

TAYLOR SWIFT GIVEAWAY OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Contest Description. The Contest begins on or about 12:01 a.m. Central Standard Time (“CST”) on March 20, 2023 and ends at 11:59 P.M. CST on March 26, 2023 (the “**Promotion Period**”). By participating in the Contest, each entrant accepts and agrees to comply with and abide by these Official Rules and the decisions of The Luckiest (“**Sponsor**”), which shall be final and binding in all respects. By submitting an entry, each entrant acknowledges that the Contest is in no way sponsored, endorsed, administered by, or associated with Instagram®, Taylor Swift, ATT Stadium, or any ticket provider. Entrant agrees to abide by any and all, if any, requirements imposed by any social media platform used to promote or enter into the Contest. The Contest is void where prohibited or restricted by law.

Eligibility. The Contest is open only to persons who are (i) 18 years of age or older (or age of majority in their state) as of the date of entry, (ii) legal residents of, and physically located within, the 50 United States or the District of Columbia (the “**Territory**”), and (iii) not owners, directors, managers, officers or employees of Sponsor and its respective parent, subsidiaries and affiliated companies and the advertising, promotional or fulfillment agencies, webmasters or suppliers or any company who is a promotional participant, or performing services at the request of Sponsor, nor members of their respective immediate families (spouses, domestic partners, parents, siblings and children) or persons living in the same households (collectively, the “**Promotion Entities**”).

Entry Process.

To enter, each entrant must: (i) follow Caroline Kraddick @Caroline Kraddick, the Keep Looking Up Podcast and @KLUpodcast; (ii) register for the Keep Looking Up Newsletter [**Insert Link**] using a valid email address; and (iii) like the post where the Contest is advertised and tag a friend. All entries must be received by Sponsor by the end of the Promotion Period. All required information must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Entries will not be acknowledged or returned and become the property of Sponsor.

The Promotion Entities are not responsible and shall have no liability for (i) entries from persons residing or located outside the Territory; or (ii) inaccurate, forged, incomplete, stolen, lost, illegible, damaged, mutilated, tampered with, postage-due, misdirected, delayed or late entries, whether caused by Internet users or by any equipment or programming associated with the Contest or by any technical or human error which may occur in the delivery or processing of entries in the Contest.

By entering the Contest, each entrant agrees to receive email and text communications from Sponsor. Entrants can opt out of such communications at any time.

Disqualification of Entrant. Should Sponsor, determine, in its sole discretion, that any entrant has violated any of the provisions in these Official Rules, Sponsor shall have no obligation to award the Prize to such entrant.

Random Drawing. The winner will be selected in a random drawing held at Sponsor's location on or about March 27, 2023, from all eligible submitted entries received during the Promotion Period. The odds of winning depend upon the number of eligible entries received.

Prize. One (1) Grand Prize will be awarded consisting of the following: Two (2) tickets to the Taylor Swift/The Eras Tour concert (the "**Concert**") at ATT Stadium in Arlington, Texas on Saturday, April 1, 2023 at 6:30 PM, one (1) night stay at the Joule Hotel in Dallas, and one (1) reserved parking pass in Lot 7, Space 529, with an approximate retail value of \$1,500. All expenses incurred in connection with the entry or the award or use of the Prize not expressly specified in these Official Rules, including, but not limited to, taxes, food, beverages, spending money, gratuities, and other incidentals, are the sole responsibility of the winner.

Notification of Winner. Sponsor will notify the winner within 48 hours of the selection date via Instagram® post, direct message and email. Sponsor is not responsible and shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason or any inability of the winner to accept or use the Prize for any reason. Disqualification and the selection of an alternate winner will result from: (i) the return of any notification of the Prize as undeliverable; or (ii) the potential winner's failure to claim the Prize within three days after notice of delivery.

Announcements. Sponsor or any Promotional Entity reserves the right to make public announcements, announcing the winner on Sponsor's website or social media (e.g., Facebook®, Instagram®, Twitter®, You Tube®)).

Taxes. All income, sales, use, withholding and other taxes (and the reporting thereof) imposed as a result of the award of the Prize and any other fees or costs associated with acceptance and use of the Prize are solely the winner's responsibility.

Conditions. Each entrant, by entering this Contest, agrees that: (i) he or she will abide by and be bound by these Official Rules, which are final and binding in all respects; (ii) the Promotion Entities have not made any warranty, representation or guarantee, express or implied, in fact or in law, with respect to the Prize and specifically disclaim all such warranties, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose; and (iii) the Prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND.

Use of Information. By entering the Contest, each entrant consents to and gives Sponsor and its affiliates and any other party authorized by Sponsor, the unrestricted, absolute, perpetual, worldwide right and license, but not the obligation, (i) to use entrant's name, address, photograph, likeness, voice, biographical and personal background information and statements, entry and related content and any notes, photograph, film or video or audio tape that may be taken of the winner or of such materials (the foregoing, collectively, the "**Likeness**"), without

further compensation, consideration, review, approval or notice to the winner or to any third party, and (ii) to reproduce, copy, modify, create derivative works of, display, perform, exhibit, distribute, transmit or broadcast, publicly or otherwise, or otherwise use and permit to be used the Likeness or any part thereof, whether alone or in combination with other materials (including, but not limited to, text, data, images, photographs, illustrations and graphics and video or audio segments of any nature), in any media or embodiment now known or hereafter developed (including, but not limited to, any format of any computer-based, internet-based, electronic, magnetic, digital, laser or optical-based media), in connection with any of Sponsor's (or its designee's) advertising, publicity, trade, sweepstakes, giveaway or contests activities or materials (the "**Promotional Materials**") for an unlimited number of times, except where prohibited by law. Each entrant waives any right to inspect or approve any Promotional Materials including or accompanying the Likeness. Each entrant further releases Sponsor from any liability or obligation that may arise as a result of the use of the Likeness, including, without limitation, claims for invasion of privacy, infringement of his or her right of publicity, and defamation (including libel and slander). Each entrant understands that the entire compensation for use of the Likeness is receipt of the Prize from Sponsor, and each entrant waives any right to residual income, royalties and any other income payment or any other benefit, which might otherwise accrue from the use of the Likeness.

Right to Cancel. Sponsor reserves the right to cancel or modify the Contest (i) in the event the Contest is challenged by any legal or regulatory authority, (ii) if fraud, technical failure or any other factor beyond Sponsor's reasonable control impairs the security, fairness, integrity or proper conduct of the Contest, as determined by Sponsor in its sole discretion, or (iii) if the Concert is cancelled.

Amendment. Sponsor reserves the right to modify the Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest or as required by law.

Privacy. Entry information may be shared with Sponsor's Promotional Entities. By participating in the Contest, each entrant agrees that Sponsor may collect and use an entrant's personal information submitted with the entry.

Indemnity. Each entrant indemnifies and holds harmless Sponsor and Promotion Entities and their owners, directors, managers, officers, employees and agents from any and all liability for any damage, liability or loss of any kind or nature to persons, including death or property, resulting in whole or in part, or arising from, directly or indirectly, or in connection with the Contest or the award, acceptance, use, misuse, failure or inability to use, possession or loss of the Prize or any Prize-related activity.

Governing Law/Jurisdiction. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants or Sponsor in connection with the Contest shall be governed and construed in accordance with the internal laws of the State of Texas without giving effect to any choice of law of conflict of law rules or provisions that would cause the application of any other state's laws. Venue for any action shall be brought in the federal and state courts located in Dallas, Texas.

Winner's List. Any legally-required winner's list would be posted after April 1, 2023 and no later than April 30, 2023 via Instagram®@Carolinekraddick.

Sponsor. The Luckiest @carolinekraddick Instagram®.