

**RIESTER BIG GAME AD BINGO! SWEEPSTAKES
OFFICIAL RULES**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. THE ODDS OF WINNING DEPEND ON THE
TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED.**

This Sweepstakes is sponsored by Riester Sonoran, LLC (“Riester”, “Sponsor”, “we”, “our” or “us”). By entering, participating or accepting a prize or award, each entrant (“you”, “your”) unconditionally agrees to and accepts these Official Rules as a legally binding and enforceable contract. A copy of these Official Rules is available at <https://riester.com/big-game-advertising-bingo>.

WHO IS ELIGIBLE: The Sweepstakes is only open to individuals who are 18 years of age or older (or the age of majority in the State where you reside if an older age is required) and who are legal residents of one of the 50 United States and the District of Columbia. Officers, directors, employees, managers and owners of the Sponsor, subsidiaries and affiliated companies, as well as its and/or their suppliers, contractors, vendors and licensees (the “Sponsor Entities”), and any immediate family members (spouse, parents, siblings and children) or individuals residing in the same household as any these individuals are not eligible to enter or participate in the Sweepstakes or to win or be awarded a prize.

ENTRY PERIOD & DEADLINE: The Sweepstakes entry period begins on Sunday, February 9, 2025, at 6:30 p.m. U.S. Eastern Time (“ET”) and ends at 11:59:59 p.m. ET the same day (Sunday, February 9, 2025, (the “entry period”). Your online entry must be received by us by the end of the entry period in order to be entered and eligible to win. Proof of submission of an entry will not be deemed to be proof of receipt by us before the end of the entry period and we are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries, which will be disqualified. The date and time of our actual receipt of your entry, as recorded by our systems, is the sole and exclusive mechanism by which your entry will be considered received within the entry period.

HOW TO ENTER: We will send you a link by email or you may learn about the Sweepstakes and obtain the link through promotional material or our advertising. The Sweepstakes web page is located at <https://riester.com/big-game-advertising-bingo>. Regardless of how you obtain the link or arrive at the Sweepstakes web page, you will find a Bingo-like display card and in each square of the card will be a description or words that relate to a commercial scheduled to be aired during the Super Bowl, scheduled to be broadcast on Sunday, February 9, 2025. If you watch the commercials and spot words, images, sounds or other content that match a description in one of the squares, click (select) the square and if you correctly match the commercial content with squares on your card that complete a full row (in any direction), “BINGO” will pop up with a form where you can insert your name and email address and click “Submit” and by doing so, you will automatically be entered into our Sweepstakes. If you prefer, you can also simply click (select) this link “[Submit](#)” and by entering your name and email address you can also enter. No other methods of entry are or will be accepted. There is a limit of only one (1) entry per person and if you submit or attempt to submit more than one (1) entry, we have the right to disqualify you and any and all entries you have submitted or attempted to submit, and you will be ineligible to participate or win a prize. Entries will be deemed made by the identifiable owner of the email, mobile phone or other account applicable to the submission of the entry, at the time the entry is submitted. In the event of a dispute, entrant may be required to provide proof that he or she is the owner or authorized holder of the identified account. Personally identifiable information that is submitted by entrants as part of this Sweepstakes will be used to administer the Sweepstakes, select the prize winner and award the prize and will also be subject to, used and treated in accordance with our privacy policy accessible at <https://riester.com/privacy-policy>.

PRIZES: There will be one (1) prize awarded to the winner which, at the winner’s option will be either a 75” Samsung TV valued at approximately \$700 or a Best Buy gift card in the amount of \$700, whichever the winner prefers; provided, however, the Sponsor reserves the right to substitute the prize for a prize award of equal or greater value. Except for the winner’s right to select the prize from the choices above and our right to substitute a prize of equivalent or greater value, no prize may be transferred, substituted or exchanged, nor cash equivalent allowed.

WINNER SELECTION & NOTIFICATION: Drawing for the prize will take place on or about February 12, 2025, and will be conducted by the Sponsor. The Sponsor will select the potential prize winner at random from the eligible entries received during the entry period and attempt to notify the potential prize winner using the contact information provided in the individual's entry. If the initially selected potential prize winner cannot be notified within 5 days after the drawing or receives the notice but fails to respond to the Sponsor or provide the information and documentation required by these Official Rules within seven (7) days of being notified ("Response Period"), or in the event of non-compliance with any of these Official Rules at any time, that potential prize winner will be disqualified and forfeit receiving any prize, and an alternate potential prize winner will be selected at random from the remaining eligible entries. In order to be awarded the prize, a prize winner must sign and return an Affidavit of Eligibility & Liability Release (including social security or taxpayer identification number) within the Response Period and unless prohibited by law, will also be asked to sign and return a Publicity Release.

If a potential prize winner returns the required documentation properly completed and signed and has complied with the Official Rules, as verified by the Sponsor, the potential prize winner will be declared a winner and the prize awarded. If a potential prize winner fails to properly complete, sign and return the required documentation within the required time period or fails to comply with these Official Rules in any respect, they will be disqualified and declared ineligible, and the Sponsor will select and contact the next alternate potential prize winner as described above.

All taxes and/or other costs and expenses associated with the acceptance, receipt and use of all or any portion of any prize that is not expressly specified in these Official Rules are the sole responsibility of the winner. Since the value of the prize awarded is greater than \$600, we are required to issue an IRS Form 1099-MISC to you, sending a copy to the IRS, in an amount equal to the fair market value of the prize you received, inclusive of sales or other transaction taxes that would otherwise apply. We cannot be, are not and will not be responsible if the prize winner is unable to accept or use all or any portion of the prize, for any reason whatsoever, including, without limitation, restrictions imposed by law or other requirements that apply to the acceptance, receipt or use of any prize award. The decisions of the Sponsor in all respects applicable to the Sweepstakes, including, without limitation, eligibility of entrants, entries, selection of potential prize winners, compliance with these Official Rules and award of the prize, are and will be final and binding in all respects.

INFORMATION YOU SEND US

When you enter your name, address, email address, phone number or other information to enter the Sweepstakes, ask us to contact you, or you request information from us, you understand, acknowledge and agree that by doing so you are requesting us and giving us your permission and explicit consent to allow us to use your personal information for purposes related to the administration, operation and communication applicable to the Sweepstakes. We may also use information you make available in your entry or that we otherwise may obtain from you in connection with your entry, participation and any prize award you receive, for other purposes and subject to the terms and conditions of our privacy policy which can be found at <https://riester.com/privacy-policy>.

You will always be given the ability to opt out of receiving future unsolicited marketing emails by using an unsubscribe link at the bottom of any emails we send you.

DISCLAIMER & RELEASE: By entering and participating in the Sweepstakes, each entrant: (i) assumes responsibility for all risks and liability for any damages, losses or injury sustained, incurred, caused or claimed to be caused as a result of participation in the Sweepstakes and/or the acceptance, awarding, receipt, use and/or misuse of any prize; and (ii) releases and agrees to indemnify and hold the Sponsor Entities harmless from and against any and all losses, damages, liability, costs and expenses based on any demand, claim or cause of action associated with and/or arising out of participating in the Sweepstakes and/or the acceptance, awarding, receipt, benefit from and/or use (or misuse) of all or any portion of the prize, including, but not limited to, claims based on rights of privacy and/or publicity.

The prize winner, prior to being awarded the prize must deliver to us a fully completed and properly executed Affidavit of Eligibility & Liability Release Form prior to being entitled to the award of the prize. In addition, unless prohibited by law or regulation, the prize winner must also sign a Publicity Release granting permission to the Sponsor to use and publish, among other things, their name, photograph, State of residency and other information described in the Publicity Release, for promotional and publicity purposes, without further compensation or consideration. The Publicity Release will permit the Sponsor to arrange to publicize the award of a prize and will explicitly consent and

grant permission to the Sponsor to permit and authorize any public relations firm, advertising agency, news or other information gathering agency or institution to be present, observe, make a record of and use and publish the award of the prize.

DISPUTES: The interpretation and validity, all issues involving or related to these Official Rules and this Sweepstakes, including, without limitation, the rights and obligations of the parties, shall be construed, enforced and governed exclusively by the substantive laws of the State of Arizona, without reference to any conflict of laws principles that might result in the application of the laws of any other jurisdiction. By entering, participating or accepting a prize, each entrant is agreeing that: (1) all decisions and determinations of the Sponsor are final and binding for all purposes relating to or associated with the Sweepstakes; (2) any and all disputes, claims, controversies and causes of action arising out of or connected with this Sweepstakes, shall be resolved with you individually, without resort to any form of class action, and exclusively by the Federal or State Courts located in the State of Arizona; (2) any and all claims, judgments and awards to you shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes not to exceed \$100, but in no event attorneys' fees; and (3) under no circumstances will you or anyone claiming under or through you, be permitted to seek, claim or obtain a judgment awarding, and you hereby waive all rights to claim, any indirect, incidental, consequential, punitive, special, exemplary and/or any other damages, regardless of the form of action or basis of the claim and whether or not foreseeable and regardless of whether a party has been notified of the possibility of such damages.

SOME JURISDICTIONS DO NOT ALLOW LIMITATIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THESE LIMITATIONS MAY NOT APPLY TO YOU.

GENERAL: We may disqualify you if you fail to comply with these Official Rules or if we believe you have been or are tampering, interfering with or disrupting any entries, the conduct or the operation of the Sweepstakes. If any of your activities are or may be in violation of criminal and/or civil law, we reserve the right to seek damages to the fullest extent permitted by law and, in our sole determination and discretion, we may provide information to appropriate government and law enforcement authorities. We reserve the right to withdraw, discontinue, cancel, terminate, suspend or modify the Sweepstakes for any reason, including, without limitation, fraud, misconduct, technical problems, human error or causes beyond our control that interfere with the administration, integrity, security or operation of the Sweepstakes, as determined by us in our sole discretion. If we terminate the Sweepstakes before the end of the entry period, we have the right, but not an obligation, to choose the prize winner from the eligible entries received prior to termination. We are not responsible for typographical or other errors in the administration of the Sweepstakes or award of any prize. If we delay or fail to enforce our rights that doesn't mean we waive them. If you have questions about this Sweepstakes or these Official Rules you can email us at riestereditorial@riester.com with subject line Big Game Ad Bingo

PRIZE WINNER: After the prize in this Sweepstakes is awarded and continuing for a period of at least 6 months thereafter you may obtain the identity of the prize winner by sending your request along with a proper postage prepaid/stamped, self-addressed envelope to:

Riester Sonoran, LLC
3344 East Camelback Road
Phoenix, AZ 85018

Attn: Riester BIG GAME AD BINGO! Sweepstakes