

SUPER SQUARES® 2020 KICKOFF TOURNAMENT PROMOTION
OFFICIAL RULES (“OFFICIAL RULES”)

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

THESE OFFICIAL RULES SUPERCEDE ALL PRIOR OFFICIAL RULES OR OFFICIAL RULES OVERVIEWS OF OR RELATING TO ANY PREVIOUSLY-RELEASED VERSION OF SUPER SQUARES® AND ARE BINDING DURING THE PROMOTION PERIOD AS DEFINED BELOW.

OPEN ONLY TO ELIGIBLE INDIVIDUALS WHO ARE LEGAL RESIDENTS OF THE UNITED STATES, AT LEAST EIGHTEEN (18) YEARS OF AGE AND THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE OF THE INDIVIDUALS AT THE TIME OF ENTRY.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Super Squares® 2020 Kickoff Tournament Promotion (“Promotion”) is sponsored by React, LLC, 10360 72nd St. N. #814, Largo, FL 33777 (“Sponsor”) and Sovereign Communications, LLC, P.O. Box 1230, Sault Ste. Marie, Michigan, 49783, (“Media Sponsor”) will be conducted in all respects according to these “Official Rules.” Super Squares® is not sponsored, endorsed, administered by, or associated with any of Apple Inc., Alphabet Inc. (or any Google brand), Amazon, Inc., Twitch.tv, EA Sports, the National Football League, or their subsidiaries or affiliates.

- 1. PROMOTION TIMING:** The SUPER SQUARES® Promotion begins on Thursday September 10, 2020 at 12:01 AM Eastern Daylight Time (“EDT”) and ends approximately on November 2, 2020 at 11:59:59 PM EDT, after the completion of the NFL Monday Night Football contest scheduled to take place on November 2, 2020. (“Promotion Period”). Sponsor’s computer is the official clock for the Promotion.
- 2. ELIGIBILITY:** The Promotion is offered only to individuals who are legal residents of the United States, at least eighteen (18) years of age and the age of majority in the state of residence of the individuals at the time of entry. Unless otherwise specified herein, employees, officers, directors, representatives, and agents of Sponsor and Media Sponsor, and each of Sponsor’s and Media Sponsor’s respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, “Promotion Entities”) and each of their immediate family members (*e.g.*, spouse, domestic partner, parent, child, sibling, and the respective spouses and immediate family members of each, regardless of where each resides) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All applicable federal, provincial, territorial, and local laws and regulations apply.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and to Sponsor’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 in these Official Rules. Sponsor reserves the right to update these Official Rules and shall reflect the date of last update in the Notices section (below). All entries become the sole and exclusive property of Sponsor and receipt of entries will not be acknowledged or returned. For purposes of the Promotion, an individual entrant’s residential address and e-mail address will be the physical address and e-mail address submitted by the individual entrant at the time of entry.

NOTE: During the Promotion, Sponsor is deploying its patented Super Squares® application and platform within a unique early-stage environment synchronized to broadcasting of sporting events (“Application”). Sponsor invites participants to assist in the ongoing development and maturation of our platform, while also competing with other participants, to win prizes. DUE TO THE NATURE OF OUR APPLICATION AND PLATFORM, PARTICIPANTS ARE ADVISED, ACKNOWLEDGE AND ACCEPT

THAT THERE MAY BE LIMITATIONS TO THE NUMBER OF PARTICIPANTS ENABLED TO PLAY, AND THAT THERE IS A POTENTIAL THAT SOME FUNCTIONS OF GAME PLAY AND THE APPLICATION MAY BE IMPAIRED, MODIFIED AND ALTERED DURING THE EVENT. SPONSOR MAKES NO WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE SUFFICIENCY, ACCURACY AND/OR COMPLETENESS OF THE VERSIONS OF THE APPLICATION DURING THE PROMOTION PERIOD FOR ANY PURPOSE, INCLUDING NO WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PURPOSE. FURTHER, NO ASSURANCES ARE EXPRESSED OR IMPLIED THAT THE APPLICATION, OR ANY PARTICIPANTS' DEVICE OR WIRELESS SERVICE PROVIDERS, WILL ENABLE OR SUPPORT GAME PLAY OR THE APPLICATION FOR THE DURATION OF A GAME BREAK, GAME SHOW, OR THE FULL LENGTH OF THE PROMOTION PERIOD.

- 3. HOW TO ENTER AND PARTICIPATE IN THE PROMOTION:** During the Promotion Period, an eligible entrant may download the Super Squares[®] application ("App") from the entrant's smart phone Apple[®] App Store or Google[®] Play Store and follow the links and instructions to register and create an account ("Account") on the App by providing the information requested by Sponsor including, but not limited to: complete first and last name, gender (optionally), city and state of residence, zip code, mobile phone number, date of birth, unique and valid email address, created a password, and agreement to be bound by the Official Rules. Limit: An eligible entrant may only create one (1) Account during the Promotion Period. The unique and valid email address provided during registration shall be deemed the eligible entrant's "Official Email Address."

During the Promotion Period, there will be a series of live game shows (each a "Game Show") that will be conducted and synchronized with a posted live broadcast of a professional football game played by teams and players associated with the National Football League ("NFL[®]"), or a simulated football game generated by video game software such as *Madden 2021*[®], viewable online via streaming services such as Twitch.tv or YouTube (each, a "Football Game"). Each entrant must check local listings for scheduled start times and dates, as well as details that are provided within the App. Sponsor has no control over, and is not responsible for, any broadcast interruptions, errors or delays or any programming decisions made by any television or radio service provider affecting the broadcast of the Football Game. In the event a specified Football Game is not aired on a designated date, or delayed, suspended or rescheduled, Sponsor reserves the right to end the Game Show without selecting winning entries for that Game Show. In the event of multiple instances of delays, suspensions or rescheduling of Football Games, or delays in or suspension of the NFL Season, Sponsor reserves the right to suspend, extend or end the Promotion, at its sole discretion.

The Promotion Period will span over the initial eight (8) weeks ("Game Weeks") of 2020 NFL football season, with each Game Week commencing on Thursday at 12:00:00 AM (midnight) ET and concluding on Wednesday at 11:59:59 PM ET. Sponsor will announce via the app, the number of Shows to be conducted, along with identifying the Football Games to be supported by the App. While Sponsor retains the right to limit the number of Game Shows it conducts each week, Sponsor intends to host up to five (5) Game Shows per Game Week, each having a unique start time (each a "Football Game Slot"), generally coinciding with the following broadcast Football Game schedule:

- Thursday evenings (commencing during the 8:00 PM ET hour)
- Sunday early afternoons (commencing during the 1:00 PM ET hour)
- Sunday late afternoons (commencing during the 4:00 PM ET hour)
- Sunday evenings (commencing during the 8:00 PM ET hour)
- Monday evenings (commencing during the 8:00 PM ET hour)

On or before Thursday of each Game Week, Sponsor shall identify via the App and Sponsor website located at www.SuperSquares.com, the Football Games and Football Game Slots to be supported by Sponsor with a Game Show.

During a Game Show there will be five (5) game breaks (each a “Game Break”). One (1) Game Break will take place before the start of the Football Game and the other four (4) Game Breaks will take place throughout the course of the Football Game. Entrants may receive a notification before each Game Break based upon the capabilities and settings of an entrant’s mobile device. Game Breaks and “Windows” during which an entrant may participate are as follows:

<u>Game Break</u>	<u>Notification Sent to App*</u>	<u>Game Break Window Closes</u>
1 – Pre-Game Break	Day of Broadcast	3 minutes <u>after kick off</u>
2 – Game Break	End of 1 st Quarter	3 minutes after notice
3 – Game Break	End of 2 nd Quarter	3 minutes after notice
4 – Game Break	End of 3 rd Quarter	3 minutes after notice
5 – Post-Game Break	End of Game, OT, etc.	3 minutes after notice

****Notifications will be sent approximately 15-30 seconds after official end of quarter breaks in the Football Game. Devices that have turned off notifications, or which are incapable of receiving a notification, may not display a notification. Entrants may still participate without having received a notification.***

Before the Game Break Window closes, an entrant seeking to post points from the prior Game Break, and answer quiz questions, rate commercials, and receive a new Super Square, must check-in to the Game Show via the App.

Upon checking in to the first Game Break of the Game Show, the entrant will be randomly assigned to a game group (a “Game Group”). There will be no more than twenty-five (25) entrants in each Game Group, with the exception of entrants who join the Game Show after the start of the Football Game, who may be placed into a Game Group in excess of twenty-five (25) entrants.

Before the start of the Game Show, during the first Pre-Game Break, entrants will also be asked three (3) Football Game prediction questions (“Prediction Questions”) that must be completed before the kick off of the Football Game in order to qualify for tie-breaker points (“Tie-Breaker Points”) at the end of the Football Game. At the conclusion of the Football Game, entrants who checked-in before kick-off and answered the Prediction Questions of the Football Game will earn up to one (1) point per answer.

Upon checking-in during the first and each subsequent Game Break of the Game Show, with the exception of the Post-Game Break, each entrant will also be randomly assigned a new Super Square (“Super Square”). The same Super Square will not be assigned to more than one (1) entrant in the same twenty-five (25) entrant Game Group. Each randomly assigned Super Square will contain four (4) sets of statistic combinations (e.g. “3,7”) which will correspond to the last digit of the visitor and home football teams’ score. Each entrant may receive a total of four (4) Super Squares during each Game Show if entrant checks in before the start of the Game Show and checks in to all subsequent Game Breaks. No Super Square will be assigned during the Post-Game Break. Entrants who check-in after a Window closes will be assigned a Super Square, which will be scored during the next Game Break, but will forfeit any Super Square points that may have been associated with prior Super Square.

During each of the remaining four (4) Game Breaks of the Game Show, entrants can participate in activities to earn points as outlined below:

Rate Commercials: During each Game Break, entrants will be served Mobile TV Commercials within the App. Following the completion of a commercial, entrant will be able to replay the commercial one additional time. The entrant will have up to seven (7) seconds within which to react to the commercial by selecting a star rating of 1, 2, or 3 stars, reflecting the entrant's general sentiment about the commercial. A 1-star rating will reflect a less favorable sentiment, a 2-star rating reflecting an average sentiment, and a 3-star rating reflecting a more favorable rating. By selecting ANY of the three star ratings within the seven second window will entitle the entrant to one (1) point. There will be no difference in points earned, as long as one of the three star ratings is selected. There will be a total of two (2) opportunities to rate commercials per each of five (5) Game Breaks per Football Game. **There is a possible total of ten (10) points per Game Show for rating commercials.**

Answer Quiz Questions: During each Game Break, entrants will be asked multiple choice quiz questions. Quiz questions may be based on the Football Game, commercials displayed in the App during the Game Show, as well as offer or survey questions. Entrants will have twenty (20) seconds to complete each quiz question. Once an entrant answers a quiz question, the entrant will not be able to change the entrant's answer. The number of quiz questions will vary for each Game Break. An entrant will earn two (2) points for each quiz question the entrant answers correctly, or, in the instance of offer or survey questions, for selecting a response reflecting the entrant's truthful choice or opinion. Entrants are NOT required to reply in the affirmative to any offer or survey question to earn points. There will be a total of eighteen (18) quiz questions per Game Show and five (5) Game Breaks per Football Game. **There is a possible total of thirty-six (36) points per Game Show for quiz-related questions.**

Super Squares Score Statistics: During each Game Break, an entrant can compare Super Square statistic combinations to the actual score of the Football Game. Each Super Square will have four (4) squares, each containing a statistic combination. An entrant will earn three (3) points for each "Partial Square" combination (where one (1) of the two (2) statistics matches the last digit of the score of the corresponding visiting or home team). An entrant will earn seven (7) points for a "Perfect Square" combination (where the statistics matches the last digit of the score of BOTH the visiting and home team). By way of example, a square combination of 3,7 would earn three (3) points and be designated a Partial Square, in the event the visiting team's score ends in a "3" (i.e. 3, 13, 23, etc.) or if the home team's score ends in a "7" (i.e. 7, 17, 27, etc.). If the square combination matches BOTH teams (i.e. the visitor team has 23 points and the home team has 17 points, with an entrant claiming the 3,7 combination) this would be designated a "Perfect Square" combination and the entrant would receive seven (7) points. Entrants who receive a Perfect Square combination will also be awarded three (3) points for each of two (2) Partial Square combinations contained within the entire Super Square. Therefore, a Super Square that contains a Perfect Squares is designated a Perfect Super Square and will yield 13 Game Show points (provided the entrant checks in during the next Game Break Window). **There is a possible total of fifty-two (52) Super Square related Game Show points.**

Prediction Questions: Entrants who check-in and complete the first Pre-Game Break prior to the kick-off are eligible to earn up to one (1) point from each of the three (3) Prediction Questions. Prediction Question point values are based on an entrant's percentile rank (utilizing a proprietary formula created by Sponsor) when compared to all valid Prediction Questions submitted prior to the kick-off, based on the eventual outcome of the Football Game. When ranking predictions that require a selection of one (1) of two (2) teams, as well as a number of points, or yards, all predictions that select the wrong team will score zero (0) Prediction Question points. Only predictions that select the correct team are eligible to be ranked and to receive points. **The maximum number of Prediction Question points that can be earned is 3.0000.**

No more than ninety-eight (98) possible Game Show points are available during a single game show in the Promotion (excluding Prediction Questions). The maximum single Game Show points available

in the Promotion including Prediction Questions is one hundred and one (101) and is designated as a "Perfect Game."

If an entrant closes the App at any time during a Game Break, or engages in other activities that could impact a mobile phone's use of resources and operations, the App may expel the entrant from the Game Break and may not award any points from the affected Game Break. Entrants are strongly advised to avoid opening or utilizing other mobile applications during a Game Break. For entrants using mobile devices with limited memory, clearing the device's cache (or Media Cache within the App's "Settings" tab) before the Pre-Game Break may increase a device's ability to complete each Game Break within the Game Show.

Entrants may join the Game Show after the start of the Football Game and may be eligible for Game Show points. However, to maximize Game Show points, entrants must check in during all five (5) Game Break Windows.

Entrants may submit no more than one (1) final Game Show score in the Game Show.

Super Squares® Game Shows are skill contests designed to increase consumer awareness of, and interest in, professional sports, advertisers and their brands. **In order to win Game Show prizes, entrants must score at least 20 Game Show points from Quiz and Prediction Questions.** The Super Squares® App and Game Shows may not be used for, or in connection with, any form of gambling.

Sponsor will rely upon statistics and the Football Game clock time provided to Sponsor for the purpose of tracking yards, scores, and starting and ending Game Breaks and Game Break Windows. Participants acknowledge that statistics are subject to change during or even after the Football Game. Game Break notifications, Football Game scores, scores, yardage statistics and Prediction Question statistical results, once integrated within the App and the live Game Show, will not be updated to reflect any statistics changes or corrections that may occur after the completion of a Game Break or the Game Show. Due to delays and buffers within Football Game broadcasts and streams, the statistics and results that occur during the broadcast may be reflected within the App on a periodic basis and may differ from the real time statistics. Quiz answers deemed correct or incorrect by Sponsor shall remain final, even in the event of statistics changes or corrections or an error or omission by Sponsor or an administrator, including but not limited to, clerical, typographical or technical errors or omissions.

IMPORTANT: Message and data rates may apply. Please consult your wireless-service provider regarding its message and data pricing plans.

- 4. WINNER DETERMINATION AND PRIZES:** After the conclusion of each Football Game, entrants will obtain a final Game Show point total, visible from within the App. Entrants who receive the highest number of points in the categories outlined below, and/or who score highest in their respective Game Group, will qualify to be deemed a potential winner ("Potential Winner"). A Potential Winner may be designated a winner ("Winner") once Sponsor verifies the Potential Winner's eligibility and compliance with these Official Rules at its sole and absolute discretion.

In the event Sponsor conducts more than one Game Show per Game Week, entrants shall become eligible for prizes based upon the number of Game Show Points and also Tie-breaker points earned in aggregate over the course of the Game Week.

Sponsor reserves the right to increase the number and/or value of prize values in excess of the stated base quantities and values found within the Official Rules. Increases in the quantity and/or value of prizes will be clearly displayed within the App prior to an entrant participating in a Game Show.

The following comprises a list of base prize quantities and values to be awarded:

- A. Perfect Game Jackpot Prize (maximum 1):** During the Promotion Period, an entrant who receives and posts one hundred and one (101) final Game Show Points within a single Game Show will have scored a Perfect Game, and will be eligible to receive the Perfect Game Jackpot prize. In the event more than one (1) entrant earns a Perfect Game during the Promotion Period, the entrant with the most Final Game Show scores earned over the course of the Promotion Period will be declared the sole Potential Winner. **There may not be a winner of the Perfect Game Prize. If no entrant meets the above qualifications to receive the Perfect Game Prize, the Perfect Game Prize will not be awarded.**

The ARV of the Perfect Game Jackpot Prize is \$100,000, paid in ten (10) annual installments of \$10,000 per annum.

- B. Perfect Super Square Grand Prize (1):** During the Promotion Period, each entrant who receives a perfect Super Square during a Game Show, or finishes a Game Show as a Game Group Winner, will receive one (1) entry ("Grand Prize Entry") into the Perfect Super Square Grand Prize drawing ("Grand Prize Drawing"). **Entrants who earn multiple Perfect Super Squares, or who win their Game Group, may receive multiple entries from a single Game Show.** The number of entries into the Grand Prize Drawing will depend on the number of perfect Super Squares each entrant is randomly assigned during the Promotion Period, and which is subsequently awarded points at the subsequent Game Break check-in, and also the number of Game Groups won by an entrant. On or about Monday, November 2, 2020 at 11:00 AM EDT, Sponsor will randomly select twenty-five (25) entries (each, a "Grand Prize Finalist") from among all Grand Prize Entries awarded during the Promotion. The Grand Prize Finalists will be notified of their selection and be invited to compete against one another during the Game Show scheduled to occur during the evening of November 2, 2020. The one (1) entrant who has the highest final Game Show score among the 25 Grand Prize Finalists will be deemed the Potential Winner of the Perfect Super Square Grand Prize. In case of a tie, the Potential Winner with the highest final Game Show score associated with the Game Show during which the Grand Prize entry was earned, will be declared the sole potential Perfect Super Square Grand Prize winner. In the event a tie remains after comparing final Game Show scores, the Potential Winners who remain tied will be placed in a random drawing and one (1) Potential Winner will be randomly selected by Sponsor to be declared the sole Winner of the Perfect Super Square Grand Prize. **The Perfect Super Square Grand Prize is a \$20,000 credit (paid by Sponsor on behalf of the Winner), towards the purchase or lease of a single vehicle designated as a "Grand Prize Vehicle" within the App.** Grand Prize Vehicles may include automobiles, trucks, sport utility vehicles, power sport and recreational vehicles, watercraft, snow mobiles, or motorcycles. Grand Prize Winner ("GP Winner") is responsible for all federal, state and local taxes, sales taxes, registration, license, title, customary Dealer fee, filing fee, and insurance fees, and for all costs associated with any available upgrade/option packages and any other expenses related to the acceptance and use of the prize vehicle. Vehicle delivery date and time will be determined by Sponsor. GP Winner must take delivery of vehicle within 30 days of notice of availability from Sponsor. To take delivery, GP Winner must have a valid U.S. driver's license and proof of insurance. The vehicle awarded may differ from any prize shown in promotional materials or advertisements and may not be transferred or assigned. Any unused portion of the \$20,000 credit shall revert to Sponsor. In the event more than one type of Grand Prize Vehicle is presented during the Promotion Period, the GP Winner may apply the \$20,000 credit towards the Grand Prize Vehicle of GP Winner's choice. In the event the GP Winner is unable (for any reason) or chooses not to take delivery of the vehicle, the Sponsor reserves the right not to award the Prize.

The ARV of the Perfect Super Square Grand Prize is \$20,000.00.

C. Top Game Group Winner Prize (20 per Game Show): After each Game Show, the twenty (20) Game Group Winner entrants with the highest final Game Show scores will each receive a digital gift certificate prize (each a “Top Game Group Prize”), ranked from highest final Game Show Score to lowest, and valued as follows:

1st Place:	\$250.00
2nd Place:	\$100.00
3rd Place:	\$ 50.00
4-20th Place:	\$ 20.00

The digital gift certificates shall be issued to Top Game Group Winners for retail use and redemption towards a single one-time purchase and shall not require a winner to purchase goods in excess of the retail value of the gift certificate. **The identity of the merchant or Sponsor issuing the digital gift certificate will be announced in the app prior to the kickoff of each Game Show.**

In the event more than one (1) Potential Winner earns the same final Game Show score, the Potential Winner with the highest Prediction Question points will be declared the Top Game Group Winner, and the Potential Winner with the lower Prediction Question points will be eligible for the next, lower sequenced Game Group Winner prize, if any. In the event more than one player qualifies for the last (20th) Top Game Group Winner Prize, a random drawing among all qualified and tied Top Game Group Winners will be conducted by Sponsor in order to award the prize(s). In the event there are not at least twenty (20) Game Groups created during a Game Show or Game Show Slot, the number of Top Game Group Winner Prizes to be awarded shall equal the total number of Game Groups created.

MULTIPLE SIMULTANEOUS GAME SHOWS: In instances where more than one Game Show occurs and commences within a Football Game Slot, all entrants competing within Game Shows commencing within the identical Football Game Slot shall compete for Top Game Group Winner prizes, such that no more than twenty (20) Top Game Group Winner prizes will be awarded by Sponsor for entrants competing within a single Football Game Slot.

The ARV of the Top Game Group Winner Prizes for each Football Game Slot is \$740.

The maximum ARV of total Top Game Group Winner Prizes to be awarded during a Game Week of five (5) Football Game Slots is \$3,700.00.

The maximum ARV of total Top Game Group Winner Prizes to be awarded during the 8-Week Promotion Period is \$29,600.00.

D. Weekly Highest Total Game Show Points Prize (1 per qualifying Game Week): During the Promotion Period, when more than one Game Show is conducted during a Game Week, the entrant who earns and posts the highest total Final Game Show Points over the course of the Game Week, will be eligible to receive the Weekly Highest Total Game Show Points Prize. In case of a tie, the Potential Winner with the highest total Tie-Breaker Points earned and posted over the course of the Game Week will be declared the Potential Winner. In the event a tie remains after comparing weekly total Tie-breaker points, the Potential Winners who remain tied will equally share in the cash value of the Weekly Highest Total Game Show Points Prize. **The ARV of the Weekly Highest Total Game Show Points Prize is \$250. The maximum ARV of total Weekly Highest Total Game Show Points Prizes to be awarded during the 8-Week Promotion Period is \$2,000.00.**

E. Weekly Highest Total Tie-breaker Points Prize (1 per qualifying Game Week): During the Promotion Period, when more than one Game Show is conducted during a Game Week, the entrant

who earns and posts the highest total Tie-breaker Points over the course of the Game Week, will be eligible to receive the Weekly Highest Total Tie-Breaker Points Prize. In case of a tie, the Potential Winner with the highest total Game Show Points earned and posted over the course of the Game Week will be declared the Potential Winner. In the event a tie remains after comparing weekly total Game Show points, the Potential Winners who remain tied will equally share in the cash value of the Weekly Highest Total Tie-breaker Points Prize. **The ARV of the Weekly Highest Total Tie-breaker Points Prize is \$250. The maximum ARV of total Weekly Highest Total Tie-breaker Points Prizes to be awarded during the 8-Week Promotion Period is \$2,000.00**

- F. Buddy Referral Prizes:** As an incentive for registered entrants to invite others to register and participate, registered entrants may refer qualified participants **who have not yet registered**, to participate, by supplying the unregistered participant with the registered entrant's Official E-mail Address or Screen Name used within the App. In the event the unregistered participant subsequently, completely and correctly enters the referring entrant's Official E-mail Address or Screen Name during the initial registration process, or when not provided during the initial registration, within forty-eight (48) hour thereafter (**and no other time in the future**), in the noted field of the registration form, the referring entrant shall be deemed to be the "Buddy" of the newly registered entrant ("Friend.")

For the duration of the Promotion Period, the Buddy (where applicable) shall receive a matching and identical prize award (a "Buddy Referral Prize") when a Friend is officially awarded one of the following prize types:

- i. **Perfect Game Jackpot Prize**
- ii. **Perfect Super Square Grand Prize**
- iii. **Top Game Group Winner Prize**
- iv. **Weekly Highest Total Game Show Points Prize**
- v. **Weekly Highest Total Tie-breaker Points Prize**

Prizes awarded pursuant to a VIP SkyBox Contest (as further described below) are NOT eligible for matching prizes.

BUDDY ELIGIBILITY: A registered entrant, whether or not they are participating in a Game Show, is eligible to be a Buddy to multiple, valid Friends, and is therefore eligible for multiple Matching Buddy Referral Prizes during the Promotion Period. In the event of a Winner NOT being associated with a referring Buddy, no Buddy Referral Prizes shall be awarded.

Employees and representatives of Media Sponsors, radio, streaming and broadcast promotional partners ("Media Partners") and each of their employees, officers, directors, representatives, and each of their immediate family members (e.g., spouse, domestic partner, parent, child, sibling, and the respective spouses and immediate family members of each, regardless of where each resides) and persons living in the same household of each, whether or not related, **are eligible to receive Buddy Referral Prizes, but are NOT eligible for prizes related to their participation in Game Shows.**

The maximum ARV of Buddy Referral Prizes to be potentially awarded during the 8-Week Promotion Period is \$153,600.00.

- G. SkyBox, VIP SkyBox, and Optional SkyBox Contests:** The App enables entrants to create for each Game Show, a dynamic by-invitation leaderboard (a "SkyBox") consisting of a ranked list of current Game Show scores from multiple invited users participating within different Game Groups. Creators of SkyBoxes will name their SkyBox and will create a SkyBox "Passcode" which can be shared with other entrants. SkyBoxes can be "joined" by entrants entering the unique Passcode

within the App. The entrants and scores displayed within a SkyBox may be used for entertainment purposes by entrants and Media Partners. **Entrants may create and/or join up to two (2) SkyBoxes per Game Show.**

“VIP SkyBoxes” may be created and utilized by Media Partners approved by Sponsor, at the discretion of Media Partners, to display banner images of Media Partner or Media Partner’s sponsors, and an associated Twitter® feed. VIP SkyBoxes may at times be utilized to present contests and award related prizes to participants (“VIP SkyBox Contests”), based on the results and rankings of entrants whose Game Show scores are presented within the VIP SkyBox.

- a. **Official VIP SkyBox Contest Announcements.** Media Partners via their broadcast or streaming program hosts (“Talent”) will notify entrants of a VIP SkyBox contest to be conducted within their associated VIP SkyBox, by officially announcing:
 - a. A Game Show date and Football Game to be associated with the VIP SkyBox Contest
 - b. The VIP SkyBox Prize to be awarded
 - c. The Passcode that will permit an entrant to “enter” the VIP SkyBox and related contest.

Official VIP SkyBox Contests are associated with one and only one Game Show and one associated Football Game. Details of Official VIP SkyBox Contests and related prizes shall also be available and viewable from within the VIP SkyBox via a banner and link located the bottom of a VIP SkyBox display within the App.

Media Partners may select and announce a football team as their “Home” team. Football Games that include the Home team as a participant shall be deemed “Home Team Football Games.”

- b. **VIP SkyBox Contest Winner and Prize.** Following an Official VIP SkyBox Contest Announcement, the VIP SkyBox entrant whose Final Game Show score is the highest, as displayed in the VIP SkyBox Leaderboard at the conclusion of the Game Show, will be the Potential Winner of the VIP SkyBox Contest Prize. In the event more than one (1) Potential Winner earns the same final Game Show score, the Potential Winner with the highest Prediction Question points will be declared the Potential Winner.

Unless otherwise announced by the Media Partner, Official VIP SkyBox Contest Prizes shall consist of Amazon digital gift cards, denominated as follows:

Home Team Football Games:	\$250.00
All other Football Games:	\$125.00

Media Partners may challenge entrants to compete with Talent, by comparing the Talent’s Tie-breaker Predictions to the Tie-Breaker Predictions of the VIP SkyBox Contest Winner’s Tie-Breaker Predictions. At the option of Media Partner, in the event the Potential Winner’s Tie-Breaker Question points exceed that of the Talent, Media Partner will double the Official VIP SkyBox Contest Prize.

- c. **Winner Notification.** Entrants who participate in a VIP SkyBox authorize Sponsor to provide the Media Partner with the Screen Name, first and last name, email address, and telephone number associated with the entrants with the five (5) highest final Game Show scores as displayed in the VIP SkyBox at the conclusion of the Game Show. **Entrants acknowledge that SkyBoxes may not be used by entrants or Media**

Partners in any capacity for gambling purposes.

- d. **Availability of VIP SkyBox Contests.** Entrants acknowledge that the availability of VIP SkyBox Contests during the Promotion Period are presented for exploratory purposes, may not be made available during some or all Game Shows, are experimental in nature, and may be suspended at any time.

H. Total ARV: The total ARV of possible prizes available in this Promotion, excluding optional VIP SkyBox Contests, but including potential Matching Buddy Prizes, is three hundred and seven thousand two-hundred dollars (\$307,200.00 USD).

I. Odds of Winning: The odds of winning a prize depend on the number of eligible entrants, the randomly assigned Super Squares®, and the Quiz Question scores and Prediction Questions scores received by entrants during the Promotion Period.

J. General: In no event will more prizes be awarded than are outlined above. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received.

- 5. HOW TO CLAIM A PRIZE:** Each Potential Winner will be notified via e-mail by Sponsor or its authorized designee at the Potential Winner's Official E-mail Address. If a Potential Winner is disqualified, found to be ineligible or not in compliance with these Official Rules, or declines to accept the prize, the prize may be forfeited, and in the Sponsor's sole discretion, the forfeited prize may not be awarded, or may be awarded to an alternate winner, selected by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be awarded.

ALL FEDERAL INCOME, STATE, AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNERS.

Sponsor will attempt to notify the Potential Winner as set forth above, but Sponsor is not responsible for any undelivered, undeliverable, or returned emails, including without limitation e-mails that are not received because of a Potential Winner's privacy (or spam filter) settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. The right to receive a prize is non-assignable, non-transferable and no prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Sponsor will attempt to deliver digital prizes within six (6) weeks, and physical prizes within eight to twelve (8 – 12) weeks from verification of the winner's eligibility. Sponsor, Media Sponsor, and Promotion Entities shall not be held responsible for any delays in awarding a prize for any reason.

- 6. LIMITATION OF LIABILITY:** By participating in this Promotion, entrants agree that the Promotion Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture,

or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Promotion; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Promotion Entities are not responsible for any unanswered or undeliverable winner notifications.

In order to monitor Game Show activity on behalf of Sponsor, Game Groups will periodically include game monitors, moderators and administrators ("Monitors") who will participate within Game Breaks and will therefore appear on Leaderboards. Monitors will not be eligible for prizes, will purposefully perform at below average levels during Game Breaks, and will generally, but not always, be recognized by the use of the city name "React" when viewed within a Leaderboard. Final Game Show scores of Monitors are not considered and are removed when calculating Game Group Winners all prize awards.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules, as amended from time to time prior to the beginning of the Promotion, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of entrant's rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more than the stated number of prizes be awarded. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the Winner. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than the stated number of prizes to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME STATES DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO A PARTICULAR ENTRANT IN WHOLE OR IN PART.

7. 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.

8. PRIVACY: By entering the Promotion, you consent to the collection, use and disclosure of your personal information by Sponsor in accordance with its Privacy Policy, available at www.supersquares.com/privacy, for the purpose of administering the Promotion as described in these Official Rules. If you have been asked to sign and return the Declaration or other documentation in accordance with the terms of these Official Rules, the Sponsors may disclose your personal information to any interested party, such as an entity who is released from liability. Any disclosure of your personal information by the Sponsor to another party will cause your personal information to be subject to that party’s privacy policy and practices. Your personal information may also be disclosed to a third party, in accordance with these Official Rules, with your consent or as otherwise permitted or required by law.

9. PUBLICITY RIGHTS: By participating in the Promotion and/or accepting a prize, each entrant irrevocably agrees to allow the Sponsor the perpetual right to use the entrant’s name, address (city and province/territory), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Promotion and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live and/or streaming radio and television, worldwide, on the Internet, without notice, review or approval and without additional compensation, except where prohibited by law. At any time and at the discretion of the entrant, such agreement may be expressly withdrawn by written request submitted to Sponsor at the address specified in the first paragraph of the Official Rules.

GENERAL: Any attempted form of participation in this Promotion other than as described in the Official Rules is void. Sponsor reserves the right to disqualify any entrant found or suspected, in the sole and absolute discretion of the Sponsor, to be tampering with the operation of the Promotion; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Promotion. If it is discovered that any person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, identities, IP addresses, use of proxy servers, or like methods, all of that person’s entries will be declared null and void and that person will not be awarded any prize to which such person may have been otherwise entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods of participation in the Promotion will void the attempted participation effected by such

methods and will result in the immediate disqualification of the person determined to be using such methods. Entrants and/or Potential Winners may be required to provide proof of identification and eligibility as required by Sponsor. In the event of a dispute as to the identity of a Potential Winner, the winning entry will be declared made by the authorized account holder of the Official E-mail Address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution and the like) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each entrant may be required to show proof of being an authorized account holder. **ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

SEVERABILITY: If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision of these Official Rules. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision, or any other provision of these Official Rules, and such provision(s) shall remain in full force and effect.

10. WINNER LIST: For a copy of the Winners List, interested individuals should select "Winners' List" within the App menu, or for a physical copy, mail a self-addressed stamped business envelope to: Winners' List – Super Squares® 2020 Kickoff Promotion, 10360 72nd St. N. #814, Largo FL, USA. Winner List requests must be received no later than December 31, 2020. Customer Service inquiries may be made at www.supersquares.com/contact/

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The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, owners, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL® Entities") shall have no liability or responsibility for any claim arising in connection with participation in the Promotion or any prize awarded. The NFL® Entities have not offered, participated in, endorsed or sponsored the Promotion in any way.

The App is powered, and utilizes data services provided, by SportRadar® US, and includes proprietary data of the NFL Entities which may only be used by individual consumers as part of this service for authorized purposes. Further reproduction, use, and distribution of such data is not permitted. Next Gen Stats, the NFL shield design, and other NFL-related identifying marks are trademarks of the NFL. The team names, logos, and team-related identifying marks are trademarks of the teams indicated. All rights reserved.

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