

LOVE AT FIRST SHOT
Social Media Contest
OFFICIAL RULES AND REGULATIONS
Mission94 Firearms Education Center

NO PURCHASE REQUIRED TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING WITH AN ENTRY. IT IS ILLEGAL TO GIVE ANY ADVANTAGE TO BUYERS IN A SWEEPSTAKES. VOID WHERE PROHIBITED.

SOCIAL MEDIA GIVEAWAY: The Mission94 Firearms Education Center Social Media Contest (the “**Sweepstakes**”) will begin at 12:00 a.m. C.T. on Monday, February 3, and end at 11:59 p.m. C.T. on Monday, February 24 (the “**Contest Period**”). Voting will begin on Tuesday, February 25, and end on Thursday, February 27. The winner (the “**Winning Entrant**”) will be announced on Friday, February 28 (the “**Winners Announced Date**”).

TO ENTER: Participants must 1) capture a creative photo of themselves as a couple while at Mission94 Firearms Education Center, 2) submit their photo and complete the entry form to agree to the rules and regulations: <https://mission94firearms.com/love-at-first-shot/>

ELIGIBILITY: Legal residents of the United States, specifically excluding residents of Tennessee, New York, Florida, Hawaii, Alaska, the Commonwealth of Puerto Rico and other U.S. territories or possessions, who are 18 years of age or older at time of entry are eligible to enter, except directors and employees of the Sponsor, and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion of the Sweepstakes and/or their respective agents, parents, affiliates, subsidiaries and members of their immediate families or household members. “Immediate family members” means parents, step-parents, children, step-children, siblings, step-siblings, or spouses. “Household members” means people who share the same residence at least three months a year.

ENTRIES: Each participant may enter the Contest once. Photos must be original and taken at Mission94 Firearms Education Center. Duplicate or plagiarized entries will be disqualified.

PRIZES/ODDS OF WINNING: One couple will be declared winner. The winner will be awarded custom Mission94-branded hats and a \$100 gift card to use at the Center. There is no requirement that the winner pay any charges to obtain or use the Prize, however, the Prize winner is solely responsible for all federal, state and local taxes. Odds of winning depends on the total number of valid entries received during the Contest Period. At the close of the Contest Period, the Prize winner will be announced on Sponsor’s social media channels (Facebook, Instagram, Twitter, and TikTok) and notified via email. The Prize is not redeemable for cash and no substitute for any portion of the Grand Prize is offered. Should the Prize winner be unable to claim the Prize as awarded, his or her entry will be forfeited and the next eligible Contest will be awarded the Prize.

The Sponsor reserves the right to substitute the Prize or any component thereof, for one of approximately the same value and reserve the right to change the Contest rules or terminate or withdraw the Contest at any time, without prior notice.

WINNER SELECTION: The photo with the most votes during the Voting Period will be declared the winner on Friday, February 28 and will be notified within ten (10) business days after the Draw Date. If the selected Winning Entrant does not claim the Prize within five (5) business days, it will be awarded to an alternate Winning Entrant, selected through a similar process, who will be required to respond within five (5) business days. In the Sponsor’s sole discretion, subject to any applicable restrictions or requirements of applicable law, the name of the Winning Entrant of the Sweepstakes may be posted on Mission94 Firearms Education Center’s social media accounts or

otherwise published and released to the public. The Winning Entrant is responsible for all applicable taxes on the Prize.

PRIVACY: The Sponsor may receive email addresses, personally identifiable information and other data concerning Sweepstakes participants when they enter the Sweepstakes. That information may be shared by Sponsor with their affiliates, and may be used by Sponsor and their affiliates for marketing purposes (until a reasonable time after entrant exercises an opt-out option for any given company as stated in any marketing email or as stated in the company's "privacy and security" statement).

LIMITATION OF LIABILITY: The Sponsor, its affiliates, parents, subsidiaries, advertising and promotional agencies, and their respective agents, employees, directors or officers (the "**Released Parties**") assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network, telephone lines, computer on-line systems, servers, providers, hardware, software or failure of any email or entry to be received by the Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, lost or unavailable network connections, fraud, incomplete, garbled or delayed transmissions, or any combination thereof, including (i) any injury or damage to any participant's or any other person's computer relating to or resulting from participation in the Sweepstakes or downloading any materials relating to the Sweepstakes, or (ii) any restriction or impedance on your ability to participate in the Sweepstakes.

By entering the Contest, participants release and hold harmless the Released Parties from any and all liabilities, injuries, claims, losses, damages or expenses of any kind arising from or in connection with the Sweepstakes or acceptance or use of any prize won. The Winning Entrant agrees that the Released Parties are not liable whatsoever for injury, damage, expense, accident, delay, irregularities, loss or claim caused or claimed to be caused, directly or indirectly, by participation in the Sweepstakes, or by the acceptance, possession, use or misuse of any prize awarded. **THE FOREGOING RELEASES SHALL APPLY REGARDLESS OF WHETHER OR TO WHAT EXTENT THE RELEASED PARTIES MAY BE NEGLIGENT.**

ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO REASONABLE ACTUAL OUT OF POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THE SWEEPSTAKES, BUT IN NO EVENT SHALL PARTICIPANT BE ENTITLED TO ATTORNEYS' FEES. UNDER NO CIRCUMSTANCES WILL PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR AND PARTICIPANT HEREBY WAIVE ALL RIGHTS OF CLAIM TO PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR REASONABLE ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED.

DISPUTE RESOLUTION: The Sponsor's decisions as to all matters related to the administration of the Contest and selection of the Winning Entrant are final, and by entering the Sweepstakes participant agrees to abide by these Official Rules and all of the Sponsor's decisions. Participant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than the administration of the Contest or the determination of the Winning Entrant, shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts located in Illinois (unless a mandatory venue statute applies, in which case the mandatory venue shall be the exclusive forum for disputes). By participating in the Sweepstakes, participant consents to the personal jurisdiction of such courts and waive any and all objections thereto.

USE AND COLLECTION OF PERSONAL INFORMATION: By entering the Contest each Entrant consents to the use of his or her name being published. The entrants understand and acknowledge that Sponsor may contact him or her without prior knowledge as a result of his or her participation in the Contest. Each winner agrees to participate in publicity promotions after being declared winner and to permit Sponsor and its advertising or promotional agencies to use his/her name and likeness in promotional and other materials, without additional compensation or permission, except where prohibited by law. Winning Entrants will be required to provide personal identification and verification of identity to claim prize. Winning entrants may will be required to execute an affidavit of eligibility and liability/publicity release within fourteen (14) days of being declared the winner or the Prize will be forfeited and an alternate Entrant selected. By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the “Registrant Information”), each Entrant grants permission to Sponsor to the collection and use of the Registrant Information.

AGREEMENT TO RULES: By participating in the Contest, each Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of Sponsor, which are final and binding in all matters related to the Contest.

VOID WHERE PROHIBITED: This Contest is void where prohibited by law and is subject to all applicable federal, state and local laws. All issues and questions concerning the construction, validity interpretation, and enforceability of these Official Rules, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois. All entrants consent to the exclusive jurisdiction and venue of state or federal courts located in Illinois. Any and all claims, judgments, and awards shall be limited to out-of-pocket-costs incurred in entering this Contest, but shall not include attorney's fees.