

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. **ELIGIBILITY:** Geico's Fourth Star of the Game Sweepstakes (the "Sweepstakes") is open only to legal residents of Michigan who are 18 years of age or older ("Participant"). Employees of Sponsor, Olympia Entertainment, Inc., Detroit Red Wings, Inc., the National Hockey League and its Member Clubs, and their respective parent and affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such entities' employees, are not eligible to enter or win. Winning a prize is contingent upon fulfilling all requirements set forth herein. Void where prohibited by law.

2. **SPONSOR:** Geico, 5260 Western Avenue, Chevy Chase, MD 20815

3. **ADMINISTRATOR:** Detroit Red Wings, Inc., 2525 Woodward Avenue, Detroit, MI 48201

4. **HOW TO ENTER:** The Sweepstakes will begin on the start date listed and ends at the end date listed below (the "Sweepstakes Period"). The Sweepstakes Period will be divided into seven (7) separate entry periods (each, an "Entry Period") as set forth in the table below.

<i>Entry Period</i>	<i>Start Date &amp; Time,</i>	<i>End Date &amp; Time</i>	<i>Drawing Date</i>
1	12/14/24 @ 10:00am EST	1/1/25 @ 11:59pm EST	1/4/25
2	1/2/25 @ 10:00am EST	1/30/25 @ 11:59pm EST	2/2/25
3	1/31/25 @ 10:00am EST	2/24/25 @ 11:59pm EST	2/27/25
4	2/25/25 @ 10:00am EST	3/21/25 @ 11:59pm EST	3/24/25
5	3/21/25 @ 10:00am EST	4/15/25 @ 11:59pm EST	4/18/25
6	4/16/25 @ 10:00am EST	5/10/25 @ 11:59pm EST	5/13/25
7	5/11/25 @ 10:00am EST	5/31/25 @ 11:59pm EST	6/3/25

(a) **Entry.** Participant may be required to have a Twitter, Instagram or Facebook account, which each is free. **Participants may enter by visiting the following URL: <https://www.nhl.com/redwings/fans/fan-of-the-month-etw> and submitting a photo of you representing your Red Wings Fandom. The URL will be shared on the Official Detroit Red Wings Twitter, Instagram and Facebook pages during each Entry Period and fill out all necessary information requested (name, address, telephone number).** Limit one (1) entry per person during each Entry Period. Any attempt by any Participant to obtain more than the stated number of entries by using multiple/different identities, registrations or any other methods will void that Participant's entries and that Participant may be disqualified. Multiple Participants are not permitted to share the same Twitter, Instagram and Facebook accounts. All entries submitted become the sole property of the Sponsor 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 Sponsor. Any attempt to submit more than the maximum number of entries using multiple/different accounts, identities or any other methods may void that participant's entry. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified.

Entries may NOT contain any content that (i) contains copyright materials owned by others (ii) is violent or derogatory, sexually explicit, contains nudity, or is profane; (iii) is obscene or offensive; (iv) contains logos and/or trademarks owned by others; (v) contains a depiction of any person who is under 18 years of age (vi) Participant must have permission of such persons in the Photo to submit for Entry; (vi) contains any sensitive personal information; (vii) violates any law; and (viii) portrays any messages that are inconsistent with the messaging of the Sponsor, to be solely determined by the Sponsor. If the Entry photo contains any other person or person besides Participant, Participant **MUST** have permission of all persons featured in the photo to submit for Entry.

(b) **Alternate Entry:** To enter the Sweepstakes without submitting a photo a potential participant may mail a postcard with your handwritten name, age, address, phone number, and email address to:

2525 Woodward Avenue, Detroit, Michigan 48201 ATTN: Fourth Star of the Game Sweepstakes

All entries submitted via this method must be postmarked between the start and end of each entry period and must be received within 48 hours of the end of each entry period to be included in the drawing.

(c) **Limit:** One entry per person per Entry Period, regardless of method of entry.

5. **DRAWINGS:** One (1) Winner will be randomly selected on the Drawing Dates for each Entry Period listed above. The potential Winner(s) will be notified via e-mail or telephone. If a potential winner does not respond within seventy (72) hours following delivery of the e-mail notification or telephone message notifying the potential winner of his/her selection, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules, or if his/her prize or prize notification is returned as undeliverable, such potential Winner will be disqualified and an alternate potential Winner will be selected at the sole discretion of Sponsor. Unclaimed prizes will not be awarded. Sponsor's decisions on matters relating to this Sweepstakes are final. Non-compliance with these rules may result in disqualification and an alternate Winner may be selected.

6. **PRIZES:** Winner(s) will receive the prizes as shown below ("Prize"). The Approximate Retail Value ("ARV") of each Prize is \$500.00. The Sponsor reserves the right to substitute a prize with another prize of comparable or greater value at its sole discretion. Prize is non-transferable to any other person, including relatives or friends.

<i>Entry Period</i>	<i>Prize</i>
1	Two (2) tickets to the Detroit Red Wings Game on January 7, 2025 and a ride on the Zamboni Ride
2	Two (2) tickets to the Detroit Red Wings Game on February 8, 2025 and a ride on the Zamboni Ride
3	Two (2) tickets to the Detroit Red Wings Game on March 6, 2025 and a ride on the Zamboni Ride
4	Two (2) tickets to the Detroit Red Wings Game on April 4, 2025 and a Pregame Player Bench Buddies
5	Red Wings merchandise prize pack which may include a hockey jersey, hat, puck and keychain
6	Red Wings merchandise prize pack which may include a hockey jersey, hat, puck and keychain
7	Red Wings merchandise prize pack which may include a hockey jersey, hat, puck and keychain

Odds of winning depend on the number of eligible entries received during each Entry Period of the Sweepstakes Period.

All applicable federal, state and local taxes associated with the Prize, and the reporting consequence thereof, are the sole responsibility of the Prize Winner(s). Prize Winner(s) may be sent a taxform 1099, or other appropriate tax document, in the event the ARV requires Sponsors to submit such form.

7. **CONDITIONS, DISCLAIMERS, AND LICENSE:** By entering this Sweepstakes, each Participant agrees to be bound by these Official Rules and by all decisions of the Sponsor (which decisions are final and binding on all matters relating to the Sweepstakes), and to comply with all federal, state and local laws and regulations. The decision of the Sponsor is 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 Sponsor is 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 unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way, or otherwise not in compliance with these Official Rules. The Sponsor makes no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Sweepstakes. Although Sponsor attempts to ensure the integrity of the sweepstakes, the Sponsor is not responsible for the actions of Participants or other individuals in connection with the Sweepstakes, 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 Sweepstakes. The Sponsor is not responsible for injury or damage to Participants or to any other person's computer(s), other equipment, or person(s), related to or resulting from participation in the Sweepstakes or downloading materials from or using the Sweepstakes Site. If, for any reason, the Sweepstakes 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 Sweepstakes, the Sponsor reserves 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 Sweepstakes, and in its sole discretion to select a new potential winner 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 Sweepstakes, Sponsor reserves the right to cancel or modify the Sweepstakes appropriately. By entering this Sweepstakes and unless prohibited by law, each potential prize winner agrees to grant to the Sponsor, Administrator and each of 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, image, photograph, 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 Sponsor in its sole discretion. By entering this Sweepstakes electronically and voluntarily providing your personal information, Participants consent and agree to the Sponsor's collection and use of the Participants' information for the administration of this Sweepstakes and agree to Sponsor's use of Participant information for the purpose of contacting Participant in relation to this Sweepstakes and shall be subject to the Detroit Red Wings Privacy Policy available at <https://www.nhl.com/redwings/team/privacy-policy>. For the avoidance of doubt, Participants are providing information to the Sponsor.

**8. RELEASE AND INDEMNIFICATION:** By entering the Sweepstakes, Participants release and hold the Sponsor, Olympia Entertainment, Inc., Detroit Red Wings, Inc., the National Hockey League and its Member Clubs, Twitter, Facebook, Instagram 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 Sweepstakes, 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 Sweepstakes or participation in any Sweepstakes-related activity, or resulting directly or indirectly, from acceptance, possession, use, or misuse of any Prize awarded in connection with the Sweepstakes, 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 Sweepstakes and/or in connection with the acceptance and/or use Participant of the Prize. The Sweepstakes is in no way sponsored, endorsed, administered by or associated with Twitter, Facebook, or Instagram and all Participants agree to release and hold harmless Twitter, Facebook and Instagram from any and all liability associated with or arising out of the Sweepstakes.

**9. LIMITATION OF LIABILITY:** The Sweepstakes, all Prizes, and all materials provided on or through the Sweepstakes 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 SWEEPSTAKES, 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 SWEEPSTAKES, 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.

10. **GOVERNING LAW:** The Sweepstakes 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.

11. **AWARDING OF THE PRIZE:** The Prize will be delivered by e-mail to each Winner. Odds of winning depend upon the total number of eligible entries received.

12. **WINNERS LIST AND OFFICIAL RULES:** For a list of winners, send a self-addressed stamped envelope by May 31, 2025 to: Winners List, "**Fourth Star of the Game Sweepstakes**, 2525 Woodward Avenue, Detroit, MI 48201 - Home Away from Home Sweepstakes" During the Sweepstakes Period, Official Rules requests may be sent to the same address. Rules requests must include a self-addressed, stamped envelope.