



NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. **Sponsor.** This sweepstakes (the “Promotion”) is sponsored by Exmark Manufacturing Company, Inc. (“Sponsor”), 415 Industrial Row, Beatrice, NE 68310. Sponsor may be contacted at marketing@exmark.com.
2. **Prize(s).** One prize package is available in the 2026 RFD-TV Cooler Giveaway. The prize is awarded at random to one eligible online entrant who signs up at https://2dxk.share.hsforms.com/2Mtv4jwZRWG_pthj0AsQpA. The Prize(s) are non-transferable and the winner has no right of substitution (in cash or otherwise). Sponsor reserves the right to substitute a prize of equal or greater value in the event of unavailability.
3. The following prize package is available in the 2026 RFD-TV Cooler Giveaway.
 - One (1) person will win the Grand Prize, which is a custom Grizzly 60 cooler filled with Exmark gear. Grand Prize retail value is: \$650.
4. **Eligibility.** The promotion is open from August 23, 2026 through September 7, 2026. It is open to legal residents of the United States who are at least eighteen (18) years of age. Dealers, distributors, partners, and employees (and their immediate families and household members) of the Sponsor, RFD-TV or its subsidiaries are not eligible.
5. **How to Enter.** Register for promotion entry at https://2dxk.share.hsforms.com/2Mtv4jwZRWG_pthj0AsQpA, beginning on August 23, 2026 through September 7, 2026, (the “Entry Period”). Entrant must complete all mandatory fields on entry form for valid entry. Limit one entry per person. Duplicate, incorrect, illegible, corrupt, and incomplete entries are void.
6. **How a Winner(s) will be Selected.**
 - **(a) (1) Grand Prize:** Following the entry period, Exmark will randomly select one (1) Grand Prize Winner from eligible entrants. The potential winner will be notified by phone and email. If potential winner is ineligible or does not claim prize within 48-hours of notification, Sponsor will continue drawing names at random until an eligible entrant is awarded and accepts the Grand Prize. If the potential Grand Prize Winner fails to comply with these Official Rules, his/her place as a Grand Prize Winner may be forfeited and an alternate Grand Prize Winner may be selected through a new random drawing among all remaining eligible entries received during the Entry Period.
7. **Odds of Winning.** The odds of winning the Grand Prize depends on the number of eligible entries received during the Entry Period.
8. **Conditions of Participation.** Each person who enters into the Promotion (“Entrant”) agrees to be bound by these Official Rules and all decisions of the Sponsor, whose decisions will be final. If, for any reason, the fairness or integrity of the Promotion becomes compromised, or the Sponsor’s administration or fulfillment of the Promotion becomes impracticable, Sponsor reserves the right to terminate or modify the Promotion. Sponsor further reserves the right to disqualify any individual who does not comply with the Official Rules, makes a misrepresentation on his or her entry form, makes a misrepresentation or material omission in any other information provided to Sponsor in



connection with the Promotion, or tampers with the entry process, an entry form, or the administration of the Promotion. Each Entrant consents to use by Sponsor and its subsidiaries and affiliates of Entrant's name, photograph, likeness, biography, voice, performance, and/or video (to the extent each such item is available) for advertising and promotional purposes, including in any and all media now or hereafter known, throughout the universe in perpetuity without additional compensation, notification, or permission, except where prohibited by law. Unless an Entrant otherwise opts out, Sponsor and its designees may use Entrant's physical and/or e-mail address to contact the Entrant regarding Sponsor's services and other offers and/or promotions. All entries and other items submitted to Sponsor in connection with the Promotion become the property of Sponsor.

9. **Winner Notification and Prize Delivery.** The potential Grand Prize Winner will be notified by September 15, 2026 that his or her name was drawn for the Grand Prize. Sponsor will require the Grand Prize Winner to execute an affidavit or affirmation of eligibility, publicity release (except where prohibited), liability waiver and/or IRS Form W-9 prior to the delivery of any prize (collectively, "Affidavit"). Said forms need to be completed prior to prize delivery. The Grand Prize will be awarded within approximately one hundred eighty (180) days of the winner's complete response to notification.

Sponsor will deliver prize(s) to winner(s) shipping address. All other costs, taxes, fees, and expenses associated with a prize, or the acceptance and use of any element of a prize not specifically addressed above, are the sole responsibility of the winner.

10. **Winners List.** Persons may obtain the name of the Promotion Winner by mailing a self-addressed stamped envelope to: Exmark 2026 RFD-TV Cooler Giveaway – Winner's List 415 Industrial Row, Beatrice, NE 68310. Sponsor will not respond to requests received after May 1, 2027.
11. **Disclaimer.** Facebook, Inc., Instagram, Sponsor and their affiliates, subsidiaries, parent corporations, contractors, dealers, distributors, and all of their respective officers, directors, representatives, employees, agents, successors and assigns (all the foregoing of which, collectively, are "Released Parties"), are not responsible for: any incorrect or inaccurate entry information; human error; technical malfunctions; theft, tampering, destruction, or unauthorized access to, or alteration of entries; printing, typographical, human or other errors in these Official Rules, entry forms, or otherwise; and any entries which are late, lost, incomplete, delayed, misdirected, stolen, mutilated, inaccurate, illegible, or any combination thereof. The Promotion is in no way sponsored, endorsed, administered by or associated with Facebook or Instagram.
12. **Release, Indemnification, and Limitation of Liability.** By entering into the Promotion, each Entrant agrees, on behalf of Entrant and Entrant's heirs, next of kin, executors, administrators, successors and assigns, that Entrant releases and agrees to defend, indemnify and hold harmless the Released Parties from any claim, damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, that may arise from or in any way relate to participation in this Promotion or the awarding, acceptance, use or misuse of the Grand Prize or any other substitute prize. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS



PROMOTION. BY ENTERING THE PROMOTION, EACH ENTRANT WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

13. **Disputes/Governing Law.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any Entrant or the Sponsor in connection with the Promotion, shall be governed by and construed in accordance with the laws of the State of Nebraska without giving effect to any choice of law or conflict of law rules or provisions which would cause the application or the laws of any jurisdiction other than the State of Nebraska. Any action or litigation concerning this Agreement shall take place exclusively in the federal or state courts sitting in Lancaster County, Nebraska, and you expressly consent to the jurisdiction of and venue in such courts and waive all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, shall be resolved individually, without resort to any form of class action. You agree to service of process by mail or other method acceptable under the laws of the State of Nebraska.
14. **Requests for Rules.** These official rules are also available by writing to Exmark 2026 RFD-TV Cooler Giveaway – Request for Rules, 415 Industrial Row, Beatrice, NE 68310.