, and/or may have in the future, that any composition and/or other works accepted, reviewed and/or used by the Sponsor (or its designees) may be similar to his/her Nomination. Except where prohibited by law, each nominator (acknowledges and agrees that the Sponsor does not have now, nor shall it have in the future, any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of any copyright in and to nominator's Nomination.

MONTHLY NOMINATION JUDGING: All eligible Nominations received for each Monthly Nomination Period throughout both participating school districts will be judged approximately seven (7) days following the each Monthly Nomination Period by a panel of qualified judges of Sponsor based equally on the following criteria: Ability to convey teacher's passion for teaching and demonstrating actions above-and-beyond standard teaching duties (30%), students enthusiasm in learning from teacher (30%), creativity (40%) (collectively, the "Judging Criteria"). Nominations will be divided into three (3) categories (each, a "Category"); teachers pre-kindergarten to fifth grade, teachers sixth grade to eighth grade, and teachers ninth grade to twelfth grade. The one (1) Nomination in each Category from each Market with the highest score for the applicable Monthly Nomination Period will be deemed a potential winner for that Monthly Nomination Period (for a total of six (6) potential winners per Monthly Nomination Period, three (3) per Market per Monthly Nomination Period). In the event of a tie in a Category for any Monthly Nomination Period, an additional, "tie-breaking" judge will determine the potential winner based on the Judging Criteria. Sponsor reserves the right not to award a prize for any Monthly Nomination Period if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Nominations. Non-winning Monthly Nominations from one Monthly Nomination Period will not carry over into subsequent Monthly Nomination Periods.

MONTHLY PRIZES (54) (Three (3) per Monthly Nomination Period per Market – One (1) per Category per Market): Each winner will receive a \$100 gift card to United Supermarkets and the following prizing based on winner's school district location; Lubbock: Meal for two at the Texas

Tech Club valued at \$100; Amarillo: \$100 American Express gift card from Tyler's Barbeque and a \$100 Amazon gift card from Horse Creek Boutique. Approximate Retail Value ("ARV") of each Monthly Prize: \$200 (Lubbock school district winners) \$300 (Amarillo school district winners). Each winner will also be invited to attend the year-end banquet scheduled to take place at a location to be determined in Lubbock, TX and Amarillo, TX in late May and/or early June 2026. Limit one (1) Monthly Nomination Period Prize per Nominee throughout the Promotion.

NOMINATOR PRIZES (54) (One (1) per Monthly Nomination Period prize winner): Each Nominator (student) that nominated a Monthly Prize winner will receive a \$50 American Express gift card. ARV of each Nominee Prize: \$50. Eligible minors will have his/her prize awarded in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on such minor set forth herein.

Gift cards subject to certain terms and conditions as specified by issuer. Potential Monthly Prize winners (teachers) and their respective nominees (students (or if an eligible minor, his/her parent or legal guardian) will be notified in-person approximately seven (7) days following the applicable judging. Potential Monthly Prize winners will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law), which must be returned within five (5) days of date appearing on prize notification. Return of prize notification as undeliverable, failure to sign and return requested documentation within five (5) days of issuance, Sponsor's inability to contact a potential Monthly Prize winner within a reasonable time period or noncompliance with these Official Rules by any potential Monthly Prize winner and/or his/her nominee (or if an eligible minor, his/her parent or legal guardian) will result in disqualification and the prize may be awarded to a runner-up at Sponsor's sole discretion.

GENERAL PRIZE CONDITIONS: Maximum total ARV of all prizes awarded: \$16,200. All prize details not specified herein as being awarded will be at the sole discretion of the Sponsor. No substitution, transfer, or cash equivalent of prize (or portion thereof) is permitted, except by Sponsor, which reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Any and all federal, state, and local taxes on the prizes, and any other costs, fees, and expenses associated with prize acceptance and use not explicitly stated herein as being awarded, including any/all transportation to/from year-end banquet are the sole responsibility of the winners.

GENERAL: By participating, each nominator (and, if an eligible minor, his/her parent or legal guardian) and nominee agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Promotion; (b) to release, discharge and hold harmless Sponsor, their parent, subsidiaries, affiliates, distributors, advertising, promotional and judging agencies, promotional partners, general and limited partners, representatives, agents and any persons engaged in the development, production or distribution of materials for this Promotion, and their respective officers, directors and employees, the Independent Operators of the Sponsor, prize suppliers, and administrators (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from his/her participation in the Promotion or any Promotion-related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, essay, photograph, Nomination, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation, notification (unless prohibited by

law) or additional consents from nominator or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

OWNERSHIP/USE OF NOMINATIONS: By submitting a Nomination, each nominator (and, if an eligible minor, his/her parents or legal guardian) agrees Sponsor shall own the Nomination submitted (including all rights embodied therein) and Sponsor and its designees may edit, publish, use, adapt, exploit, modify, copy, disseminate or dispose of any Nomination, the concepts embodied therein or any elements thereof, proper names, online, in print, film, television, or in any other media now known or hereafter devised for advertising and promotional purposes worldwide in perpetuity without compensation or notification to or permission from the nominator of any kind, except as prohibited by law.

MISCELLANEOUS: Released Parties are not responsible for lost, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, illegible, postage-due mail or garbled Nominations; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, 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 Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing or judging of Nominations, the announcement of the prizes, or in any Promotion-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Promotion or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Nominations will be void. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, an Act of God, epidemic, pandemic or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Nominations, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Promotion (or portion thereof) and, if terminated, at its discretion, select the potential winner(s) for the Monthly Nomination Period(s) at issue and/or the Promotion Period from all eligible, non-suspect Nominations received for the applicable Monthly Nomination Period(s) and/or Promotion Period prior to action taken using the judging procedure outlined above. In the event of a dispute, the name of the "authorized account holder" associated with any given email address will be deemed to be the nominator and he/she must comply with these Official Rules. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, an online service provider, or another organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Proof (to Sponsor's satisfaction) of being the authorized account holder may be required by Sponsor. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY/ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Promotion, entrant agrees that: 1) any and all disputes and causes of action arising out of or connected with this Promotion, or prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant; 2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and 3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Promotion), and entrant further waives all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the substantive laws of the Commonwealth of Pennsylvania, USA.

Request for Winner's LIST: For a list of winners (available after June 30, 2026) send a self-addressed, stamped envelope to: Mrs Baird's® "Teachers on the Rise" Program Winners Request, 14275 Midway Road, Suite 130, Addison, TX 75001.

SPONSOR: Bimbo Bakeries USA, Inc., 255 Business Center Drive, Horsham, PA 19044.

By use of the MrsBairds.com or any associated web sites and by entering the Promotion, Participants agree to the use of your personal information as described in the Privacy Policy located at <http://www.mrsbairds.com/>.