

**THE 19 CRIMES X UFC INSTANT WIN PROMOTION
OFFICIAL RULES**

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 21 YEARS OLD AT THE TIME OF ENTRY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW, INCLUDING PUERTO RICO AND ALL U.S. TERRITORIES AND POSSESSIONS.

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. NO ALCOHOLIC BEVERAGES AWARDED AS PART OF ANY PRIZE.

The 19 Crimes x UFC Instant Win Promotion (“**Promotion**”) is sponsored by Treasury Wine Estates Americas Company (“**Sponsor**”), 555 Gateway Drive, Napa, CA 94558 and is administered by US Sweepstakes & Fulfillment Co. (“**Administrator**”), 625 Panorama Trail, Suite 2100, Rochester, NY 14625.

- 1. PROMOTION PERIOD:** The Promotion begins at 12:00:00 AM Pacific Time (“**PT**”) on Friday, March 1, 2024 and ends at 11:59:59 PM PT on Tuesday, December 31, 2024 (the “**Promotion Period**”). Within the Promotion Period, there are three (3) Instant Win Entry Periods (each, an “**Instant Win Entry Period**”) as defined in the “Instant Win Entry Period and Prize Schedule” in the “Prizes and Odds of Winning” section of these Official Rules. Entries must be received during an Instant Win Entry Period to be eligible for that Instant Win Entry Period’s prizes. Administrator’s computer is the Promotion official clock.

- 2. ELIGIBILITY.** The Promotion is offered only to legal residents of the 50 United States and the District of Columbia who are at least 21 years of age at the time of entry (“**Entrant**”). Employees, officers, directors, representatives, and agents of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, “**Promotion Entities**”), and each of their immediate family members (e.g., spouse, parent, sibling, child, and their respective spouses and the “steps” of each, all lineal descendants, including those by adoption, regardless of where they reside) and persons living in the same household of each, whether or not related, state alcoholic beverage manufacturers, distributors, and retailers and the employees and immediate family members (as defined above) of manufacturers, distributors and retailers, employees of state or local alcohol beverage agencies are not eligible to enter or win. Participation constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor and Administrator’s decisions and interpretations, which are final and binding in all matters related to the Promotion. Winning the prize is contingent upon fulfilling all requirements set forth herein. If an Entrant participates via a mobile device, message and data rates may apply. Not all cellular phone providers carry the service necessary to participate in this Promotion through a mobile device. If entering using a mobile device, please check your mobile device’s capabilities for specific web enabled browsing instructions and pricing plans. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Promotion is subject to all applicable federal, state and local laws and regulations. Sponsor reserves the right to verify eligibility of winners.

- 3. HOW TO ENTER THE PROMOTION:** The Promotion has two components: An Instant Win Game (the “**Instant Win Game**”), and a Grand Prize Random Draw Sweepstakes (the “**Grand Prize Sweepstakes**”). Instant Win Game and Grand Prize Sweepstakes are collectively referred to herein as “**Promotion**”. To enter both the Instant Win Game and the Grand Prize Sweepstakes, during the Promotion Period visit www.19crimes.com/UFC (the “**Promotion Site**”), follow all instructions to complete the registration form in its entirety, and submit the form. After submitting the form, follow the instructions to play the Instant Win Game. By filling out the registration form in its entirety and submitting it pursuant to the instructions on the Promotion Site you will receive one (1) entry into the Grand Prize Sweepstakes (“**Sweepstakes Entry**”) and one (1) Instant Win Game play (“**Game Entry**”). Each day thereafter, for the remainder of the Promotion Period, you will be able to return to the Promotion Site, complete the registration form in its entirety, submit the form and play the Instant Win Game to receive one (1) additional Sweepstakes Entry and one (1) additional Game Entry. **Limit: One (1) Sweepstakes Entry and one (1) Game Entry per Entrant per day.**

Any additional entries and/or plays will be void and ineligible. For the purposes of this Promotion, a “day” is defined as the twenty-four (24) hour time period commencing at 12:00:00 AM PT, and ending at 11:59:59 PM PT. Although the Sponsor and/or Administrator may receive a participant’s subsequent attempts to enter on a given day, only the first complete Sweepstakes Entry and Game Entry received from a particular Entrant on that day will be eligible; subsequent attempts by the same Entrant to enter/play during that same day, including entries/plays submitted with an alternate email address, will be disqualified. Incomplete registration forms will not be accepted and are void. Participants must have a valid email address to enter and/or win. Multiple participants are not permitted to share the same email address. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the participant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void.

4. PRIZES AND ODDS OF WINNING:

- a. Instant Win Prizes:** There are 150 Instant Win Prizes (each, an “**Instant Win Prize**”) available to be won during the Promotion Period as depicted in the Instant Win Entry Period and Prize Schedule below. **Total ARV of all Instant Win Prizes available to be won in the Promotion: \$5,690. Limit: One (1) Instant Win Prize per family or household.** Odds of winning an Instant Win Prize are dependent on the random winning time selected for each Instant Win Prize available to be won, the number of participants in the Promotion, and the time and order any Entrant’s Game Entry is submitted and recorded. The number of Instant Win Prizes available will diminish as they are awarded.

Instant Win Entry Period and Prize Schedule
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Instant Win Entry Period #:	Instant Win Entry Periods		Total Number of Instant Win Prizes Available:	Instant Win Prizes Available to be won and the approximate retail value (“ARV”) of each:
	Instant Win Entry Period Start: 12:00:00 AM PT on:	Instant Win Entry Period End: 11:59:59 PM PT on:		
1	3/1/24	5/31/24	45	<ul style="list-style-type: none"> • Twenty-one (21) 19 Crimes x UFC branded Trucker Hats (ARV: \$20 each) • Fifteen (15) 19 Crimes x UFC branded Long Sleeve Shirts (ARV: \$50 each) • Nine (9) 19 Crimes x UFC branded Sling Bags (ARV: \$45 each)
2	6/1/24	8/31/24	45	<ul style="list-style-type: none"> • Twenty-one (21) 19 Crimes x UFC branded set of two (2) Wine Tumblers (ARV: \$25 each) • Eighteen (18) 19 Crimes x UFC branded Short Sleeve T-Shirts (\$35 each) • Six (6) 19 Crimes x UFC branded Grilling Tool Set (ARV: \$70 each)
3	9/1/24	12/31/24	60	<ul style="list-style-type: none"> • Twenty-eight (28) 19 Crimes x UFC branded Pair of Socks (ARV: \$15 each) • Twenty-four (24) 19 Crimes x UFC branded Hoodie Sweatshirts (ARV: \$65 each) • Eight (8) Mini Firepits (ARV: \$70 each)

- b. Grand Prize:** There is one (1) Grand Prize available to be won. One (1) Grand Prize winner (“**Grand Prize Winner**”) will receive a trip package for two (2) people, Grand Prize Winner and one (1) guest (“**Guest**”), to a UFC event scheduled to take place on a to-be-determined date during the 2025 calendar year at a to-be-determined location within the 50 United States (“**UFC Event**”). The UFC Event, date, location and seating arrangements will be determined by the Sponsor in its sole discretion. Trip package includes:
- i. Round-trip, coach-class air-transportation for Grand Prize Winner and Guest to a to-be-determined by the Sponsor location within the 50 United States;
 - ii. Three (3) days and two (2) nights hotel accommodations, based on single room with double occupancy;
 - iii. Two (2) tickets to the UFC Event; and
 - iv. \$1,000 cash allowance, to be awarded in the form of a check or pre-paid bank gift card.

The ARV of the Grand Prize is: \$4,110. The ARV may vary based upon dates of travel and point of departure. If Grand Prize Winner elects to travel or partake in the Grand

Prize with no Guest, no additional compensation will be awarded. The difference between the ARV and actual value of the Grand Prize will not be awarded. Odds of winning the Grand Prize are determined by the number of eligible Sweepstakes Entries received during the Promotion Period.

The total ARV of all prizes available to be won in connection with this Promotion: \$9,800. It is possible for an Instant Win Prize winner to also win the Grand Prize. **No Alcohol Beverages are included in any prize.**

5. **PRIZE CONDITIONS:** Instant Win Prizes and Grand Prize are not redeemable for cash, assignable, transferable and may not be substituted except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value at its discretion. Any difference between the stated value and actual value of any prize will not be awarded. Any other incidental expenses on a prize not specified herein are the winner's sole responsibility. Sponsor will not replace any lost or stolen prizes or components of a prize(s). Only the number of prizes stated in these Official Rules is available to be won in the Promotion. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, winners will be determined in a random drawing from among all eligible claimants making purportedly valid claims to award the advertised number of prizes available.

Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners acknowledge that the Sponsor and all other businesses affiliated with this Promotion and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative to the quality, conditions, fitness or merchantability of any aspect of any prize being offered, except that each merchandise prize shall be subject to its manufacturer's standard warranty (if any).

Winners are responsible for all federal, state, local and income taxes associated with winning any prize.

Grand Prize Travel/Accommodation/Event Exclusions and Conditions: Grand Prize Winner's Guest must be a legal U.S. resident, 21 years of age or older. Exact travel dates are to be determined by the Sponsor, in its sole discretion. Trip must be taken on dates specified by the Sponsor or Grand Prize will be forfeited in its entirety. Dates are subject to change in the Sponsor's sole discretion. Grand Prize Winner and Guest must agree to abide by all air carrier, hotel, venue, transportation, and any other prize-related activity rules and regulations in effect. Failure to do so may result in forfeiture of Grand Prize and no other substitution or compensation will be provided in lieu thereof.

Travel arrangements must be made through an agent of the Sponsor and on an airline carrier of the Sponsor's choice, if applicable. In the event the Grand Prize Winner's residence is close enough to the UFC Event such that air transportation is deemed by Sponsor in their sole discretion to be unnecessary, the Grand Prize will not include air transportation from such Grand Prize Winner's residence and no other substitution or compensation will be provided in lieu thereof.

If weather or other incident or conditions beyond the control of the Sponsor affects the ability for Grand Prize Winner and Guest to redeem any portion of the Grand Prize during the

scheduled date and time, then the Sponsor shall have no further obligation to the Grand Prize Winner and/or Guest other than to supply the remaining elements of the Grand Prize package minus the unused portion of the Grand Prize. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any prize-related services or accommodations. Sponsor is not liable for expenses incurred as a consequence of flight cancellation/delay. No refund or compensation will be made in the event of the cancellation or delay of any transportation or other prize element except at the sole and absolute discretion of Sponsor. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by airline carrier as detailed in the passenger ticket contract. The passenger contracts in use by the airline or other transportation companies shall constitute the sole contracts with respect to the Grand Prize Winner's and Guest's transportation and such contracts shall be solely between the Grand Prize Winner, Guest and such transportation companies. Trip components issued in connection with the Grand Prize may not be eligible for frequent flyer miles, other rewards programs or upgrades. If for any reason whatsoever, Grand Prize Winner and/or Guest are unable to travel after all travel arrangements have been made and paid, the Sponsor shall have no further obligation to the Grand Prize Winner.

All travel related expenses, including but not limited to, ground transportation, taxes, gratuities, incidentals, upgrades, insurance, service charges, airport surcharges, departure taxes, hotel, resort or property fees, luggage fees, food & beverage and personal expenses are the sole responsibility of Grand Prize Winner and/or Guest. Any person that participates in the Grand Prize trip that is not deemed to be the Guest must pay their own expenses. Photo identification and credit card or cash deposit may be required at any time for incidental charges (e.g., room service, use of telephone/IT services, laundry and all other optional extra services not provided in the Grand Prize). Incidental charges are the sole responsibility of the Grand Prize Winner and/or Guest. Grand Prize Winner and Guest must travel on same itinerary. Grand Prize Winner and Guest are responsible for obtaining the required travel documentation (e.g., valid photo ID and/or passport) prior to travel. Travel and accommodations are subject to availability. Blackout dates, advance booking requirements and travel restrictions may apply. Availability may be subject to factors such as weather, seasonality and space availability.

The Grand Prize Winner and Guest are responsible for obtaining any travel insurance (and all other forms of insurance) that they may wish to obtain (at their own expense) and hereby acknowledge that the Sponsor have not and will not obtain or provide travel insurance or any other form of insurance.

The Sponsor and Zuffa LLC not liable for any loss or penalties incurred if the UFC Event is sold, ceases to exist, or becomes inoperative; if the UFC Event is delayed, postponed, cancelled or changed for any reason; for acts of nature; or for amenities, services and/or facilities not being available due to renovations, strikes, bankruptcy, public health pandemic and/or acts of God or nature. Event tickets are issued subject to terms and conditions of the issuing company. Event tickets will not be replaced if lost or stolen. In the case of Event cancellation, mechanical difficulties, acts of God, equipment unavailability, celebrity or athlete illness or the like, Sponsor reserves the right to make a reasonable substitution. If substitution is not possible, Sponsor reserves the right to cancel on short notice. If the UFC Event is delayed, postponed,

cancelled or changed by Sponsor or a third party, or for any reason, Grand Prize Winner will be notified as soon as possible. If it is not possible to substitute with an alternative date, Sponsor may cancel or provide a reasonable substitute of equivalent or greater value. Notwithstanding anything to the contrary in these Official Rules or otherwise, Sponsor and Zuffa LLC will not offer cash substitution or refunds or be liable in any way for expenses that the Grand Prize Winner may incur related to the UFC Event or prize component that has been cancelled, except in their sole and absolute discretion. Grand Prize Winner and Guest acknowledge that the terms and conditions printed on and otherwise applicable to ticketholders for the UFC Event or persons present at the venue in question govern their presence at the UFC Event/venue.

In the event Grand Prize Winner and/or Guest engages in behavior that, as determined by the Sponsor in their sole discretion, is obnoxious or threatening, illegal, that is intended to annoy, abuse, threaten or harass any other person, or that in any way disparages or adversely affects the reputation, image, and/or customer goodwill of Sponsor or any of their services, products, trademarks, service marks, or logos, Sponsor reserves the right to terminate the trip early, in whole or in part, and send the Grand Prize Winner and/or the Guest home with no further obligation or compensation whatsoever to Grand Prize Winner and Guest. In the event the Grand Prize Winner and/or Guest engages in behavior during travel that (as determined by Sponsor in its sole discretion) is illegal, tortious, or subjects Grand Prize Winner and/or Guest to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by Grand Prize Winner and/or Guest as a result of such conduct. SPONSOR AND ZUFFA LLC SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY TRAVEL RELATED TO THE GRAND PRIZE OR ANY OTHER ASPECT OF GRAND PRIZE WINNER'S AND GUEST'S ACCEPTANCE OR USE OF THE PRIZE.

6. SELECTION OF WINNERS AND VERIFICATION OF WINNERS.

- a. Instant Win Game Selection and Verification of Winners:** Instant Win Prizes will be awarded throughout the Promotion Period, pursuant to the process set forth herein. 150 random, computer-generated winning dates and times, one for each Instant Win Prize available to be won, will be generated by the Administrator prior to the state date of the Promotion Period. At the time an Entrant submits their first Game Entry and each time that same Entrant provides a subsequent, eligible Game Entry (subject to the requirements set forth above), if such Entrant is the first eligible Entrant to receive a Game Entry in connection with the Instant Win Game at or after a computer-generated, randomly selected winning time, that Entrant will receive an on-screen notification alerting them that they are a potential winner of an Instant Win Prize*. Non-winning entrants will also be notified on screen. *A resident of New Jersey will not receive an on-screen notification, but will receive a notification via email within approximately forty-eight (48) hours if they are a potential winner of an Instant Win Prize (the "**New Jersey Notification**").

Potential Instant Win Prize winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements in these Official Rules. All winning claims are subject to verification by the Administrator and/or

Sponsor, whose decisions are binding. Even if the Instant Win Game, an email notification or New Jersey Notification shows that you are a winner, you are not a winner until your eligibility and the potential winning Game Entry have been verified.

In the event that a potential Instant Win Prize winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate Instant Win Prize winner selected by a random drawing from among all remaining eligible entries. Only one (1) alternate drawing will be held, after which any remaining Instant Win Prizes will remain un-awarded. If Sponsor fails to receive a sufficient number of Game Entries to correspond to the number of Instant Win Prizes available to be awarded, Sponsor reserves the right to not award such prize(s).

Within 45 days of an Instant Win Prize winner's verification, the Instant Win Prize will be mailed to the winner's mailing address provided on the registration form at the time of entry. Sponsor will not replace any lost or stolen prizes or components of a prize(s). If an Instant Win Prize is returned as undeliverable, that winner will be disqualified and winner's claim on the prize is void.

- b. Grand Prize Sweepstakes Selection and Verification of Winner.** The Grand Prize Winner will be selected in a random drawing by the Administrator, on or about Friday, January 3, 2025 from among all eligible Sweepstakes Entries received during the Promotion Period. The Grand Prize Winner is deemed to be a potential winner, pending verification of the Entrant's eligibility and compliance with these Official Rules, as determined by Sponsor or Administrator, in their sole and absolute discretion.

The potential Grand Prize Winner will be notified by the Administrator via email and/or phone, and will be required to sign and return, within seven (7) days of notification, an Affidavit of Eligibility, a Liability Waiver, an IRS W-9 Form and where allowable, a Publicity Release (collectively, "the Releases"). These Releases will require the Grand Prize Winner to furnish their Social Security Number for the sole purpose of tax reporting, as required by law. Grand Prize Winner's Guest will also be required to sign a Travel Companion Liability & Publicity Release. Noncompliance, ineligibility, failure to respond to notification, or undeliverable email or phone notification, will result in disqualification and an alternate winner may be selected.

If Sponsor is unable to determine and verify a Grand Prize Winner after repeated alternate drawings, Sponsor reserves the right to not award the Grand Prize.

- 7. LIMITATION OF LIABILITY.** By participating in this Promotion, Entrants release the Promotion Entities, Zuffla LLC, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents (collectively, the "**Released Parties**") from all claims and liability relating to their participation in the Promotion, and the acceptance and use/misuse of the prizes offered. Entrants assume all liability for and Released Parties shall be held harmless against any liability for any injury, losses or damages of any kind to persons, including personal injury or death, or injury to property caused or claimed to be caused in whole or in part, directly or indirectly, by participation in this Promotion, acceptance,

possession, or use/misuse of any prize or prize component, or any claims based on publicity rights, defamation or invasion of privacy, or merchandise delivery. The Released Parties are not responsible for any typographical or other error in the printing of the offer, administration of the Promotion or in the announcement of the prizes.

By participating in the Promotion, Entrants agree that the Released Parties are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable Sweepstakes Entries, Game Entries, e-mail notifications, electronic messages, 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, programming, printing, 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 Promotion; (vii) any injury or damage, whether personal or property, to Entrant or to any person's computer related to or resulting from participating in the Promotion and/or accepting a prize; or (viii) Sweepstakes Entries and/or Game 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 Released Parties are not responsible for any unanswered or undeliverable winner notifications.

By entering the Promotion, 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 their rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably 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 Promotion, including, but not limited to, any Promotion -related activity or element thereof, and the Entrant's Sweepstakes Entries, Game Entries, participation or inability to participate in the Promotion; (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, theft, delay, destruction, negligence or willful misconduct in connection with a prize (or any component thereof); (d) any change in a prize (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 Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify, or suspend the Promotion and/or proceed with the Promotion including the selection of winners in a manner it deems fair and reasonable, including the selection of winners from among eligible Sweepstakes Entries and Game 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. If for any reason, including but not limited to, an administrative, printing,

production, computer, typographical, mechanical, or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, more winners stated on any Promotion related materials, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received.

- 8. DISPUTES.** Any dispute, claim or controversy arising out of or relating to this Promotion, shall be resolved by arbitration in San Francisco, CA before one arbitrator. The arbitration shall be administered by JAMS pursuant to its comprehensive arbitration rules (“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 California. 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. Entrant agrees that the rights and obligations of any promotion participant and/or promotion 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 year of the time the cause of action occurred, or the cause of action shall be forever barred.
- 9. PRIVACY POLICY.** Any personally identifiable information collected during an Entrant’s participation in the Promotion will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents, and marketers for the sole purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules, in accordance with Sponsor's Privacy Policy as stated at: <https://19crimes.com/pages/privacy-policy>.
- 10. PUBLICITY RIGHTS.** By participating in the Promotion and/or accepting a prize, each Entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use their name, address (city and state), biographical information, photos, video recordings, picture, portrait, likeness, voice, and/or statements regarding the Promotion and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 11. OFFICIAL RULES REQUEST:** To request a copy of the Official Rules, send a self-addressed, stamped envelope by January 3, 2025, to: The 19 Crimes x UFC Instant Win Promotion Official Rules Request, PO Box 654, Social Circle, GA 30025-0654.
- 12. WINNERS LIST.** To obtain the list of winners (available after January 3, 2025), send a self-addressed, stamped envelope to: The 19 Crimes x UFC Instant Win Promotion Winner Confirmation Request, PO Box 654, Social Circle, GA 30025-0654. Requests must be received by February 3, 2025.

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