

Massachusetts State Lottery Commission's "I LOVE KENO"

Facebook Promotion

Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. GENERAL: By participating in the Massachusetts State Lottery "I LOVE KENO" Facebook Promotion ("the Promotion"), sponsored by the Massachusetts State Lottery Commission ("the Lottery"), located at 150 Mount Vernon Street, Dorchester, MA 02125, the entrant acknowledges and agrees to all these Official Rules. The Promotion Period starts at approximately 9 a.m., on January 22, 2024, and runs through January 26, 2024, at 11:59 p.m. ("the Promotion Period"). There are a total of five (5) Entry Periods, respectively, (individually referred to as an "Entry Period" and identified numerically 1 -5) within the Promotion Period. All times in the Promotion refer to Eastern Time (ET). By participating in the Promotion, entrants agree to be bound by the Official Rules and the decisions of the Executive Director of the Lottery, his sole discretion, are binding and final. Failure to comply with the Official Rules will result in disqualification from the Promotion.

Entry Period	Date	Entry Start Time	Entry End Time
1	Monday, January 22, 2024	9 a.m.	11:59 p.m.
2	Tuesday, January 23, 2024	9 a.m.	11:59 p.m.
3	Wednesday, January 24, 2024	9 a.m.	11:59 p.m.
4	Thursday, January 25, 2024	9 a.m.	11:59 p.m.
5	Friday, January 26, 2024	9 a.m.	11:59 p.m.

2. ELIGIBILITY: The Promotion is open to all persons who are 18 years of age or older. Employees of the Lottery and family members of employees of the Lottery, including any spouse, child, brother, sister or parent residing as a member of the same household in the principal place of abode of any employee of the Lottery, and employees of the Lottery's advertising agency, are not eligible to enter or win.

3. HOW TO ENTER: There is one (1) method of entry ("Entry") for the Promotion, for each respective entry period, as follows: At approximately 9:00 a.m. at the start of each Entry Period of the Promotion, the Lottery shall make public a daily post on its Facebook page with the "I LOVE KENO" messaging and a call to action to enter the Promotion (see Attachment A). To

enter the Promotion, entrants must like or love the social media post and answer the corresponding Entry Period question in the comment section by 11:59 p.m. Each entry period, respectively, may have the same, similar, or different corresponding question. Entries shall be eligible entries only if posted on Facebook within the corresponding post made by the Lottery with the call out “I LOVE KENO” during the corresponding Entry Period. In no way is the Lottery limiting the ability of any player or follower of Lottery social media to like or love any of the “I LOVE KENO” posts. **LIMIT ONE ENTRY PER PERSON** for each respective entry period.

4. SELECTION OF WINNERS: One winner shall be randomly selected at the end of each respective Entry Period from all eligible entries Attachment A). . A total of five (5) winners will be selected during the Promotion Period. The selections shall be made using the Woobox application, which aggregates all the comments on a specific Facebook post and uses a tool to randomly select each respective winner winners from all comments/posts with the answer for the Entry Period. Winners shall be selected on the first business day following the end of the Entry Period. Winners shall be notified via Facebook Messenger by the Lottery's Facebook account within 48 hours of selection. If any prize notification is undeliverable, or in the event of non-compliance, in the sole discretion of the Lottery, with any of the Promotion rules, the prize shall not be awarded, and the Lottery may select an alternate winner. It shall be the sole responsibility of each entrant to notify the Lottery if his or her contact information changes. The Lottery shall not be responsible for false, incorrect, changed, incomplete or illegible contact information. Each entrant may win only one prize during the Promotion Period.

5. PRIZES: The total number of prizes available to be awarded for the Massachusetts State Lottery's "I LOVE KENO" Facebook Promotion shall be five. Each prize shall include the merchandise outlined in Attachment B. To claim a prize, the winner must go to the Lottery headquarters in Dorchester, or with prior written assent by the Lottery to a Lottery Regional Office (Braintree, New Bedford, West Springfield, Lawrence or Worcester), and present photo identification and complete a prize receipt form. All prizes must be claimed within thirty (30) days from the date the prize winner is announced.

The Lottery reserves the right to disqualify at any time during the entry period any entry and or prize winner and shall not award prizes to any person who posts and/or states anything that is (a) sexually explicit, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; (b) obscene or offensive, or may create public disrepute, contempt, scandal or ridicule; (c) defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any third party's or prize provider's personal or intellectual property rights or contain disparaging remarks about other people or companies; (d) are inconsistent with the positive images and/or goodwill already established by the Lottery; and/or (e) otherwise violate the terms of any of the agreements in which the entrant has agreed to abide to participate in the Promotion, in the sole discretion of the Lottery.

6. WINNER ANNOUNCEMENT/OFFICIAL RULES: Winners' names shall be announced on the Lottery's Facebook page. For the names of the winners, available after the conclusion of the Promotion, send a self-addressed, stamped envelope to: Massachusetts State Lottery, "I LOVE KENO" Facebook Promotion, 150 Mount Vernon Street, Suite 300, Dorchester, MA 02125. For a copy of the Official Rules, please go to the Lottery's website or send a self-addressed, stamped envelope to: Massachusetts State Lottery, "I LOVE KENO" Facebook Promotion, 150 Mount Vernon Street, Suite 300, Dorchester, MA 02125. Please indicate that you are requesting a copy of the Official Rules.

7. ODDS OF WINNING: Odds of becoming a winner of the Promotion are dependent on the total number of eligible entries received on Facebook. There shall be up to five winners.

8. PRIVACY: Personally identifiable information that is submitted by an entrant as part of the Promotion shall be used by the Lottery to administer the Promotion, select the prize winners and fulfill the prizes, and will be treated in accordance with the Lottery's privacy policy, accessible at: <http://www.masslottery.com/privacy.html>.

9. SPONSOR: The Massachusetts State Lottery Commission, 150 Mount Vernon Street, Dorchester, MA 02125.

10. DISCLAIMER: By entering the Promotion, the entrant assumes all risk and liability for any personal injury or damages caused or claimed to be caused by, arising out of or in connection with his or her participation in the Promotion and/or the acceptance and/or use of any prize, and hereby indemnifies, holds harmless and releases the Lottery, its respective constitutional office, subsidiaries, affiliates, officers, directors, agents, and employees from any and all such liability. The Commonwealth of Massachusetts, the Treasurer and Receiver General, the Lottery, its Commissioners, directors, agents and employees of any of the foregoing are not responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Promotion. By participating in the Promotion, the prize winner grants permission to the Lottery to use the winner's name, city, state, likeness and/or voice, biographical information, and Promotion photo submissions for purposes of advertising, promotion, and publicity, including social media, without

compensation of any kind.

11. INTERNET/FACEBOOK: If the Promotion is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, and unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Lottery which corrupt or affect the administration, security, fairness, integrity of the game or Promotion, the Lottery may cancel, terminate, modify, or suspend the Promotion. The Commonwealth of Massachusetts, the Treasurer and Receiver General, the Lottery, its Commissioners, directors, agents and employees of any of the foregoing (i) 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 alternation of, entries, (ii) are not responsible for any problems or technical malfunction of Woobox, Facebook, any mobile networks, any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any email to be received by the Lottery on account of technical problems, human error or traffic congestion, or any combination thereof, including any injury or damage to the entrant or any other person's mobile phone or device related to or resulting from participation in the Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. Certain features of the Promotion may utilize the services or products of third-party vendors and participation in the Promotion may require entrants to utilize such features and agree to additional terms and conditions. You may seek independent legal counsel if you have any questions about any third-party additional terms and conditions.

12. DISPUTES/CHOICE OF LAW: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Promotion or any prize awarded shall be brought and are subject to the exclusive jurisdiction of the Commonwealth of Massachusetts, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. Massachusetts law, without reference to Massachusetts' choice of law rules, governs the Promotion and all aspects related thereto.

13. MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules or the Required Documentation will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Required Documentation is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained therein. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials, privacy policy, and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern, and control, and the discrepancy will be resolved in the Lottery's sole and absolute discretion.

ATTACHMENT A



ATTACHMENT B



I LOVE KENO Prize Pack (approximately \$50.00 value)

1. MA Lottery branded Stanley “The Quick Flip Go Bottle”
2. MA Lottery/Keno branded Boat Tote
3. MA Lottery/Keno/The Wheel Luck branded folding hand fan
4. Keno branded Bluetooth clip on travel speaker
5. MA Lottery/Keno branded ballcap
6. MA Lottery/Keno branded winter beanie
7. MA Lottery branded aluminum stadium cup