

COUNTRY FINANCIAL® CUSTOMER REFERRAL PROMOTION
NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE CHANCES OF WINNING. ODDS DEPEND ON
NUMBER OF ENTRIES RECEIVED.
VOID WHERE PROHIBITED.

1. Promotion and Sponsor: Participation in the COUNTRY KC Chiefs VIP Tailgate Experience Referral Sweepstakes (the “Sweepstakes”) constitutes entrant’s full and unconditional agreement to these Official Rules. The Sponsor is CC Services, Inc., 1701 Towanda Ave., P.O. Box 2100, Bloomington, IL 61702-2100 (“Sponsor” or “COUNTRY Financial®”). All decisions related to, as well as interpretation of, these Official Rules by Sponsor shall be final and binding. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations.

2. Promotion Period: The promotion starts 7/8/2024 at 12:00 a.m. (CST) and ends at 11:59 p.m. (CST) on 8/31/2024 (the “Promotion Period”). Each day during the Promotion Period will be from 12:00 A.M. (CST) to 11:59:59 P.M. during the Promotion Period which shall begin at 12:00 AM. (CST) and end at 11:59 P.M. (CST), each a “Promotion Day.”

3. Eligibility: The Promotion is open only to entrants who, as of the date of entry, are both at least twenty-one (21) years old and legal residents of Missouri or Kansas. Employees, officers, directors, representatives and agents of Sponsor and its parent and affiliate companies, as well as the immediate family (spouse or spouse equivalent, parents, siblings and children) and household members of each such employee, officer, director, representative and agent, are not eligible. Eligibility is also contingent upon compliance with these Official Rules and fulfilling all requirements set forth herein. The promotion and any communications relating to the Promotion are intended for viewing only within the eligible state of residence and entrants must be present in the eligible state at the time they enter.

4. How to Enter: NO PURCHASE NECESSARY. PURCHASES DO NOT INCREASE YOUR CHANCES OF WINNING. **You are automatically entered for a chance to win upon submitting a qualifying referral.** To submit a referral and enter, simply follow the links and instructions on the online referral form located at <https://www.countryfinancial.com/en/landing/refer-a-friend-contest.html>.

Limit one hundred (100) entries per person per Promotion Period. Unintelligible or incomplete entries, and entries without valid or current contact information for the entrant and/or the person referred, will be disqualified. Submitting mass entries or entries generated by a script, macro or use of automated devices is prohibited and will result in disqualification. Any attempt to obtain additional entries beyond the limit set forth in these Official Rules by using multiple/different email addresses, identities, or any other methods will void that entrant’s entries and that entrant may be disqualified. All submitted referral forms become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of online submission will not be deemed to be proof of receipt by Sponsor. By entering the Promotion the entrant expressly consents to being entered into the Sponsor’s database and to receiving e-mail and/or print marketing. This Promotion is not an inducement to purchase any product or service, and no purchase is required to enter or win. No attendance at any sales presentation is required and entrant does not need to provide any information related to any product or service to enter.

5. Winner Determination and Verification: Prize winners will be randomly selected from the pool of all eligible entries received during the Sweepstakes Period. The potential winners are subject to verification

by Sponsor. An entrant is not a winner of any prize, even if notified of being a potential winner, unless and until the entrant's eligibility has been verified. Potential winners must continue to comply with all terms and conditions of these Official Rules, and eligibility is contingent upon fulfilling all requirements. Each potential winner will be notified by phone, email or phone after selection. A potential winner is disqualified and forfeits the prize if the potential winner: 1) cannot be contacted using the information provided after a reasonable effort has been exerted based on the information provided in the registration form, 2) fails to comply with these Official Rules, 3) fails to respond to Sponsor's attempt to notify the potential winner of being selected within three (3) days, 4) fails to sign and return any required Affidavit of Eligibility, Liability, and Publicity Release ("Release") within the required time period (if applicable – time period will be provided with the Release), or, 5) the prize, the prize notification, or the Release is returned as undeliverable or results in an error message generated from potential winner's email service provider – even it ultimately delivered.

In the event a prize winner is disqualified for any reason, the foregoing process will be repeated with a randomly selected potential winner from the pool of remaining eligible entries until the prize is awarded or until four (4) attempts have been made to award the prize and each attempt has failed. For each prize, Sponsor will identify a potential winner promptly after the end of the sweepstakes period, and will attempt to verify the potential winner's eligibility, or select an alternative potential winner within a reasonable time thereafter. Once Sponsor determines that a potential winner is eligible, the prize will be awarded promptly. A winner list may be obtained by printing the requestor's name, address, city, state, and ZIP code on a 3" x 5" postcard and mailing it to Sponsor at the address listed above to the attention of: Attn: COUNTRY Financial Customer Referral Sweepstakes, 1701 Towanda Avenue, Bloomington, Illinois 61702. The Sweepstakes Winner list must be requested within 90 days of the end of the Sweepstakes Period.

6. Prizes; Odds: The Grand Prize is one (1) winner will receive a KC Chiefs VIP Tailgate Experience and ticket to the KC Chiefs Football game on September 15, 2024 for two (2) people. Winner is responsible for: transportation expenses for and scheduling of travel to and from Arrowhead Stadium, incidental expenses, and meals (beyond food and beverage provided at the VIP Tailgate). Winner and guest must both be twenty-one (21) years of age or older with valid photo IDs to attend the experience. Winner is responsible for all applicable taxes associated with prize. (Approximate Prize Value: \$500 per attendee, total of \$1000.00.)

Odds of winning a prize depend on the number of entries received during the Sweepstakes Period. All taxes relating to the value of any prize are the sole responsibility of the winner. Winner(s) may be required to complete IRS forms required by Sponsor and by law. Expenses not specifically stated in any/all prize packages outlined above are the sole responsibility of the winner(s). No prize substitution, cash substitution, or assignment or transfer of prize is permitted, except by Sponsor for reasons of unavailability, including but not limited to cancellation of events by the event producers, public health risks, weather risks, and threats to public safety, in which case a Sponsor has the option to award a prize of equal or greater value.

Contest must receive a minimum of five (5) eligible entries during the Promotional Period. Odds of winning a prize depend upon the total number of eligible entries received during the Promotional Period. If the contest does not receive five (5) eligible entries or more, no winner(s) will be selected.

7. Limitations of Liability: By entering this Promotion each entrant agrees to release and hold harmless Sponsor, and its respective subsidiaries, affiliates, vendors, advertising or promotional agencies, distributors, or any telephone network or service providers including each of their respective parent

companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of such entrant's participation in the Promotion or receipt or use or misuse of any prize. The Released Parties are not responsible for: (a) technical failures of any kind, (b) any incorrect or inaccurate information, whether caused by entrants, printing or computing errors or by any of the equipment or programming associated with or utilized in the Promotion; (c) unauthorized human intervention in any part of the entry process or the Promotion; (d) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Promotion. No more than the stated number of prizes will be awarded. In the event that technical or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims. Prizes are awarded "AS IS" with no warranty, representation, or guarantee, express or implied, in fact or in law, made by the Released Parties.

8. Publicity: Except where prohibited, participation in the Promotion constitutes each winner's consent to Sponsor's and its designees' use of such winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional or advertising purposes in any media, worldwide, without further payment, consideration, notice, consent, attribution, or review.

9. Suspension: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failure or other factor beyond Sponsor's reasonable control impairs Sponsor's ability to properly conduct the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right (but does not have the obligation) to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be in violation of these Official Rules including without limitation any person tampering with the entry process, the operation of the web site, or otherwise in violation of the rules. Any attempt to undermine the operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to prosecute and seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision or any other provision.

10. Disputes: Except where prohibited, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively in the United States federal court sitting in the Central District of Illinois or the Illinois State Court located in Bloomington, IL; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (c) any objection to jurisdiction or venue, and any claim that the forum is inconvenient, is waived. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in

connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Illinois without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of Illinois.

11. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's privacy policy which can be found under the "Security and Privacy" link at www.countryfinancial.com.