

Rams Pick'em Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE PROMOTION IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS APPLY. STANDARD MESSAGING/DATA RATES, TERMS AND CONDITIONS MAY APPLY FOR ENTRIES OBTAINED VIA MOBILE PHONE/DEVICE. MOBILE PHONE/DEVICE NOT REQUIRED TO ENTER. DO NOT ENTER UNLESS YOU ARE ELIGIBLE (SEE FULL ELIGIBILITY DETAILS IN RULE 1, BELOW). BY ENTERING RAMS PICK'EM, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE ADMINISTRATOR, WHICH SHALL BE FINAL IN ALL RESPECTS.

The Rams Pick'em Promotion (the "Promotion") is sponsored by The Los Angeles Rams, LLC ("Sponsor") and administered by Tally Technology Group Inc. ("Administrator").

You are providing your information to The Los Angeles Rams, LLC and the information you provide will only be used in accordance with the Los Angeles Rams privacy policies, which may be found at: <https://www.therams.com/privacy-policy>

Eligibility

Subject to these Official Rules, the Promotion is open only to individual persons who are 18 years of age and a permanent legal resident of one of the 50 United States or the District of Columbia, *excluding Rhode Island, New York, and Florida*, as of the date of entry ("entrant," "you," or "your"). To be eligible to receive a Prize (as defined below), the information associated with the entrant's account must be true and accurate. The information associated with the entrant's account must identify the actual entrant into the Promotion. In order to facilitate delivery of a Prize, Sponsor or Administrator may attempt to contact the potential winner using the email or phone number provided during account registration. If Sponsor or Administrator cannot get in contact with the potential winner using that phone number or email address provided, then such potential winner will be considered as forfeiting his/her Prize. Any person that enters into a Promotion that is not eligible to enter will not be awarded a Prize. Current directors, officers, members, employees, agents, and contractors (collectively, "employees") of Sponsor, and its Member Teams, Administrator, and each of their respective parents, affiliates, subsidiaries, and advertising and promotion agencies and any other entity involved in the development or administration of this Promotion, and all persons residing in the same households as employees for at least three (3) months, including but not limited to immediate family members (defined as including spouse, biological, adoptive, and step- parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above) are not eligible to win a Prize in the Promotion while the employee is employed or engaged by such entity and for six months following the employee's last day working with or for such entity. Any person with inside information around the outcome of events referenced in a Contest are not eligible to win a Prize in the Promotion. All Sponsor players, owners, coaches, officials, athletic trainers, game-day stadium personnel, and any and all other team staff are not eligible to win a Prize in the Promotion.

Sponsor and/or Administrator reserves the right to verify an entrant's eligibility before, during, and/or after any Contest which occurs before the Promotion.

Participation constitutes entrant's full and unconditional agreement to abide by and be bound by these Official Rules and the Sponsor's/Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning any prize is contingent upon fulfilling all requirements set forth herein. Sponsor's/Administrator's decisions as to the administration and operation of the Promotion and the selection of the potential winners are final and binding in all matters related to the Promotion. The Contest is subject to all applicable federal, state, and local laws and regulations.

Promotion Periods

The Promotion will begin August 9, 2021 approximately five (5) days prior to start of the Los Angeles Rams vs. Los Angeles Chargers preseason game scheduled to begin at or about 7:00 PM PT on August 14, 2021 and will end at the conclusion of Super Bowl LVI on February 13, 2022 (the "Promotion Period"). The Promotion will consist of multiple individual, separate contests, each to be announced by Sponsor online at <http://www.therams.com/pickem> (the "Sponsor URL") or other designated media channels and URLs as may be provided by Sponsor from time to time which occur during the Promotion Period (each a "Contest"). Each Contest will have its own respective active and open period for entry/participation (each a "Contest Period"). You may only join and participate in a Contest during the respective Contest Period. Sponsor and/or Administrator each reserve the right to cancel the Promotion, or any Contest which is part of the Promotion, in its sole discretion, without notice or restriction.

How to Enter

To participate in a Contest in the Promotion you will need to complete each of the following steps:

1. Visit <http://www.therams.com/pickem> (the "Web Experience") on any internet connected web browser to enter the applicable Contest. You will be asked to enter your contact information, including your phone number and/or email address. STANDARD MESSAGE RATES AND DATA CHARGES APPLY. Please consult the terms and conditions of your individual service plan prior to participating via a mobile device. A mobile device is not required to enter the Promotion.

2. For each Contest, you will see multiple predictions for events or outcomes within an event, available for you to answer. Click on or enter one possible answer for at least one prediction and you will be entered in the applicable Contest against all other eligible entrants who have also entered the Contest. Individual predictions will lock at designated times (as indicated in the Web Experience) and no changes to a prediction may be made after it is locked.

2.1. You will be awarded points for any correct predictions; the number of points awarded, which will be shown in the Web Experience before entries lock, will be based inversely proportional to the percent of people who also predicted the event (e.g., more points for a correct prediction that fewer people predicted). No points will be awarded for incorrect predictions.

2.2. Additional points may be awarded for other actions or predictions that are part of the Web Experience as determined by Sponsor and/or Administrator from time to time during one or more of the Contests in the Promotion ("Bonus Points"). For example, Bonus Points may be awarded for correctly answering a fill-in-the-blank question or for participation in a user survey or poll. Bonus Points will be a fixed number of points and will be determined by Sponsor and/or Administrator and announced prior to the start of any respective Contest.

2.3. Sponsor and Administrator reserve the right to add or change how points can be earned and such changes or additions will be announced prior to any applicable Contest. Such changes or additions will not materially change the overall manner in which the Contest is operated or the

processes for determining the winners of any Contest. Whether any prediction is right or wrong will be determined by Sponsor and/or Administrator in their sole discretion.

By visiting the Web Experience, you agree to the Terms of Use located at <https://www.therams.com/terms-and-conditions> and acknowledge that you have read and understand the privacy policy, located at <https://www.therams.com/privacy-policy>.

Prizes/Odds

Weekly Contest Prizes: Subject to verification by Sponsor or Administrator, the players who receive the top twenty (20) highest number of points in a specified weekly contest will receive the respective prize, as provided below (e.g., 1st Place winner will be the player who has the most points, 2nd Place winner will be the player who has the second most points, 3rd Place winner will be the player who has the third most points, etc.). In the case of a tie for 1st – 10th Place (e.g., tie for highest number of points; tie for second-highest number of points or tie for third-highest number of points, etc.) Sponsor reserves the right to execute a random draw among all of the tied players and award the player drawn with the respective prize and the remaining player(s) shall receive the prize associated with following place (e.g. Player 1 Player 2 and Player 3 are tied for the 3rd place prize, Player 1 is selected from the random drawing, Player 1 will be awarded the 3rd place prize and Player 2 and Player 3 will be placed in a subsequent drawing for the 4th place prize). Random drawings shall continue for players tied for a single prize until prizes are allocated to tied players. In the case of a tie for 11th – 20th Place, Sponsor shall award all the tied players with the Exclusive Rams Fan Shop Code prize.

The Prizes for Contests which occur during eligible Los Angeles Rams games are as follows:

Preseason Week 1 thru Regular Season Week 18 Contest Prizes:

- *1st Place* – Two 2 Single Game Tickets for future Rams Game (ARV = \$300)
- *2nd Place* – Autographed Football (ARV = \$250)
- *3rd Place* – SoFi Stadium Tour for two (2) (ARV = \$150)
- *4th Place* – Autographed Mini Helmet (ARV = \$150)
- *5th Place* – \$150 Rams Fan Shop Gift Card (ARV = \$150)
- *6th Place* – \$100 Rams Fan Shop Gift Card (ARV = \$100)
- *7th Place* – \$75 Rams Fan Shop Gift Card (ARV = \$75)
- *8th-10th Place* – \$50 Rams Fan Shop Gift Card (ARV = \$50)
- *11th-20th Place* – Rams Fan Shop Discount Code (30% off)

Limit of one (1) 1st – 10th Weekly Contest Prize per person or household. The Sponsor reserves the right to change the prizes for any contest for something of equal or greater value. Changes to the prizing will be announced by Sponsor online at <http://www.therams.com/pickem/play> or other designated media channels and URLs as may be provided by Sponsor

Season Long Tournament Prizes: Subject to verification by Sponsor or Administrator, the players who receive the top three (3) highest number of cumulative points during the Promotion Period associated with regular season contests will receive the respective prizes, as provided below (e.g., 1st Place winner will be the player who has the most points, 2nd Place winner will be the player who has the second most points, 3rd Place winner will be the player who has the third most points) In the case of a tie for 1st – 3rd Place (e.g., tie for highest number of points; tie for second-highest number of points or tie for third-highest number of points) Sponsor reserves the

right to execute a random draw among all of the tied players and award the player drawn as described in the Weekly Contest Prizes section.

The Prizes for Season Long Tournament Prizing are as follows:

1st Place Season Long Tournament Prize – Single Game Suite for future Rams game for 8 people (ARV = \$15,000)

2nd Place Season Long Tournament Prize – Two (2) Season Tickets for the Rams 2022 Season (ARV = \$1,600)

3rd Place Season Long Tournament Prize – Two (2) Club Seats for a future Rams game with All-Inclusive F&B (ARV = \$1,150)

Post Season Contest Prizes:

If the Rams are participating in the NFL Playoffs then the Post Season Contest Prizes will be determined within 14 days of the Los Angeles Rams clinching an NFL playoff berth. The prizing will be announced by Sponsor online at <http://www.therams.com/pickem/play>, <https://www.therams.com/pickem/rules> and other designated media channels and URLs as may be provided by Sponsor.

For all prizes which contain tickets, Sponsor is not responsible if any game or any part of a game is delayed, postponed, or canceled for any reason. No winner of Rams tickets nor his/her guest will receive compensation from Sponsor nor management personnel of SoFi Stadium for tickets that are unable to be used due to cancellation of the game. Tickets may be subject to standard rain-check policies and procedures set by the Sponsor. Winner is required to comply with all Rams and SoFi Stadium rules, regulations and requirements. Sponsor and management personnel of SoFi Stadium reserve the right to remove or to deny entry to any winner and/or his/her guest if such person violates any restriction or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the game and/or any related event. No guest of a winner will have any independent rights to the prize or any portion thereof and must accompany winner at all times during use of the prize; a guest shall be considered for all intents and purposes of compliance with the provisions contained in these Official Rules as an entrant/participant in the respective Contest. Each winner and his/her guest assume all responsibility for the acceptance and use of the prize. All ticket prizes exclude transportation, lodging, parking, food, beverages, and any and all other incidentals and expenses related to acceptance and/or use of such prize.

Prizes have no cash value, no substitution, cash equivalent or transfer of any prize permitted except at Sponsor's sole discretion to offer an option for a non-cash prize of comparable or greater value. Each winner is solely responsible for any and all other costs and/or expenses relating to or incurred in conjunction with the Promotion and/or with acceptance and/or use of the prize, including, without limitation, costs for transportation or parking. Each winner agrees that the prize or any portion thereof awarded is personal to such winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. A violation of these restrictions shall revoke such winner's license, and the prize will not be honored.

Sponsor make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished in connection with the Promotion. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT

WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT. The Prize is non-transferrable. No cash redemption or prize substitution allowed by winner. Sponsor reserves the right to substitute Prize of equal or greater value if advertised Prize becomes unavailable. All Prize details are at Sponsor's sole discretion.

Winner may be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release and other documents as requested by Sponsor prior to acceptance of the prize. Receiving the prize is contingent upon compliance with these Official Rules. In the event that the potential winner is disqualified for any reason, Sponsor will award the Prize to an alternate potential winner from among all remaining eligible entries. Odds of winning a prize will vary for each Contest and will be determined based on the number of respective participants. Each participant may establish, maintain, use and control only one account in the Promotion and may participate in any Contest which occurs after establishing such account. In the event Sponsor or Administrator determines that you have opened, maintained, used or controlled more than one account, in addition to any other rights that Sponsor or Administrator may have, Sponsor and/or Administrator reserves the right to suspend or terminate any or all of your accounts and terminate, withhold or revoke any Prize you may have been entitled to or awarded prior to discovering the multiple accounts.

Sponsor will only issue a Prize and any accompanying tax forms to the individual identified in the information provided for the account which had a winning entry. Sponsor or Administrator will use the account information to contact and verify a winner. Out of date or incorrect information on an account at the time of entry in a Contest may disqualify you from receiving a Prize. Failure to provide valid, working contact information in connection with your account may result in forfeiture of a Prize.

Sponsor and Administrator each expressly reserve the right to disqualify any account/entry that it believes in good faith may have been generated by automated means or scripts, or that violates any of these Official Rules or the Terms of Use. Any entry generated by script, macro or other automated means will be considered as void.

Decisions of Sponsor or Administrator are final and binding with respect to all matters related to any Contest or the Promotion. In no event shall Sponsor be obligated to award any Prize other than the Prize specified for a respective Contest as provided in these Official Rules. Sponsor does not guarantee that the Prize can be made available to the winner. The Prize is not assignable and not transferable, and no substitutions are permitted. In addition, if the Prize is unable to be fulfilled to the winner due to any applicable law, rule or regulation, or if the winner cannot claim the Prize for any reason, Sponsor will select alternate winners as described in the "Verification of Winner" section below. The winner shall be responsible and liable for all federal, state and local taxes on the value of the Prize. Winners shall provide Sponsor or Administrator with accurate information regarding their identity and country of residence. To receive a complete list of winners or a copy of the Official Rules, send a self-addressed stamped envelope Tally Technology Group inc., 12655 W. Jefferson Blvd., Los Angeles, CA 90026. Vermont residents may omit return postage.

Winner Selection and Notification

Winner of a Contest: Each Contest in the Promotion will be conducted under the supervision of the Administrator. The decisions of Administrator are final and binding in all respects and matters

relating to each Contest and this Promotion. Each potential winner will be notified by email or telephone based on the information provided by such person at registration prior to entry in a Contest. Each potential winner must coordinate acceptance and receipt of their respective Prize within thirty (30) days after the date of notification by Sponsor or Administrator. Each potential winner will be required to complete and return an Affidavit of Eligibility and a Liability and Publicity Release as provided by Sponsor/Administrator, and as further described in the "Verification of Winner" section below. Each potential winner may also be required to furnish proof of identity, address, birthdate, and government issued identification containing a photo in order to receive a Prize. If a potential winner does not respond to Sponsor's original notification within the timeframe specified by Sponsor or Administrator at the time of notification, is found to be ineligible, does not otherwise provide the information requested within the timeframe specified by Sponsor or Administrator, or does not return the required documents within the timeframe specified by Sponsor or Administrator, such acts will be considered as forfeiture of the applicable Prize and Sponsor will select an alternate potential winner as described in the "Verification of Winner" section below. Only one (1) alternate winner will be selected for each Contest, after which the respective Prize may not be awarded.

Verification of Winner: If required by law, Sponsor will issue a Form 1099-MISC to a respective winner for reporting the taxable retail value of the applicable Prize. Each potential winner should consult his/her tax advisor about the tax implications of winning their respective Prize. If, by reason of a print or other error, more Prizes are claimed than the number set forth in these Official Rules for any Contest, the respective Prize will be awarded to the person with the highest score as provided above from among all eligible entrants making purportedly valid claims to award the Prize available.

General Conditions and Releases

Unless prohibited by applicable law, your participation in the Promotion and/or acceptance of any Prize constitutes your permission to use your name, submissions, photograph, likeness, voice, address (city and state) and testimonials in any and all media, whether now in perpetuity, in any manner Sponsor deems appropriate for publicity purposes without any compensation to you or any review or approval rights, notifications, or permissions; and constitutes your consent to disclose your personally identifiable information to third parties (including, without limitation, placing the winner's name on a winner's list). Notwithstanding any rights of publicity, privacy or otherwise (whether or not statutory) anywhere in the world, your acceptance of a Prize constitutes your acknowledgement and agreement that you (i) are providing Sponsor (and its agents, consultants and employees) with the right to photograph, record, tape, film and otherwise visually and audio visually record you, (ii) authorize Sponsor (and its agents, consultants and employees) to use, reproduce, disseminate, alter, edit, dub, modify, distort, add to, subtract from, process and otherwise exploit any results of such activity (including without limitation any manner in which such activity may be recorded or remembered or modified) or derivatives or extensions or imitations thereof in any manner that Sponsor sees fit, in any medium or technology known or hereinafter invented, throughout the universe in perpetuity, including without limitation for illustration, art, promotion, advertising, trade or any other purpose whatsoever; and (iii) relinquish any right that you may have to examine or approve the completed product or products or the advertising copy or printed matter that may be used in conjunction therewith or the use to which it may be applied.

Each entrant and/or potential winner acknowledges and agrees that he/she may be disqualified from any Contest or the Promotion if such person fails to comply with any provision of these Official Rules or Sponsor's Terms of Use, as determined in the sole discretion of Sponsor or Administrator. Sponsor and Administrator may disqualify you from a Promotion, refuse to award Prizes and require the return of any Prizes, or suspend, limit, or terminate your account if you engage in conduct deemed to be improper, unfair, fraudulent or otherwise adverse to the operation of any Contest or the Promotion or in any way detrimental to other users, as determined by such entity in its sole discretion. Improper conduct includes, but is not limited to: falsifying personal information required to claim a Prize; violating eligibility terms; violation of any of these Official Rules; violation of the Terms of Use; using unauthorized methods for participation/entry; tampering with the administration of a Contest or the Promotion; tampering or attempting to tamper with the computer programs associated with the Promotion; obtaining other entrants' contact information by any means; spamming any other entrant; or any other form of abuse or violation of these Official Rules. Each participant acknowledges and agrees that the forfeiture and/or return of any Prize shall in no way prevent Sponsor from informing the relevant authorities, and/or pursuing criminal or civil proceedings in connection with any such conduct.

Participation/Entry in any Contest or the Promotion is at a person's own risk and each participant agrees to hold harmless and indemnify each of Administrator, Sponsor, the Los Angeles Rams and its Member Teams, and each of their respective parents, subsidiaries and affiliated entities, directors, officers, employees, attorneys, agents, and representatives (collectively, the "Released Parties") for any (i) failed, returned or misdirected notifications based on inaccurate information provided by any person in connection with an entry; (ii) entry and/or response to a potential winner notification which may be lost, late, incomplete, illegible, unintelligible, postage-due, misdirected, damaged or otherwise not received by the intended recipient in whole or in part or for computer or technical error of any kind; (iii) electronic miscommunications or failures, technical hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions which may limit an entrant's ability to participate in the Promotion; (iv) technical malfunctions of the telephone network, computer on-line system, computer equipment, software, program malfunctions or other failures, delayed computer transactions or network connections that are human, mechanical or technical in nature, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile device related to or resulting from downloading the App or otherwise in connection with a Contest or this Promotion; or (v) any warranty with respect to any Prize or any component thereof.

By participating in the Promotion, entrants (and their parent(s)/legal guardian(s) if entrants are minors who are expressly prohibited from entering) release, indemnify and hold harmless the Released Parties from and against any and all claims, damages or liabilities with respect to, or in any way arising from or relating to such entrant's participation or attempt to participate in the Promotion, the ability or inability to upload or download any information in connection to the Promotion and/or the acceptance or use (included related travel if any) of the Prize (if applicable), including without limitation liability for personal injury, damages, death, monetary loss, defamation or violation of privacy rights. No responsibility or liability is assumed by the Sponsor, or the NFL Entities for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Promotion: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors, omissions or limitations of any Internet providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed, incomplete, inaccurate,

damaged, destroyed, misdirected or not received or intercepted transmissions; inaccessibility of any Web site in whole or in part for any reason; traffic congestion on the Internet or any Web site; unauthorized human or non-human intervention of the operation of the Promotion, including without limitation, unauthorized access, tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Promotion, or loss, miscount, misdirection, inaccessibility or unavailability of any email or social media account used in connection with the Promotion; any errors, omissions, interruptions, deletions, defects, delays in operation failures or human error that may occur in the transmission, receipt or processing of entries, or for deletion, theft or destruction of, unauthorized access to, or alteration of, entries; causes beyond Sponsors' reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; any entries submitted in a manner that is not expressly allowed under these Official Rules (all such entries will be disqualified); or cheating or fraud by any participant. Sponsor is not responsible for any typographical errors, any incorrect or inaccurate information, whether caused by entrants, site users, tampering, hacking or printing errors or by any of the equipment or programming associated with or utilized in the Promotion; in the announcement of prize or these Official Rules, or any inaccurate or incorrect data contained on any Web site. Use of any Web site is at user's own risk. Neither Sponsor, nor the NFL Entities are responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer (hardware or software) and/or other device related to or resulting from participation in the Promotion or the acceptance or use of any prize awarded. The use of third-party software or website or automated entry systems to participate is prohibited, and Sponsor reserves the right to disqualify entries made in such fashion.

By entering, entrants agree to comply with these rules. Sponsor(s) is not liable in the event that any portion of the Promotion or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond its control (a "Force Majeure Event").

All entrants understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state, territory, or country that may be applicable with respect to the foregoing release are hereby expressly and forever waived. All participating entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR." The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

By accepting the Prize, the recipient consents to the use of his/her name, photograph, likeness, taped, filmed or otherwise recorded image, statements and limited biographical information (city and state of residence) for publicity or advertising purposes in all media worldwide, including but not limited to social media, without limitation and without further compensation or notice.

EACH CONTEST AND THE PROMOTION IS PROVIDED "AS IS" AND NEITHER SPONSOR NOR ADMINISTRATOR MAKE ANY, AND HEREBY DISCLAIM ANY AND ALL, REPRESENTATIONS OR WARRANTIES OF ANY KIND REGARDING ANY CONTEST OR THE PROMOTION.

NOTWITHSTANDING ANYTHING ELSE HEREIN OR OTHERWISE, NEITHER SPONSOR NOR ADMINISTRATOR SHALL BE LIABLE OR OBLIGATED WITH RESPECT TO ANY SUBJECT MATTER OF THESE OFFICIAL RULES, ANY CONTEST, THE PROMOTION OR UNDER ANY CONTRACT, NEGLIGENCE, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY

FOR (A) ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL, OR EXEMPLARY DAMAGES (INCLUDING, WITHOUT LIMITATION, LOSS OF REVENUE, GOODWILL, OR ANTICIPATED PROFITS) (B) AMOUNTS IN EXCESS OF THE STATED ARV OF ANY PRIZE FOR AN APPLICABLE CONTEST, (C) DATA LOSS OR COST OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, AND/OR (D) ANY MATTER BEYOND SUCH PARTIES' REASONABLE CONTROL.

By entering the Promotion, you agree to and hereby do release and hold harmless each of the Released Parties from any damage, injury, death, loss, claim, action, demand, or other liability (collectively, "Claims") that may arise from your participation in a Contest, acceptance, possession and/or use of any Prize in this Promotion, or from any misuse or malfunction of any Prize awarded, regardless of whether such Claims, or knowledge of the facts constituting such Claims, exist at the time of entry or arise at any time thereafter, and indemnify each of the Released Parties from any damages arising therefrom. Any person attempting to defraud or in any way tamper with any Contest or this Promotion may be prosecuted to the full extent of the law. Sponsor and Administrator reserve the right to modify these Official Rules in any way or at any time without notice. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Promotion should viruses, bugs or other causes beyond its control corrupt the administration, security or proper operation of any Contest or the Promotion, or for any other reason. In the event of cancellation or suspension, the Administrator shall promptly post a notice on the Web Experience to such effect. By entering the Promotion or accepting a Prize, you agree to conform to all federal, state and local laws and regulations. The Contests and this Promotion are strictly for entertainment purposes and may not be used in connection with any form of unlawful or legalized gambling.

If, for any reason, the Promotion cannot be executed as planned, including but not limited to any printing, administrative, human or other error of any kind, transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, social media mandate or any other causes beyond the control of Sponsors that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes corrupted in any way, electronically or otherwise, Sponsors reserve the right, in their sole discretion, to cancel, terminate, modify or suspend the Promotion without notice. If the Promotion is terminated prior to the end date of the Entry Period, the Prizes will be awarded in a random drawing from among all eligible, non-suspect entries received prior to the time of termination.

Sponsors reserve the right at their sole discretion to disqualify any individual for: (a) tampering with the entry process or the operation of the Promotion; (b) acting in violation of these Official Rules or any laws; (c) attempting to undermine the legitimate operation of the Promotion by cheating, hacking, deception, misappropriation, infringement, or any other unfair playing practices; (d) poor sportsmanship; or (e) acting in a way that is intended to annoy, abuse, threaten, or harass any other participants, Sponsors, or their respective representatives. **LEGAL WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION A SPONSOR WEBSITE OR SOCIAL MEDIA ACCOUNT MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE PROMOTION. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.** All federal, state and local laws and regulations apply. Winners are solely responsible for any taxes on any prize, and will receive an IRS Form 1099 for the ARV of the prize. Any valuation of the prize stated above is based on

available information provided to the Sponsors, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Winners are solely responsible for reporting and paying any and all applicable taxes. Winners must provide the Sponsors with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from Sponsors will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsors. No transfer of prize is permitted. Unclaimed prize will not be awarded. Sponsors reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this Promotion or any portion hereof, or to disqualify any individual implicated in any of the following actions, if for any reason

This Promotion shall be governed by California State law, without regard to conflicts of law provisions. By participating in this Promotion, you agree that any dispute or litigation arising from or relating to this Promotion shall be determined by binding arbitration only in California, by and under the American Arbitration Association's rules for arbitration of consumer-related disputes, and judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Notwithstanding the foregoing, Sponsor may seek equitable relief in any court of competent jurisdiction. If any provision of these Official Rules is held to be illegal or unenforceable, such provision shall be limited or eliminated to the minimum extent necessary so that these Official Rules otherwise remain in full force and effect and enforceable.

Disputes/Venue/Governing Law

By participating, entrants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Promotion or the Prize, shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in Los Angeles County, California; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Promotion, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsors in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of California or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than California. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to entrants.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or made by any representative of Sponsors, and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

SEVERABILITY

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Sponsor

The Sponsor of this Promotion is the Los Angeles Rams, LLC, a Delaware Limited Liability Company with an office located at 29899 Agoura Road, Agoura Hills, CA 91301.

The National Football League, its member professional football clubs, including but not limited to The Los Angeles Rams, LLC, NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, and NFL International LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this Promotion in any way.

All NFL-related trademarks are the property of the National Football League.

All other trademarks used herein are the property of their respective owners.

Administrator

The Administrator of this Promotion is Tally Technology Group inc., 12655 W. Jefferson Blvd., Los Angeles, CA 90026. The Promotion and all accompanying materials are copyrighted © 2019 Tally Technology Group Inc.

Questions/Winners List

For questions regarding the Promotion or these Official Rules, or for a list of Contest winners (available after the last game in the contest), please send your request postage paid, including a self-addressed stamped envelope to: Los Angeles Rams – Strategy, 29899 Agoura Rd, Agoura Hills, CA 91301. All requests must be received no later than February 28, 2022. Vermont residents may omit return postage.