

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. EVENT DESCRIPTION: Something New LA LLC's "Where's Sean Tho?" Virtual Human Hunt ("**Hunt**") begins on 9/26/2024 at 6:00:00 P.M. PST and ends on 9/26/2024 at 7:00:00 P.M. PST (the "**Hunt Period**").

2. ELIGIBILITY: Open to legal residents of the United States who are eighteen (18) years or older (the "**Entrant**"). Sponsor, and their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (the "**Hunt Entities**"), are ineligible to enter the Contest or win a prize. Household Members and Immediate Family Members of such individuals are also not eligible to enter or win. "Household Members" shall mean those people who share the same residence at least three months a year. "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. This Hunt is subject to all applicable federal, state and local laws and regulations and is void where prohibited or restricted by law.

3. PRIZES:

Grand Prize: One (1) winner will receive American Express gift card(s) with a total value of \$100.

Prizes cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or

stolen prize items.

This Hunt is open to all US States and prize will only be awarded and/or delivered to address within said locations. All federal, state and/or local taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

#### 4. HOW TO PLAY:

1. Sponsor will stream live on Instagram Live on the account @somethingnew.la at some point during of the Hunt Period.
2. Entrant will watch livestream on Instagram Live during the Hunt Period.
3. Entrant will look to spot a man with the following attributes (“**Sean**”):
  - a. Caucasian male, 5’9”, with blond hair and blue eyes
  - b. Wearing a red/blue/white Something New-branded jersey (number 24), a red/blue/white Something New-branded trucker hat, black jeans, and white shoes with a red Nike swoosh.
  - c. Image included in Appendix 1.
4. Take a screenshot as soon as Sean appears.
5. Circle Sean in the image.
6. Send the photo in a direct message to @somethingnew.la..

Automated or robotic Entries submitted by individuals or organizations will be disqualified. Internet entry must be made by the Entrant. Any attempt by Entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will void Entrant's Entries and that Entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth below. All Entries must be posted by the end of the Hunt Period in order to participate. Sponsor's database clock will be the official timekeeper for this Sweepstakes.

5. WINNER SELECTION: The Winner of the Hunt will be the owner of the Instagram account that sends the first direct message that meets the criteria listed in Section 4.7 above. Sponsor will

determine this winner by accessing direct messages and finding the account that appears first in the list with an image that meets the qualifying criteria.

6. WINNER NOTIFICATION:.. Sponsor will direct message the winning Instagram account to confirm identity, address, and eligibility verification information. Winner must provide verification within 7 days to qualify. Upon receiving confirmation from Winner, Sponsor will mail Grand Prize to Winner within 15 business days.

After transferring Grand Prize to shipping company, Sponsor is not responsible for any delay or failure to receive prize for any reason, including inactive email account(s), technical difficulties associated therewith, or Winner's failure to adequately monitor any email account.

Any winner notification not responded to or returned as undeliverable may result in prize forfeiture. The potential prize winner may be required to sign and return an affidavit of eligibility and release of liability, and a Publicity Release (collectively "**the Prize Claim Documents**"). No substitution or transfer of a prize is permitted except by Sponsor.

7. PRIVACY: Any personal information supplied by you will be subject to the privacy policy of the Sponsor posted at <https://www.somethingnew.rsvp/privacy-policy>. By entering the Hunt, you grant Sponsor permission to share your email address and any other personally identifiable information with the other Hunt Entities for the purpose of administration and prize fulfillment, including use in a publicly available Winners list.

8. LIMITATION OF LIABILITY: Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or landline phone service;

or (f) any injury or damage to participant's or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes.

If, for any reason, the Hunt is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Hunt, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Hunt in whole or in part. In such event, Sponsor shall immediately suspend all prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total ARV as set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor. Sponsor and Released Parties shall not have any further liability to any participant in connection with the Hunt.

9. Social Network Disclaimer: Instagram does not sponsor or endorse Sponsor or the Hunt. This Hunt is in no way sponsored, endorsed or administered by, or associated with Instagram. You understand that you are providing your information to the Sponsor and not to Instagram.

10. SPONSOR: Something New LA LLC, 1108 15th Street, Santa Monica, CA 90403

Appendix 1: Image of Sean

