

PROWOOD'S TRUEFRAME LEVEL SLIDE CONTEST OFFICIAL RULES

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

1. Eligibility

The TrueFrame Level Slide Contest (the "Promotion") is open only to legal residents of the fifty (50) United States, the District of Columbia or Puerto Rico, who are eighteen (18) years of age or older or the age of majority in their state of residence as of the date of entry. Void outside of the fifty (50) United States, the District of Columbia, Puerto Rico, and where prohibited or restricted by law. Officers, directors, managers, and employees of Sponsor and UFP Industries, Inc., and each of its respective parents, subsidiaries, affiliates and related companies and their respective advertising and promotion agencies, consultants and agents, as well as immediate family members and/or those living in the same household of each such person, and any others engaged in the development, production, execution or distribution of this Promotion, are not eligible to participate. "Immediate family member" shall be deemed to mean husband, wife, children, mother, father, sister, sister in-law, brother or brother in-law. The Promotion is subject to all applicable federal, state and local laws and regulations.

2. Agreement to Rules

By participating in the Promotion, you agree to be fully and unconditionally bound by the terms and conditions set forth herein (the "Rules"), and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of Sponsor as final and binding as it relates to all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. You also agree to Sponsor's Privacy Statement, available here: [Privacy Statement](#).

3. Sponsor

ProWood, LLC (the "Sponsor") located at 2801 East Beltline Ave NE, Grand Rapids, MI 49525.

4. Promotion Period

The Promotion begins on July 27, 2026 at 12:00 p.m. Eastern Time and all entries must be received by August 24, 2026 at 11:59 p.m. ET (the "Promotion Period").

After the Promotion Period, the public voting phase will begin. The public voting bracket will be conducted on Instagram, beginning August 31, 2026 at 10:00 a.m. ET and ending September 14 at 10:00 a.m. ET, all times Eastern Time (the "Voting Period"). Voting is limited to one (1) vote per person per matchup. Votes generated by bots, scripts, macros, multiple or fraudulent accounts, or

any other automated or deceptive means are prohibited and will be void. In the event of a tie in any matchup or in the final round, the tied finalists' Entries will be re-scored by the internal panel of ProWood judges using the Phase 1 weighted criteria, and the higher-scoring Entry will advance or be deemed the Grand Prize Winner, as applicable. Sponsor's tabulation of votes and all judging and voting determinations are final and binding in all matters related to the Promotion.

Sponsor's computer is the official time-keeping device for the Promotion.

5. How to Enter

NO PURCHASE NECESSARY TO ENTER OR WIN THE PROMOTION.

During the Promotion Period, the participant must enter the Promotion by publicly posting an original Instagram Reel featuring a creative "level slide," tagging @prowoodlumber, and including the hashtag #TrueFrameSlide in the caption (each qualifying post, an "Entry"). The participant's Instagram account must be public for the duration of the Promotion Period and any judging or voting period so that the Entry can be viewed and verified. A participant may create and submit as many Reels as desired for consideration; however, each participant will receive only one (1) hat, and only one (1) Reel per participant will be eligible to advance to the Grand Prize tournament. If you use fraudulent methods or otherwise attempt to circumvent the Rules, your submission may be removed from eligibility at the sole discretion of Sponsor.

Each Entry must be original to the entrant and must not: (a) contain AI-generated content; (b) depict dangerous, unsafe, or unlawful activity; (c) contain inappropriate, offensive, obscene, defamatory, or otherwise objectionable material; or (d) infringe the intellectual property, privacy, publicity, or other rights of any third party. Each Entry must clearly indicate that it is an entry in the Promotion (for example, through the required #TrueFrameSlide hashtag and tag of @prowoodlumber), and entrants must not misrepresent their relationship with Sponsor. Sponsor reserves the right, in its sole discretion, to disqualify any Entry or entrant that fails to comply with these Rules.

6. Winner Selection and Prizes

Winners will be selected in two phases under the supervision of the Sponsor. Phase 1 (Finalist Selection): an internal panel of ProWood judges will review all eligible Entries and select the finalists based on the following weighted criteria: Creativity & Originality (40%) how unique, unexpected, or inventive is the level slide concept and does it stand out; Entertainment Value (25%) is it fun to watch, does it make you want to share it, and its viral potential; Production Quality (15%) video clarity, editing, and sound, with professional-grade production not required but effort considered; Skill & Execution (10%) how well the concept was actually pulled off; and Community Engagement (10%) the amount of organic engagement (views, likes, comments, shares) the post generated. Phase 2 (Public Voting): the finalists' Reels will be placed in a bracket-style tournament posted on Instagram, and the public will vote to determine the Grand Prize Winner. The finalist receiving the most votes will be deemed the Grand Prize Winner.

Each valid entrant will receive one (1) TrueFrame Joist hat. The Grand Prize Winner will receive one (1) Occidental tool belt with an approximate retail value of \$450. No cash equivalent for any prize, prizes are non-transferable, and no substitution will be made except as provided herein at Sponsor's sole discretion. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. The Grand Prize Winner is responsible for all taxes and fees associated with prize receipt and/or use.

Winners will be notified via Instagram direct message within forty-eight (48) hours of selection. A winner must respond within seventy-two (72) hours of notification and, if required, provide a mailing address for the prize and complete, sign, and return a declaration of eligibility, liability release, and (where lawful) publicity release within the time specified by Sponsor. Sponsor shall have no liability if a winner fails to receive any notice due to the winner's privacy, spam, or other account settings or provision of incorrect or non-functioning contact information. If a winner cannot be reached, fails to respond within the required time, fails to timely return a completed and executed declaration and release as required, or is otherwise disqualified, the prize may be forfeited and an alternate winner selected. To receive a prize, the winner must comply with all Rules as specified herein and all federal and state laws and regulations. Participants who do not adhere to the Rules may be disqualified at the sole discretion of Sponsor.

7. Verification of Potential Winner

The Promotion winner is subject to verification by Sponsor. Sponsor's decisions are final and binding in all matters related to the Promotion. ANY VIOLATION OF THESE OFFICIAL RULES OR ANY LAW BY ANY WINNER (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS WINNER OF THE PROMOTION AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED. In the event that a potential winner of a contest prize is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner.

8. Odds

Odds of winning the prize is dependent on the number of eligible entries received during the Promotion Period.

9. Rights Granted by You/Publicity

By entering this Promotion, you grant Sponsor a perpetual, worldwide, royalty-free, irrevocable, non-exclusive license and consent that Sponsor, anyone acting on behalf of Sponsor, or its respective licensees, successors and assigns will have the right, where permitted by law, without any further notice, review or consent to print, publish, broadcast, distribute, repost, feature, and use, worldwide in any media now known or hereafter in perpetuity and throughout the world, your entry (in whole or in part), including, without limitation, the entry and winner's name, Instagram handle, portrait, picture, voice, likeness, image or statements about the Promotion, and biographical information as news, publicity or information and for trade, advertising, public relations and promotional purposes, with attribution and without any further compensation.

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 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 Rules or in an unsportsmanlike or disruptive manner. Sponsor has the right, in its sole discretion, to maintain the integrity of the Promotion, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by these Rules; or the use of bots, macros or scripts or other technical means for entering or voting. 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 Rules shall not constitute a waiver of that provision.

11. Entry Conditions and Release

By entering the Promotion, you agree to defend, indemnify, release and hold harmless Sponsor, and its respective parent, subsidiaries, 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, agents and representatives (collectively, the "Released Parties") from and against any and all claims, allegations, losses, damages, suits, fees, judgments, costs, liability, and expenses (collectively, "Claim"), including reasonable attorneys' fees and expenses incurred in responding to such Claim, resulting from, arising out of, relating to, or in any way connected with: (a) entrant's participation in the Promotion and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof, including, without limitation, any injury or damage to persons or property which may be caused, directly or indirectly, by entrant's participation in the Promotion; (b) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (c) the unavailability or inaccessibility of any transmissions or telephone or internet service; (d) unauthorized human intervention in any part of the entry process or the Promotion; or (e) electronic or human error which may occur in the administration of the Promotion or the processing of entries.

12. Limitations of Liability

Any dispute, claim, judgments, lawsuit, arbitration or cause of action of any kind ("Action") shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees. Moreover, 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. 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. No more than the stated number of prizes will be awarded.

13. Disputes

Any Action in any way arising from or relating to this Promotion shall be filed and maintained only in the Circuit Courts of Kent County, Michigan, or the Federal District Court for the Western District of the State of Michigan. Additionally, all issues and questions concerning the construction, validity, interpretation and enforceability of these 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 Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan. As a condition of participating in this Promotion, participant agrees that any and all Actions which cannot be resolved between the parties connected with this Promotion shall be resolved individually, without resort to any form of class action.

14. Severability

If any provision of these Rules is held to be invalid, illegal, or unenforceable in any respect, that provision shall be modified or severed to the minimum extent necessary, and the remaining provisions of these Rules shall continue in full force and effect. The headings used in these Rules are for convenience only and shall not affect their interpretation.

15. Endorsement

This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram, Meta, Facebook, or any other social media platform. You understand that you are providing your information to the owner of this Promotion and not to any social media platform.

16. Winners List and Rules Requests

To request a copy of these Official Rules or the name of the Grand Prize Winner, send a self-addressed, stamped envelope to ProWood, LLC, Attn: TrueFrame Level Slide Contest, 2801 East Beltline Ave NE, Grand Rapids, MI 49525, or email LegalReview@ufpi.com, within 30 days after the end of the Voting Period.