

Reach for the Gold: Open Enrollment and BYOD Contest

Official Rules

No Purchase Necessary. The Giveaway of the Month Contest (the “contest”) begins on September 17, 2024 at 12:00 a.m. CT (the “Contest Start Date”) and ends on October 31, 2024 at 11:59 p.m. CT (the “Contest End Date”) (such period referred to herein as the “Contest Period”). The contest is sponsored solely by Asurion Technology Services, LLC (the “Contest Sponsor”). **UScellular is not a sponsor.**

1. **HOW TO PARTICIPATE:** The following employees are eligible for this contest:
Store Managers (each an SM) can qualify to receive a \$50 bank-issued, multi-merchant gift card each week, as follows:
 - A) **Top (i.e., highest performing) Store manager for each ASM/ADM achieving at/above weekly Open Enrollment targets in the separate ASM/DSM “OE and BYOD Incentive”. Targets will be assigned and provided by Asurion to the Stores prior to the contest Start Date.**
 - B) **Top (i.e., highest performing) Store manager for each ASM/ADM achieving BYOD attach rate target of 35% or above in the separate ASM/DSM “OE and BYOD Incentive”**

2. PRIZES/APPROXIMATE RETAIL VALUE (“ARV”): Each week, the Top Store Managers (as defined in Rule 1, above) for both Area Sales Manager (ASM) and Agent Development Manager (ADM) will be provided \$50 multi-merchant, bank-issued e-Gift Card for being the Top Store Manager for Open Enrollment Goals AND for being the Top Store Manager for BYOD attach rate targets (see Rule 1, above). Currently UScellular has 40 total ASM/ADMs and each has the opportunity for its Top Store Manager to win an e-Gift Card each week, as described in Rule 1, above. The Contest Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize becomes unavailable. There is no substitution, cash redemption, or transfer of prizes allowed by winners. Taxes on the prizes are the sole responsibility of each winner. Use of the e-Gift Cards is subject to the terms, conditions and policies of the issuer.

3. ELIGIBILITY: Participation in the Sweepstakes is limited to **full-time** UScellular employees in the position of Store Manager who are 18 or older (19 or older if a resident of AL or NE) (each, an “eligible employee”). Such eligible employees will also be referred to herein as “eligible participants” or “participants.” Participants must be employed in the specified position during the contest Period and at the time prizes are distributed. **Temporary employees are not eligible to participate or receive a prize.** Participation in the Contest is voluntary and does not require purchasing anything from the Contest Sponsor. To receive prizes, winners may be required to provide proof of identification. By participating in the Contest, each participant agrees to abide by and be bound by these Official Rules and the decisions of the Contest Sponsor, which shall be final in all matters relating to the Contest. Further, each participant warrants that s/he is eligible to

participate in the Contest. CONTEST IS VOID WHERE PROHIBITED BY LAW and is subject to all applicable federal, state and local laws and regulations.

4. AWARDING OF PRIZES: Contest Sponsor will coordinate with winners to deliver the prizes. The Contest Sponsor is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify prize winners for any reason. By accepting a prize, each prize winner agrees to the Contest Sponsor's use of his/her name, address, likeness, and/or Sweepstakes information for promotional purposes in any medium without additional compensation, to the extent permitted by law. Where lawful, prize winners may be required to sign and return an Affidavit of Eligibility, Publicity Consent, and/or Liability Release as a condition of being awarded a prize. If a selected winner is no longer employed by UScellular at the time prizes are distributed, his/her prize will be forfeited and Contest Sponsor may, but is not obligated to, award the prize to the next-highest performing Store Manager. By accepting a prize, each winner acknowledges that the Contest Sponsor and UScellular have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose.

5. GENERAL CONDITIONS: The Contest Sponsor, UScellular, and their respective agents, directors, officers, shareholders, employees, insurers, servants, parents, subsidiaries, divisions, affiliates, predecessors, successors, representatives, advertising, promotion, and fulfillment agencies, and legal advisors, are not responsible for, shall not be liable for, and hereby disclaim all liability arising from or relating to: (i) late, lost, stolen, delayed, damaged, misdirected, misaddressed, incomplete or unintelligible performance data; (ii) telephone, electronic, hardware or software program, network, internet, computer or other malfunctions, failures, or difficulties of any kind, whether human or technical; (iii) failed, incomplete, garbled, or delayed computer or e-mail transmissions; (iv) any condition caused by events beyond the control of the Contest Sponsor; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of the prizes, or acceptance, possession, or use/misuse of the prizes, or from participation in the Contest or in prize-related activities including but not limited to statutory and common law claims for misappropriation of a participant's right of publicity/ right of privacy; or (vi) any printing, typographical human or other errors in any materials associated with the Contest. If the Contest is terminated prior to the stated end date of the Contest Period, no prizes will be awarded. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials or made by Contest Sponsor and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. Participation in this Contest does not constitute an employment relationship between participants and Contest Sponsor.

6. NOTICE: The Contest Sponsor reserves the right to prosecute and seek damages against any individual who attempts to deliberately undermine the proper operation of the Contest in violation of these Official Rules and/or any criminal and/or civil law.

7. PARTICIPANT PRIVACY: Any personally identifiable information collected in connection with an employee's participation in this Contest will be used by Contest Sponsor only for purposes of the proper administration and fulfillment of the Contest, as described in these Official Rules, and in any manner consistent with Contest Sponsor's Privacy Policy, available at [Privacy Policy | Asurion](#).

8. CONTEST SPONSOR: This Contest is sponsored solely by Asurion Technology Services, LLC 140 11th Ave. N. Nashville, TN 37203. Please direct all client comments, questions or complaints regarding the Contest to the Contest Sponsor only, and **NOT** to UScellular.

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