

ReactTV Hope Machine Official Rules

ReactTV Hope Machine Contest (The “Promotion”)

Official Rules

NO PURCHASE NECESSARY. MAKING A PURCHASE OR DONATION WILL NOT IMPROVE CHANCES OF WINNING.

1. ELIGIBILITY: Void where prohibited. The Promotion is offered and open only to legal residents of the United States of America, who are at least 18 years old and of legal age of majority in their jurisdiction of residence at time of participation. Employees, officers and directors of React LLC, W2 Films, the American Heart Association, HD Interactive, and Emboss Webworks (“**Contest Entities**,”), Media IP Holdings LLC, any participating promotional companies and prize providers, their respective parents, affiliated and subsidiary companies, advertising and promotional agencies, and entities involved in the creation of Promotion materials, and members of the immediate family (spouse, children, siblings, parents) or persons living in the same household (whether or not related) of such employees, officers and directors are not eligible. Groups, clubs, organizations, commercial entities, and businesses cannot participate. By participating, you (also referred to herein as “Entrant”) agree to abide by these Official Rules and to all decisions of Sponsor/Co-Sponsor, which are final and binding in all respects.

2. PROMOTION PERIOD: Promotion period begins on Saturday, February 25, 2023, 7:00:00 p.m. CST and ends on February 28, 2022, 11:59:59 p.m. CST.

3. ENTRY: Entrants are eligible to participate in the Promotion, by registering and then entering online reactive contests (each, a “Game”) which will be available during the Promotion Period.

Before and during the Promotion Period, an eligible Entrant may visit www.ReactTV.com and follow the links and instructions to register and create an account (“Account”) by providing all of the information requested by Sponsor including, but not limited to: complete first and last name, zip code, date of birth, unique and valid e-mail address, a created password, and agreement to be bound by the Official Rules. Entrants who have previously officially registered for a promotion presented by one or more of the Contest Entities, such as Super Squares, are eligible to participate without further registering.

Limit: An Entrant may only create one (1) Account, whether before or during the Promotion Period, which Account is associated with the Entrant’s smart phone/mobile device, residential zip code and unique and valid e-mail address. The unique and valid e-mail address provided during registration shall be deemed the eligible Entrant’s “Official Email Address.”

Entrants will then utilize an internet-connected computer or smart device to visit <http://www.React.win>. Entrants must enter a valid “React Code” into their device to commence a timed Game. React Codes will be provided during the live *Hope Machine* Event (“Event”) to occur on February 25, 2023, hosted at Quincy Hall, 1325 Quincy Street, Minneapolis, MN 55413. Event details are available for a limited time at <https://reactv.com/event>.

The event will be simulcast online at www.Reactv.com, and may also be available via miscellaneous social media platforms to be announced at the Event.

Eligible Entrants who are physically present at the Event will be eligible for Game #1. The React Code for Game #1 will only be made available at the Event and will not be posted online or via streaming.

Attendees as well as all other Entrants will be eligible for Game #2.

The Game details are as follows:

- Sponsor shall disseminate at the Event and related livestreams, unique React Codes that will enable Entrants to participate in Game #1 and/or Game #2. Each Game will consist of Instructions, in-game or event-based Advertising, Survey or Offer questions, and timed Quiz questions. Advertising content related to the American Heart Association will be presented at the Event for Game #1, and in-game for Game #2. **Paying attention to the Advertisement is an integral part of the Games and becoming eligible to win a Prize.**
- Entrants will answer a series of multiple choice questions (“Contest Questions”), some of which shall be untimed Survey/Offer questions, and the balance of questions being timed Quiz questions.
- Quiz questions are primarily based on information gleaned by paying attention to the description of ReactTV and Instant Millionaire, which will be presented at the Event, as well as information related to the American Heart Association advertising
- Points for Quiz questions may be awarded based on the speed and correctness of answers; Entrants will not be penalized with subtraction of points for incorrect answers or failure to answer a question before time expires for that question. Correctness of all answers is determined by Contest Entities.
- In addition to the Quiz Questions, Entrants will be presented with Survey/Offer questions during the Game. Survey/Offer questions are not timed, and will be marked and scored as “Correct” for purposes of scoring and grading, regardless of the Entrants’ answers. Entrants must answer these questions accurately and completely. For Offer questions, Entrants may be asked if they wish to receive an offer or be contacted via email by an Advertiser, Sponsor, Co-Sponsor or Contest Entity; by answering in the affirmative, Entrants authorize Sponsor, Co-Sponsor or Contest Entity to provide the Entrant’s name and email information to the respective Sponsor or Advertiser, and where requested, verification of Entrant’s age of majority, for the purposes of fulfillment of the requested Offer or requested contact. **OPTING IN OR ACCEPTING AN OFFER, OR AGREEING TO BE CONTACTED, WILL NOT IMPROVE SCORES OR OTHERWISE INCREASE AN ENTRANT’S LIKELIHOOD OF WINNING.**
- Entrants must accurately and completely provide all information on the “Game Entry” form embedded within the Game and agree to be bound by the Official Rules and decisions of Sponsor, Co-Sponsor, and Contest Entities prior to, and as a condition of, selecting the “ENTER” button at the bottom of the Game Entry form.
- In order to be eligible for a prize, **the email address provided in the Game Entry form must be identical to the Official Email Address** provided during registration of the Account.

- Full submissions shall result in the display of each Game’s final point Score, Grade (representing the percentage of all responses answered completely and correctly), and a Percentile Ranking at the conclusion of the submission (where Percentile Rank reflects an Entrant’s score, as a percentage of the highest score submitted to date). Note that Percentile Rankings are unverified and are subject to final verification by Sponsor, Co-Sponsor or Contest Entity.
- For Game #1, submissions must be received before 9:05 PM CST on February 25, 2023 to be eligible for a prize. **For the purposes of this Promotion, a Game #1 Entry earning one of the ten (10) highest scores will be eligible for selection as a winner, and award of a Prize.** In the event of a tie, the winner shall be the Entrant with the earliest time of submission.
- For Game #2, submissions must be received before 11:59:59 PM CST on February 28, 2023 to be eligible for a prize. **For the purposes of this Promotion, a Game #2 Entry earning a Grade of 100% with a Final Score in excess of 2,500 points (“Qualified Entry”) will be eligible for selection as a winner, and award of a Prize.**

Participants and Entrants acknowledge and agree that no reproduction, sharing, or retransmission / distribution of the Survey and Quiz Questions, and the details of any multiple choice answers (collectively, “Proprietary Game Content”) shall occur, or be permitted. Participants agree not to post Proprietary Game Content (including correct answers) to or via any web site, social media outlet, SMS text messaging, email, or other communications medium of any kind, it being understood and acknowledged by you that the collection, distribution or sharing of the Proprietary and copyrighted Game Content in a public manner will undermine the integrity of the Promotion and Game, causing irreparable harm to Contest Sponsors, Co-sponsor, and Contest Entities.

All entry materials become the property of Sponsor/Co-Sponsor; none will be returned.

The Sponsor/Co-Sponsor will not be responsible for incomplete, lost, or undelivered entries. Any questions regarding the number of entries submitted shall be determined by Sponsor/Co-Sponsor in its sole discretion, and Sponsor/Co-Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Promotion.

Limit: Two (2) entries per person per Game during the Promotion Entry Period. In the event more than two (2) Entries are received from any one (1) person per Game, Sponsor / Co-Sponsor reserves the right to disqualify all Entries submitted by the Entrant during that Game.

4. WINNER SELECTION:

Game #1: The top ten (10) highest scores submitted by Eligible Entrants who are physically present at the event (a “Qualified Entry”) will be a Winner. The highest score shall receive the Grand Prize for Game #1. In the event of a tie, the Qualified Entry with the earliest time of submission shall be selected as the Winner.

Game #2: From all Qualified Entries received and accepted over the course of the Promotion, ten (10) entries will be selected, in a random drawing from among all received, eligible Qualified Entries, and if deemed a “Qualified Entry,” will be a Winner. The Qualified Entry with the highest Final Score of the ten Qualified Entries selected, will win the Grand Prize for Game #2. In the event of a tie, the Qualified Entry with the earliest time of submission shall be selected as the Winner.

5. WINNING: Winners will be contacted by email (at the address provided by Entrant) and will thereafter be afforded three (3) business days (“Winner Verification Period”) to reply to the Winner Notification email, providing requested proof of their eligibility via email. The first name, email address and residential zip code provided in the Game registration screen must be verified in order to receive the Prize. Failure to respond to the Winner Notification within the Winner Notification Period shall cause the Winner to forfeit the Prize. No alternate Winners will be awarded or drawn.

6. PRIZES/ODDS/LIMITS ON PRIZES AVAILABLE: Prize: Each Game shall award ten (10) prizes, including one (1) Grand Prize, and nine (9) runners-up prizes.

Each Grand Prize shall consist of a bundle of three items:

- 1) Indian eFTR Mini Electric Bike (MSRP \$530.00),
- 2) Minnesota Vikings football signed by retired NFL Player and Super Bowl winner Matt Birk (Est. Value \$250.00), and
- 3) One \$25.00 digital Gift Code redeemable at the Reactv.com online merch store at www.reactv.com/shop.

Nine (9) runners-up will each win a \$25.00 digital Gift Code redeemable at the Reactv.com online merch store at www.reactv.com/shop.

The total value of prizes equals \$2,010.00.

ODDS: The odds of winning depend on the number of eligible entries received during the Promotion Period.

Prizes may not be exchanged for cash. Limit One (1) winner per household during the Promotion Period. Prize delivery date and time will be determined by Sponsor/Co-Sponsor and may take up to eight (8) weeks from time of prize award. Sponsor and Co-sponsor reserve the right to increase the number and value of Prizes (“Excess Prizes”) to be awarded during the Promotion period, and to limit the award of Excess Prizes to “Instant Winner” contests conducted at live events or venues. The terms and conditions of optional “Instant Winner” contests will be made available at the Event.

7. GENERAL CONDITIONS: Winner will be required to complete, execute and return an Affidavit of Eligibility, a Liability Release, and a Publicity Release within fourteen (14) days of the date of being declared a Winner. In the event Winner fails to timely return documents, or prize is returned as non-deliverable, or if a potential Winner is found not to be eligible or not in compliance with these Official Rules, disqualification may result. No alternate winner will be selected. By accepting a prize, where permitted by law, potential winner(s) grants to Sponsor/Co-Sponsor, and Contest Entities, and their respective designees, (which grant will be confirmed in writing upon request of Sponsor/Co-Sponsor), parents, subsidiaries and related companies, and those acting pursuant to the direction of Sponsor/Co-Sponsor, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the Internet and World Wide Web, at any time or times, the winner's full name, photo, picture, portrait, or other likeness, voice and *indicia of persona*, and biographical information as news or information, and for advertising, trade, and promotional purposes without additional compensation or consideration, and without notification, review or approval.

Each participant, as a condition of participating, releases and agrees to indemnify and hold harmless Sponsor/Co-Sponsor, the prize provider, the Contest Entities, Media IP Holdings, LLC, their respective parents, affiliates, subsidiaries, related companies, advertising and promotion agencies and all of their respective directors, officers, employees, representatives, agents, successors and assigns from any and all liability for any injuries, loss or damage of any kind to person(s), including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize or participation in any Promotion related activity, or participation in this Promotion. The winner shall bear all risk of loss or damage to his/her prize after it has been delivered.

Sponsor/Co-Sponsor reserves the right, at its sole discretion, to disqualify any individual from the Promotion that it finds, in its sole discretion, to be tampering with the entry process, or the operation of the Promotion, to be acting, or be, in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or interfere in any manner with any aspect or portion of this Promotion. Any use of robotic, automatic, macro, programmed, copied, or like entry methods, will void all such entries by any such methods, and will disqualify any participant using such methods.

8. LIMITATIONS OF LIABILITY:

a) Any attempted participation by means other than those permitted by these Rules, is void. Sponsor/Co-Sponsor and Contest Entities, and any participating promotion agencies or prize providers will not be responsible for lost, late, incomplete, stolen, misdirected, illegible or postage-due entries; or any technical error or failure, or unauthorized human intervention, or for the inaccurate capture of entry or other information, or the failure to capture any such information. Sponsor/Co-Sponsor is not responsible for contacting any participant if that participant has changed contact information and failed to provide Sponsor/Co-Sponsor with the proper contact information when such information is required.

b) Neither Sponsor/Co-Sponsor nor any participating promotion agencies or prize providers are responsible for any incorrect or inaccurate information or for any faulty or failed electronic data transmissions, lost, late, damaged, misdirected entries, incomplete or inaccurate capture of entry information (regardless of cause). If, for any reason, the Promotion is not capable of running as planned for any reason which Sponsor/Co-Sponsor, in its sole opinion, deems could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, Sponsor/Co-Sponsor reserves the right to terminate, modify or suspend this Promotion, in whole or in part, and if possible, to select the Contestants from entries received prior to the action taken or as otherwise may be deemed fair and appropriate by Sponsor/Co-Sponsor.

IN NO EVENT WILL SPONSOR/CO-SPONSOR, CONTEST ENTITIES, ANY PARTICIPATING PROMOTIONAL COMPANIES OR PRIZE PROVIDERS, OR THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR PROMOTION AGENCIES OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, SUCCESSORS AND ASSIGNS BE LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES.

9. MISCELLANEOUS: This Promotion is subject only to the laws of the State of Florida in the United States, without regard to Florida's conflicts of law provisions, if any. Prizes will be awarded and/or delivered only to addresses within the continental United States, or, when

prizes are deliverable digitally, to email addresses associated with the Entrants. Unclaimed prizes will not be awarded. Additionally, Sponsor/Co-Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law. Failure to comply with these Official Rules may result in disqualification.

CAUTION: ANY ATTEMPT BY ANY PARTICIPANT, ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR/CO-SPONSOR AND CO-SPONSOR RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF FLORIDA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN HILLSBOROUGH COUNTY, FLORIDA. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN FLORIDA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN HILLSBOROUGH COUNTY, FLORIDA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN SIX (6) MONTHS FROM THE END OF THE PROMOTION PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

Elements of the Games are copyright protected © 2023 React LLC and/or Media IP Holdings, LLC, and are governed and protected by United States patents and patents pending.

11. WINNERS LIST: For the name of the winners, if any, send a self-addressed first class stamped envelope to: Winners List c/o ReactTV Hope Machine Promotion, 10360 72nd St, N, #814, Largo, FL 33777, for receipt by September 1, 2023.

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