

Courtesy Cadillac Festival Challenge  
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF BEING SELECTED TO PARTICIPATE IN THE CONTEST OR TO WIN. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

**PROMOTION ENTRY PERIOD:** The Courtesy Cadillac Festival Challenge (the "Promotion") begins at 12:00:01 AM Eastern Time ("ET") on Monday, April 7, 2025 and ends at 11:59:59 PM ET on Saturday, May 3, 2025 (the "Promotion Period").

**ELIGIBILITY:** The Promotion is open to legal residents of the fifty (50) United States and the District of Columbia, who are age 18 or older at the time of entry. Void outside the 50 United States/District of Columbia and where prohibited. Employees of Courtesy Cadillac (the "Sponsor"), Cadillac, Kentucky Derby Festival, Inc., Digital EFX Wraps, Gustavo's Mexican Grill, Advantage Hole In One (the "Administrator") and their respective subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members (spouses, parents, children, and siblings and their spouses) of, and/or those living in the same household of each, are not eligible to enter. Promotion is subject to all applicable federal, state and local laws and regulations. Eligible persons who participate in the Promotion will be referred to as "Participant", "Contestant", "you" or "your" in these Rules. Participation constitutes Participant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**HOW TO ENTER:** During the Promotion Period, you can register by completing all required fields of the online registration form, to receive one (1) entry into the Promotion ("Registration Entry"). An email address may only be used once. A phone number may only be used once. You may not enter the same email address and/or phone with different participant's name. Limit one (1) Registration Entry, regardless of method of entry.

There are two (2) ways to enter.

**Method #1: QR Code Entry.** During the Promotion Period, a QR Code will be displayed on the wrapped Courtesy Cadillac vehicle and/or on any other promotional marketing materials, at any of the Kentucky Derby Festival Events (event details and schedule can be found at <https://discover.kdf.org/>). The Kentucky Derby Festival Events include, but are not limited to:

- Thunder Over Louisville – Saturday, April 12, 2025
- BourbonVille – Thursday, April 17, 2025
- Great BalloonFest – Thursday, April 24, 2025 through Saturday, April 26, 2025
- Cars & Coffee – Saturday, April 26, 2025
- Pegasus Parade – Sunday, April 27, 2025
- WineFest – Tuesday, April 29, 2025
- Great Steamboat Race – Wednesday, April 30, 2025

Scan the QR Code and you will be directed to an online registration form. Complete the registration form in its entirety and submit to receive one (1) entry into the Promotion (the "QR Code Entry").

Method #2: URL Entry. During the Promotion Period, visit <https://secure.cataboom.com/direct/courtesy-cadillac-festival-challenge-reg>, complete the registration form in its entirety and submit to receive one (1) entry into the Promotion (the "URL Entry").

QR Code Entry and URL Entry collectively referred to herein as "Entry" or "Entries". All entries become the property of the Sponsor and will not be returned. Normal internet access and usage charges imposed by your internet service provider will apply.

HOW TO PLAY: A maximum of six hundred (600) Registration Entries will be randomly selected from all entries received throughout the Promotion Period to play the Lucky List Contest (the "Contest"). The six hundred (600) entries (the "Contestants") will be notified by email and/or text, during the Promotion Period, with an invitation and link to play the online Contest. The Contestants must play the online Contest during the Promotion Period to be eligible to win.

The Contest: The Contestants will have the chance to win the Grand Prize by attempting to put eight (8) items in an order that matches exactly to the official master winning list. Each Contestant will select from a drop-down list of the eight (8) items provided, and place each item in the order of their choice. Each item can only be used one (1) time to create the order of the list. Once they have their final selections made, they will submit their eight (8) item list. Any list that is incomplete will not be accepted. An eligible contest submission must match the official master winning list, in the exact order, to be considered a Grand Prize winner. The official master winning list will be predetermined by the Administrator and will be placed in a sealed envelope that will be kept by the Sponsor during the entire Promotion Period. The sealed envelope cannot be opened at any point during the Promotion Period and must remain in its original sealed condition unless otherwise instructed by the Administrator.

Grand Prize: Limit one (1) Grand Prize winner. The first Contestant to correctly submit the winning list order will be awarded the Grand Prize. Grand Prize includes one (1) 2025 Cadillac CT4 Luxury (the "Vehicle"). Grand Prize Value: \$40,000.00. Vehicle is not wrapped. Vehicle may differ from what is depicted in Promotion advertising. Vehicle will be available with standard equipment and customizations as designated by the Sponsor. Color, package, and other prize specifics to be determined by Sponsor in its sole discretion. Winner shall bear all risk of loss or damage to the Vehicle after it has been delivered to the winner. Winner will be responsible for any and all costs associated with the collection and use of the Vehicle, including but not limited to, title, license, insurance, registration fees, applicable taxes and any travel and transportation costs associated with collecting the Vehicle and as may be required for the ownership and operation of the Vehicle. All other costs not specifically stated herein are the responsibility of the winner. Sponsor reserves the right to delay Vehicle delivery or substitute a similar Vehicle of equal or greater value should the vehicle as described be unavailable for any reason. No cash option available. The total value of all prizes available to be won: \$40,000.00.

WINNER ANNOUNCEMENT: On or about Wednesday, May 7, 2025, the Administrator will notify the Sponsor if there is a winner. Grand Prize winner will be notified via email and/or phone, and will be

required to sign and return, within seven (7) days of notification, an Affidavit of Eligibility, a Liability Waiver, an IRS W-9 Form and where allowable, a Publicity Release (collectively, "the Releases"). These Releases will require the Grand Prize winner to furnish their Social Security Number for the sole purpose of tax reporting, as required by law. Noncompliance will result in disqualification. If a winner is otherwise eligible under these Official Rules but is nevertheless deemed a minor in their state of primary residence, the prize will be awarded in the name of winner's parent or legal guardian who will be required to execute and return the Releases on minor's behalf, as applicable.

If a prize notification or prize is returned as undeliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, that winner will be disqualified. In the event that none of the contestants place the eight (8) items in the exact matching order to the official winning list, no prize will be awarded.

**PRIZE CONDITIONS:** Prize is not redeemable for cash. Sponsor reserves the right to substitute a prize of equal or greater value at its discretion. Any other incidental expenses on prize not specified herein are the winner's sole responsibility. Winner is responsible for all federal, state, local and income taxes associated with winning prize. Except where prohibited by law, entry and acceptance of prize constitute permission to use winner's name, prize won, hometown, likeness, video recordings, photographs, and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now

or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners acknowledge that the Sponsor and all other businesses affiliated with this Promotion and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that each merchandise prize shall be subject to its manufacturer's standard warranty (if any). Once the prize has been delivered to the winner, the prize is considered awarded.

**GENERAL:** Although subsequent attempts to enter may be received, only the first complete entry received from a particular entrant will be eligible; subsequent attempts by the same person to enter, including entries submitted with an alternate email address, will be disqualified. Participating entrants agree to these Official Rules and the decisions of the Sponsor and the Administrator, and release the Sponsor, the Administrator, and their affiliated companies, and all other businesses involved in this Promotion, as well as the employees, officers, directors and agents of each (the "Released Parties"), from all claims and liability relating to their participation in the Promotion, and the acceptance and use/misuse of the prize offered. Participating entrants assume all liability for and Released Parties shall be held harmless against any liability for any injury, losses or damages of any kind to persons, including personal injury or death, or injury to property caused or claimed to be caused in whole or in part, directly or indirectly, by participation in this Promotion, acceptance, possession, or use/misuse of the prize, or any claims based on publicity rights, defamation or invasion of privacy, or merchandise delivery. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Promotion or in the announcement of the prize. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the

"Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor may ask any entrant or potential winner to provide Sponsor with proof, to Sponsor's satisfaction, that such party is the authorized account holder of the email address associated with the entry. Entry materials/ data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Released Parties are not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Promotion. By participating in the Promotion, entrant (i) agrees to be bound by these official rules, including all eligibility requirements, and (ii) agrees to be bound by the decisions of Sponsor and the Administrator, which are final and binding in all matters relating to the Promotion. Failure to comply with these official rules may result in disqualification from the Promotion. Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor. If, for any reason, the Promotion cannot be run as planned, Sponsor may disqualify any suspect entries or individuals from the Promotion and (a) suspend the Promotion and modify the Promotion to address the impairment, then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; and/or (b) allow those to play the game from among the eligible, non-suspect entries received up to the time of the impairment.

**LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE PROMOTION, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**

**GOVERNING LAW AND LIMITATION OF LIABILITY:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Promotion will be governed by and construed in accordance with the internal laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

**PRIVACY:** As a condition of entering the Promotion, each entrant gives consent for Sponsor to obtain and deliver their name, address and other information to third parties, including Administrator, for the purpose of administering this Promotion and to comply with

applicable laws, regulations and rules, including, without limitation, the storing of your personal information in accordance with the online Privacy Policy posted on <https://www.courtesycadillac.net/privacy.htm> and applicable data protection laws.

Any information entrant provides to Sponsor may be used to communicate with entrant in relation to this Promotion. By selecting the option to receive promotional emails from Sponsor, Participant agrees to receive future emails from the Sponsor and any third parties involved, including Cadillac, Kentucky Derby Festival, Inc., Digital EFX Wraps, and/or Gustavo's Mexican Grill.

WINNER: For a written confirmation of a winner, if applicable, (available after 05/07/25), send a stamped, self-addressed envelope (no later than 11/07/25), to: Courtesy Cadillac Festival Challenge Promotion Winner Request, 5300 Town & Country Blvd., Suite 145, Frisco, TX 75034.

SPONSOR AND ADMINISTRATOR: The Sponsor of the Promotion is Courtesy Cadillac, 6 Autocenter Dr., Louisville, KY 40299. The Administrator of the Promotion is Advantage Hole In One, 5300 Town & Country Blvd., Suite 145, Frisco, TX 75034.