

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **ELIGIBILITY:** Detroit Red Wings “Best in Class” promotion (the “Contest”) is open only to Michigan educators at all grade levels (K – 12) and disciplines. Employees of Detroit Red Wings, Inc., Olympia Entertainment, Inc., the National Hockey League, and its Member Clubs, Meijer Great Lakes Partnership and The Coca-Cola Company and their respective parent and affiliate companies, alcohol beverage suppliers, importers, wholesalers, distributors or retailers, as well as the immediate family (spouse, parents, siblings and children) and household members of each such entities employees are not eligible. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. **SPONSORS:** Meijer Great Lakes Partnership, The Coca-Cola Company and Detroit Red Wings, Inc. (collectively “Sponsors”).

3. **HOW TO ENTER:** The Contest will begin on the start date listed and ends at the end date listed below (the "Contest Period"). The Contest Period will be divided into three (3) separate entry periods (each, an "Entry Period") as set forth in the table below.

<i>Entry Period</i>	<i>Start Date & Time,</i>	<i>End Date & Time</i>	<i>Selection Date</i>
<i>September Entry Period</i>	<i>September 11, 2024 @ 12:00am EST</i>	<i>September 30, 2024 @ 11:59pm EST</i>	<i>10/3/24</i>
<i>December Entry Period</i>	<i>December 1, 2024 @ 12:00am EST</i>	<i>December 27, 2024 @ 11:59pm EST</i>	<i>12/30/24</i>
<i>February Entry Period</i>	<i>February 1, 2025 @ 12:00am EST</i>	<i>February 22, 2025 @ 11:59pm EST</i>	<i>2/25/25</i>

4. **ENTRY:** To nominate an individual for Best in Class, visit www.detroitredwings.com and click on the link www.detroitredwings.com/teacher. The nominator will be asked to submit his/her name, address, e-mail address, age as well as the Nominee’s name and grade teaching, and in five hundred (500) words or less how the nominee has improved student achievement, used innovative strategies in the classroom, and/or is making a difference in the lives of their students (“Nomination”). The Sponsors will review all Nominations and select twenty-five (25) individuals to receive the Detroit Red Wings Best in Class award each entry period. All entries submitted become the sole property of the Sponsors and will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Sponsors. Any attempt to submit more than the maximum number of entries using multiple/different email accounts, identities or any other methods may void that Nomination. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified.

Alternate Entry: To manually enter the Contest (an “Alternate Entry”), you must submit by U.S. Mail to Detroit Red Wings, c/o Best in Class, 2525 Woodward Avenue, Detroit, MI 48201 on an 8 x 11 piece of paper, your name, address, telephone number. The nominator will be asked to submit his/her name, address, e-mail address, age as well as the Nominee’s name and grade teaching, and in five hundred (500) words or less how the nominee has improved student achievement, used innovative strategies in the classroom, and/or is making a difference in the lives of their students. All other Alternate Entries will be void. Only one Alternate Entry per envelope. If more than one Alternate Entry is in the envelope, all

Alternate Entries will be void. Facsimiles, photocopies or mechanical reproductions of Alternate Entries will be void. Proof of sending or submitting an Alternate Entry is not proof of receipt of such Alternate Entry by Sponsors. Alternative entries must be postmarked by February 22, 2025 and must be received by February 25, 2025 at 11:59 p.m. EST.

A person may enter on-line OR via Alternate Entry, but NOT using both methods. Nomination must (a) be the original work product of the nominator and have been prepared specifically for this Contest; and (b) to the best of nominator's belief, be truthful and accurate. **IT IS THE NOMINATOR'S SOLE RESPONSIBILITY TO SECURE THE WRITTEN CONSENT OF NOMINEE PRIOR TO SUBMISSION OF ENTRY/NOMINATION. BY CONSENTING TO BEING NOMINATED, A PERSON FURTHER AGREES TO THESE OFFICIAL RULES TO THE SAME EXTENT AS IF HE/SHE ACTUALLY ENTERED THE CONTEST HIM/HERSELF.**

5. SELECTION OF WINNER: Sponsors will select twenty-five (25) Nominees from the submissions each Entry Period list above based on how the Nominee has improved student achievement, used innovative strategies in the classroom, and/or is making a difference in the lives of their students. In addition, one (1) Winner from each Entry Period will be chosen as a finalist for the Grand Prize. The three (3) Entry Period Winners will be voted on by the fans at www.detroitredwings.com/bestinclass during the Voting Period (Voting Period March 24, 2025 through April 4, 2025) to determine the Grand Prize Winner. The Grand Prize Winner will be announced on April 14, 2025. The potential winners will be notified, by e-mail, and/or telephone. Potential winners will be required to complete, sign and return an Affidavit of Eligibility, a Liability Release and a Publicity Release within a prescribed time period as a condition of prize award. Failure of the potential prize winner to respond within a reasonable time frame (but not longer than 24 hours) from such notification referred to above or to timely return a signed Affidavit/Release will result in disqualification and the selection of another Nomination from among all eligible entries received. Sponsors are not required to contact potential prize winner more than once. In the event of non-compliance for any reason, including the inability to accept the prize for any reason, an alternate Nomination may be selected in Sponsors sole discretion.

6. PRIZE: Each of the twenty-five (25) Nominees selected during each Entry Period will receive two (2) tickets to a pre-determined Detroit Red Wings home game at Little Caesars Arena and a five hundred (\$500) Meijer gift card. The Grand Prize Winner will receive a Five Thousand and no/100 (\$5,000) Dollars grant to be used by the Winner's school to purchase educational materials and a Detroit Red Wings player meet and greet after a pre-determined home game. The Sponsors reserve the right to substitute a prize with another prize of greater or equal value in the event that either one of the above prizes is unavailable due to any factor beyond the Sponsors' reasonable control. All expenses and costs associated with prize acceptance and use are the winner's sole responsibility.

7. CONTENT RESTRICTIONS: Entrants must not include any of the following content (the "Content Restrictions") in any entry: (i) pornography, adult-oriented content or any other sexually-explicit material; (ii) materials relating to lotteries or gambling; (iii) explicit language or content, images of violence, or promotion of illegal activities; (iv) content in violation of intellectual property rights or laws; (v) libelous, defamatory, disparaging, tortious or slanderous materials; (vi) content that denigrates, disparages or reflects negatively on Sponsors, the NHL, their owners and employees, or the game of hockey' (vii) tobacco, drugs or the consumption of alcohol (including any implication that alcohol consumption is acceptable in conjunction with operating a motor vehicle or engaging in any other task which requires a high degree of alertness or physical coordination); (viii) dangerous stunts; (ix) real weapons of any kind including, but not limited to, guns, knives or projectiles; (x) material that promotes bigotry, racism, hatred

or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, territory, provincial or local law, ordinance, or regulation; (xi) individuals who appear to be under the legal drinking age (i.e., 21 years of age); (xii) audio and/or visual content owned by any third party (e.g., recorded music; pre-produced video, etc.); and (xiii) material that is unlawful, or otherwise in violation of or contrary to the laws or regulations in any state/territory/province where the entry is created. Any entry that does not comply with the foregoing, in the sole discretion of Sponsors, will be disqualified.

8. CONDITIONS, DISCLAIMERS, AND LICENSE: By submitting a nomination/entry, nominators represent and warrant (and agree to confirm in writing upon Sponsors' request and without compensation) that their Contest entry/nomination is their sole, original work and that it does not infringe upon the rights of any other party, including but not limited to any intellectual property, trade secret or other proprietary rights of any other party. Any Contest entry/nomination that contains third party artistic works, copyrights, trademarks, trade names, logos or similar brand identifying marks, trade secrets or other proprietary rights will not constitute a valid Contest entry/nomination. By entering this Contest, each Participant agrees to be bound by these Official Rules and by all decisions of the Sponsors (which decisions are final and binding on all matters relating to the Contest), and to comply with all federal, state and local laws and regulations. The decisions of the Sponsors are final on all matters of fact, interpretation, eligibility procedure and fulfillment. Entries and other submitted materials become the property of the Sponsors and/or its promotional partner(s) and will not be acknowledged or returned. The Sponsors are not responsible for incomplete, late, lost, or misdirected entries or for any technical malfunction, human error, lost/delayed data transmission, omission, interruption, deletion, defect, or line failure in connection with any telephone network, computer equipment, software or any combination thereof. Entries are void if postage due, unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way, or otherwise not in compliance with these Official Rules. The Sponsors make no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Contest. Although Sponsors attempt to ensure the integrity of the Contest, the Sponsors are not responsible for the actions of participants or other individuals in connection with the Contest, including participants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Contest. The Sponsors are not responsible for injury or damage to Participant's or to any other person's computer(s), other equipment, or person(s), related to or resulting from participation in the Contest or downloading materials from or using the Contest Site. If, for any reason, the Contest is not capable of running as planned for any reason including by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, strikes, industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles, or any other causes which, in the sole opinion of the Sponsors, could corrupt, compromise, undermine, or otherwise affect the administration, security, fairness, integrity, viability, or proper conduct of the Contest, the Sponsors reserve the right in its sole and absolute discretion to modify these Official Rules and/or to cancel, terminate, modify, or suspend all or any part of the Contest, and in its sole discretion to select new potential winner(s) from among all eligible entries received up to the time of such cancellation, termination, modification, or suspension, as applicable. In the event that there are typographical errors that obscure the original intent of the Contest, Sponsors reserve the right to cancel or modify the Contest appropriately. All taxes in connection with the Prize, and the reporting consequence thereof, are the sole responsibility of the Prize Winner(s). Prize Winner(s) may be sent a tax form 1099, or other appropriate tax document, in the event the average retail value requires Sponsors to submit such form. Prize is non-transferable to any other person, including relatives or friends. Sponsors reserve the right to substitute the prize with a prize of comparable or greater value, at its sole discretion. Each Prize

Winner is solely responsible for all applicable federal, state and local taxes associated with the prize. By entering this Contest and unless prohibited by law, each potential prize winner agrees to grant to the Sponsors, and their respective licensees, affiliates, and assigns, the right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including without limitation the World Wide Web, at any time or times, each prize winner's name, likeness (actual or simulated), voice (actual or simulated), and biographical information as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for, or provide biographical information for use in, any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Sponsors in their sole discretion. Submission of an entry/nomination grants Sponsors the right to use, publish, adapt, edit and/or modify Contest entry/nomination in any way, in whole or in part, and to use such Contest entry/nomination, and any ideas or concepts contained therein, in commerce and in any and all media now known or hereafter discovered, worldwide, including but not limited to each of the Sponsors' respective websites, without limitation or compensation to the nominator (or nominee) and without right of notice, review or approval of any such use of the Contest entry/nomination. By entering this Contest electronically and voluntarily providing your personal information, Participants consent and agree to the Sponsors' collection and use of the Participant's information for the administration of this Contest and agree to Sponsors' use of Participant information for the purpose of contacting Participant in relation to this Contest. For the avoidance of doubt, participants are providing information to the Sponsors.

9. RELEASE AND INDEMNIFICATION: By entering the Contest, participants release and hold the Sponsors, Olympia Entertainment, Inc., the National Hockey League and its Member Clubs, and their respective parents, related and affiliated companies, subsidiaries, advertisers, promotional agencies and each of their respective directors, successors, sponsors, partners, licensees, officers, subsidiaries, agents, employees, artists, advisors, assignees, and all others associated with the development and execution of the Contest harmless from and against any and all losses, damages, rights, claims, and actions of any kind arising in whole or in part, directly or indirectly, from the Contest or participation in any Contest-related activity, or resulting directly or indirectly, from acceptance, possession, use, or misuse of any Prize awarded in connection with the Contest, including without limitation causes of action, claims and demands, including legal fees and expenses, including but not limited to, claims based on negligence, breach of contract and liability for physical injury, death, or property damage which the Participants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the Participant's participation in the Contest and/or in connection with the acceptance and/or use Participant of the Prize. The Contest is in no way sponsored, endorsed, administered by or associated with, Facebook and all participants agree to release and hold harmless Facebook from any and all liability associated with or arising out of the Contest.

10. LIMITATION OF LIABILITY: The Contest, all Prizes, and all materials provided on or through the Contest Site are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

WITHOUT LIMITING THE RELEASE GRANTED BY PARTICIPANTS HEREIN, BY ENTERING THE CONTEST, EACH PARTICIPANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND

PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, EXEMPLARY, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (3) PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

11. **GOVERNING LAW:** The Contest and these Official Rules are governed by and shall be construed in accordance with the substantive laws of the State of Michigan and the United States of America applicable to contracts made and performed entirely in Michigan. All applicable federal, state, and local laws and regulations apply.

12. **AWARDING OF THE PRIZE:** Each Winner must claim the prize in person and must present proper identification in order to receive winnings.

13. **WINNERS:** For a list of winners, send a self-addressed stamped envelope to: Winners List, "Best in Class", 2525 Woodward Avenue, Detroit, Michigan 48201.