

2021 F-150 SWEEPSTAKES **OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The 2021 F-150 Sweepstakes ("Sweepstakes") is sponsored by Ford Motor Company ("Sponsor"), 16800 Executive Plaza Drive, Dearborn MI 48126.

1. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on July 15, 2020 at 12:01 AM (midnight) Eastern Time ("ET") and ends on December 31, 2020 at 11:59:59 PM ET ("Sweepstakes Period"). The Sponsor's computer is the Sweepstakes' official clock.
2. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of one of the fifty (50) United States (including the District of Columbia) and who are at least eighteen (18) years old at the time of entry and are licensed drivers. Employees of Sponsor, Xperience Communications, Mercury Promotions and Fulfillment ("Mercury"), Widen+Kennedy, Ford Dealers, and Global Team Blue, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Sweepstakes Entities") and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law. All people who are eligible to participate in this Sweepstakes are referred to as "Entrants."

Participation in the Sweepstakes constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Sweepstakes. For purposes of the Sweepstakes, an Entrant's e-mail address will be the e-mail address submitted at the time of entry. Entrants will not be allowed to change their e-mail address.

3. **HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, an Entrant must visit www.f150inyourdriveway.com or www.f150drive.com (collectively, "Website") and he/she must complete and submit the registration form including, but not limited to: his/her complete first and last name (no initials), street address (No P.O. Boxes), city, state, ZIP Code, valid e-mail address, telephone number, confirmation that he/she is at least eighteen (18) years old, and that he/she has read and agreed to the Official Rules. By successfully completing registration, the Entrant will receive one (1) entry into the Sweepstakes. Note that Entrants may be given the opportunity to enter the Sweepstakes at a retail or dealer promotion. That promotion may involve a test drive. Test drives are not required for entry. If an Entrant is at a retail promotion, he/she may register with his/her mobile device. There is a limit of one (1) entry per eligible Entrant during the entire Sweepstakes Period. If more than one (1) entry is received from the same person, telephone number and/or e-mail address, the additional entries will, and the person may, at the Sponsor's sole discretion, be disqualified. If the Entrant is entering via a mobile device, Message and data rates may apply. Entrants should consult their wireless provider's pricing plans.
4. **RANDOM DRAWING:** On or about January 20, 2021, Mercury will randomly select one (1) potential "winner" from all eligible entries received. The "winner" is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

5. PRIZE, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

A. Prize (1): The “Prize” is Fifty Thousand Dollars (\$50,000) which may only be used for the purchase of a 2021 Ford F-150 (the “F-150”). The winner will work with his/her local Ford Dealership, as selected by the winner or, if the winner does not select a Ford Dealership, then as selected by Sponsor in its sole discretion (the “Dealership”), to select the body style, trim level, features, upgrades, and other elements of the F-150. The winner will have forty-five (45) days from the date that he/she is confirmed as a winner to make these selections. After making these selections, if the sales price of the F-150 exceeds Fifty Thousand Dollars (\$50,000), then the winner will be required to pay out of pocket for any amount in excess of Fifty Thousand Dollars (\$50,000). If the sales price of the F-150 is less than Fifty Thousand Dollars (\$50,000), then the winner will not receive the difference, cash buyout or equivalent prize.

The winner is solely responsible for sales tax, registration fees, title fees, and additional charges assessed by the dealer, if any, in connection with delivery or receipt of the F-150 (the “Fees”). The Fees will vary and will be calculated at the time the winner takes ownership of the F-150. The winner is solely responsible for any ongoing annual costs of using the vehicle (e.g. insurance, taxes, gas, etc.). The winner will be issued an IRS Form 1099 for tax purposes in the amount of the actual retail value of the Prize and must submit his/her Social Security Number or Tax ID Number, as required by law.

The winner will take delivery and possession of the F-150 at the Dealership, subject to Sponsor’s approval, within 90 days.

B. Total ARV: The total ARV of the Prize is up to Fifty Thousand Dollars (\$50,000).

C. Odds of Winning: The odds of winning the prize depend on the number of eligible Sweepstakes entries received during the Sweepstakes Period.

6. HOW TO CLAIM THE PRIZE: After the random drawing, Mercury will notify the potential winner via e-mail at the e-mail address provided at the time of entry. Before being declared the winner, the potential Prize winner will be required to sign and execute an Affidavit of Eligibility/Liability & Publicity Release, except where prohibited by law, and tax acknowledgment (“Affidavit”). The potential winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within fourteen (14) days from the date that the e-mail to the potential winner is time-stamped or the Prize may (in Sponsor’s sole discretion) be forfeited. Note that Sponsor may allow for additional time to reply or waive the notary requirement if required as the result of a force majeure event, such as the COVID-19 pandemic. The potential winner may be subject to a background check before the Prize is awarded. Sponsor reserves the right to disqualify the potential winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the Prize to any such individual might reflect negatively on the Sponsor. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or in the event that the potential winner fails to return an executed and notarized Affidavit within the fourteen (14) day deadline as modified, the prize may be forfeited. If the prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded.

Sponsor will attempt to notify a potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner’s privacy or spam filter settings which may divert any Sweepstakes e-mail, including any

winner notification e-mail, to a spam or junk folder. The Prize is non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, Entrants agree that the Sweepstakes Entities and each of their respective representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to Entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each Entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the Entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by Entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZE, IS PROVIDED "AS IS" SUBJECT TO ANY WARRANTY PROVIDED BY SPONSOR.

- 8. DISPUTES:** THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN WAYNE COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN WAYNE COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.
- 9. PRIVACY:** Personal information collected from Entrants is subject to the Ford Motor Company's Privacy Policy located on Ford.com. By entering the Sweepstakes, you expressly agree to the terms of the Privacy Policy.
- 10. PUBLICITY RIGHTS:** By participating in this Sweepstakes, each Entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Sweepstakes for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 11. GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor reserves the right to disqualify any Entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized

account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each Entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No Entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNERS LIST: For the winners list, interested individuals should mail a self-addressed stamped business envelope to: 2021 F-150 Sweepstakes Winner List, 35610 Mound Road, Dept 900, Sterling Heights MI 48310. Winners List requests must be received no later than February 1, 2021.

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