

The Ultimate Fan Experience Sweepstakes
Presented by Ally

(The “Sweepstakes”)

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID WHERE PROHIBITED BY LAW. BY ENTERING, EACH ENTRANT ACCEPTS AND AGREES TO BE BOUND BY THESE OFFICIAL RULES. EXCEPT WHERE PROHIBITED BY LAW, ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

ELIGIBILITY: The Sweepstakes is open only to legal residents of the fifty (50) United States (except Rhode Island) and the District of Columbia (the “**Eligible Territory**”) who are the legal age of majority (which is 18 in most jurisdictions) or older at the time of entry. Employees, officers, and directors, and their immediate family members (spouse, parent, child, sibling, and their respective spouses, regardless of where they reside) and members of the same household (whether or not related), of PWHL LeagueCo US LP (“**PWHL**”), Ally Financial Inc. (“**Ally**”), and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising and promotion agencies, and any other entity associated with the Sweepstakes are not eligible to participate or win the prize. The Sweepstakes is subject to all applicable laws, rules, and regulations. Void outside the Eligible Territory and where prohibited or restricted by law, rule, or regulation.

HOW TO ENTER: The Sweepstakes entry period begins at 2:00 PM Eastern Time (“**ET**”) on March 10, 2025 and ends at 4:00 PM ET on March 13, 2025 (“**Entry Period**”). Enter online via the link below. No other method of entry will be accepted. All entries must be complete and legible in order to qualify, and will be void if they are, in whole or in part, incomplete, illegible, damaged, irregular, counterfeit, altered, or obtained through theft or fraud. Limit one (1) entry per person, household address, email address or IP address for the duration of the Sweepstakes, regardless of the method of entry. Additional entries beyond the specified limit will be void. All entries will be considered made by the authorized account holder of the email address. Use of any automated entry software is prohibited. PWHL is not responsible for lost, late, illegible, misdirected or mutilated entries, including due to technical/network failures, human error, or any other error or malfunction.

- **Entry Method:** To enter the Sweepstakes you must complete the form available at https://share.hsforms.com/1YutqxOW7TPGuF_DBiCh7UQpzmXn by providing your full name, email address, phone number and zip code. Entries must be received by 4:00 PM ET on March 13, 2025. PWHL reserves the right to disqualify any entry that is incomplete, illegible, or otherwise not in compliance with these Official Rules.

RANDOM DRAWING; ODDS: By 5:00 PM ET March 13, 2025 (“**Drawing Time**”), one (1) potential winner will be selected by random drawing from among all eligible entries received. All decisions made by PWHL are final and binding. Subject to verification of eligibility and compliance with these Official Rules, the potential winner will be declared the official winner of the Sweepstakes. Odds of winning depend on the total number of eligible entries received.

PRIZE: One (1) Prize Will Be Awarded. The winner will receive the following fan experience for the winner and three (3) guests (the “**Guests**”): (i) four (4) tickets to the PWHL Takeover Tour – Detroit, presented by Ally game scheduled to be played on March 16, 2025 between the New York Sirens and the Minnesota Frost at Little Caesars Arena in Detroit, Michigan (the “**Game**”); (ii) a pre-Game experience for the winner and the Guests; and (iii) a post-Game meet and greet opportunity for the winner and the Guests with a representative of PWHL. Approximate retail value of the prize: \$440.00 USD.

PRIZE CONDITIONS: All prize details shall be determined in the sole and absolute discretion of PWHL. The winner is fully responsible for any and all applicable taxes (including income and withholding taxes). All costs and expenses associated with prize acceptance and use which are not specifically included in the prize description above, including, but not limited to, transportation, lodging, meals, and other expenses, are the sole responsibility of the winner. The prize is non-transferable and non-assignable, with no cash redemptions. No substitution by the winner is permitted. If the Game is cancelled, no refund or other monetary or non-monetary consideration shall be provided to the winner. PWHL reserves the right to substitute the prize (or any portion thereof) with a prize of comparable or greater value at its sole and absolute discretion.

The winner, for himself/herself/themselves and on behalf of his/her/their Guests, assumes all risks associated with attending the Game, including, without limitation, the risk of being injured by flying pucks, sticks, and other objects, and all claims associated therewith including for injury or death.

Where applicable, PWHL will report any individual winnings over \$600 USD (in cash or fair market value of goods or services) in a one-year period to the United States' Internal Revenue Service and the winner will receive a Form 1099 from PWHL if PWHL reports any winnings to the Internal Revenue Service.

NOTIFICATION: The potential winner will be notified via the email address provided at the time of entry (the "Prize Notification"). In the event that any potential winner does not respond to the Prize Notification by 5:00 PM ET on Friday, March 14, 2025 (the "Response Date") or declines the prize for any reason, a disqualification will result, the prize will be forfeited and, at PWHL's sole discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible entries. Failure to submit any identification required by PWHL within the specified time period, noncompliance with these Official Rules, the return of the Prize Notification or of the prize (or any portion thereof) as non-deliverable may result in the potential winner's disqualification and prize forfeiture and, at PWHL's sole discretion and time permitting, may cause an alternate potential winner to be randomly selected from among all remaining eligible entries. The winner may be required to sign and return to PWHL, by the Response Date, a Declaration of Eligibility and Release of Liability and Publicity (where required and/or permitted), affirming his/her/their agreement to all terms, conditions, and restrictions in these Official Rules.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By entering the Sweepstakes, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against PWHL, Ally, and each of their respective parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives, advertising and promotion agencies, and any other company associated with the Sweepstakes, and all of their respective officers, directors, employees, agents, and representatives (collectively, "Released Parties") for any injury, damage, or loss that may occur, directly or indirectly, in whole or in part, from participation in the Sweepstakes, receipt or use of the prize (or any portion thereof), or any travel or activity related thereto. By entering the Sweepstakes, each entrant gives his/her/their express permission to be contacted by PWHL by telephone or email for Sweepstakes purposes. The winner, by acceptance of the prize, grants to PWHL, Ally, and each of their respective designees, the right to publicize his/her/their name, city and state of residence, prize information, photograph, voice, statements, and/or other likeness for advertising, promotional, trade, and any other purpose, in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law. Names and e-mail addresses of Sweepstakes entrants may be used for future marketing solicitations by PWHL and Ally, unless the entrant opts out of such marketing uses.

GENERAL CONDITIONS: The decisions of PWHL are final and binding on all matters relating to this Sweepstakes. Released Parties are not responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, or garbled entries, transmissions, email, or mail; lost, interrupted, or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections; availability, accessibility, miscommunications, or failures of computer, satellite, telephone, cable, or wireless transmissions or lines; computer hardware or software malfunctions, failures, or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines, telephone

systems, wireless towers, or cellular tower equipment; any error, omission, interruption, defect, or delay in wireless or other transmission, processing, or communication; printing, typographical, or other errors appearing within these Official Rules, in any Sweepstakes-related advertisements, or other materials; cancellation or postponement of the Game; or any other errors, problems, or difficulties of any kind, whether human, mechanical, electronic, or other, relating to the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with administration of the Sweepstakes, processing of entries, announcement of the winner, or any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users (e.g., hacking) or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to entrant's or to any other person's computer and/or wireless device related to or resulting from participating in this Sweepstakes or downloading materials from or use of the Sweepstakes website. Persons who tamper with or abuse any aspect of the Sweepstakes or website; attempt to undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair playing practices; intend to annoy, abuse, threaten, or harass any other entrant or any representative of PWHL; or who are in violation of these Official Rules, as solely determined by PWHL, will be disqualified and all associated entries will be void. PWHL shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Sweepstakes and to resolve all disputes in its sole discretion. Released Parties (i) make no warranty, guaranty, or representation of any kind concerning the prize (or any portion thereof) and (ii) disclaim any implied warranty. PWHL's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

PWHL reserves the right, in its sole discretion, to modify, suspend, extend, or cancel the Sweepstakes (or any portion thereof) in the event PWHL is prevented from executing the Sweepstakes as contemplated herein by any event beyond PWHL's control, including but not limited to: fire; flood; earthquake; explosion; public health epidemic or crisis; labor dispute or strike; act of God or public enemy; network or equipment failure; riot or civil disturbance; terrorist threat or activity; war (declared or undeclared); court order; or federal, state, or local government law, order, or regulation. PWHL also reserves the right, in its sole discretion, to modify, suspend, extend, or cancel the Sweepstakes (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes or events corrupt administration, security, fairness, integrity, or proper operation of the Sweepstakes. In the event of cancellation, PWHL may elect to identify the winner and award the prize by way of random drawing from among all non-suspect, eligible entries received up to the time of cancellation. PWHL also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

CAUTION: ENTRANTS AGREE NOT TO UPLOAD, POST OR TRANSMIT ANY MATERIALS WHICH CONTAIN ANY COMPUTER VIRUSES, EASTER EGGS, WORMS, TROJAN HORSES OR OTHER HARMFUL COMPONENT OR PROGRAMMING ROUTINES THAT ARE INTENDED TO DAMAGE, DETRIMENTALLY INTERFERE WITH, SURREPTITIOUSLY INTERCEPT OR EXPROPRIATE ANY SYSTEM, DATA OR PERSONAL INFORMATION. ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR OTHER PROPERTY ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, PWHL WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT AND PWHL AND ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Entries generated by a script, macro, or other mechanical or automated means will be disqualified. In the event of dispute as to the identity or eligibility of any potential winner based on an email address, the winning entry will be declared made by the Authorized Account Holder of the email address used to enter the Sweepstakes, provided he/she is eligible according to these Official Rules. The "**Authorized Account Holder**" is defined as the natural person to whom the applicable ISP or other organization (such as a business or educational institution) has assigned the submitted email address for the domain associated with such email address.

ARBITRATION; CLASS ACTION WAIVER: EXCEPT WHERE PROHIBITED BY LAW, as a condition of entering this Sweepstakes, each entrant agrees that (i) any and all disputes, claims, controversies, or causes of

action arising out of or relating to this Sweepstakes or any prizes awarded (each, a “**Claim**”) shall be (a) arbitrated on an individual basis only and shall not be consolidated or joined with or in any arbitration or other proceeding involving a Claim of any other party and (b) settled by binding arbitration in New York County, New York before a single arbitrator appointed by JAMS in accordance with its then governing rules and procedures, and judgment on the award rendered by the arbitrator may be entered by any court having jurisdiction thereof; and (ii) under no circumstance will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses. For residents of certain states or provinces, the limitations set forth above may be inapplicable where attorneys' fees, court costs, or other damages are mandated by statute. EXCEPT WHERE PROHIBITED BY LAW, these Official Rules shall be governed by and construed and interpreted in accordance with the laws of the State of New York, U.S.A, applicable to contracts entered into and performed exclusively in that State.

SPONSOR: The sponsor of this Sweepstakes is PWHL LeagueCo US LP, with an address at 227 West Monroe Street, Suite 4800, Chicago, Illinois 60606 USA.

For the avoidance of doubt, Ally shall solely be deemed an advertiser for purposes of these Official Rules and shall bear no responsibility for the sponsorship or administration of this Sweepstakes.

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