

KNOWLEDGE PANEL
OFFICIAL SWEEPSTAKES RULES AND REGULATIONS

WHO CAN ENTER: This Sweepstakes is open to all persons thirteen (13) years of age or older who are legal residents of the United States and are active panelists on KnowledgePanel at the start and end as of the start of each sweeps period as defined below beginning with **August 1, 12:00 a.m.** (Eastern Standard Time). Employees of Ipsos Public Affairs, LLC, ("Ipsos"), as Promoter and Sponsor, their subsidiaries and affiliated companies and each of their respective directors, officers, employees, agents, representatives, advertising or promotional agencies, and persons with whom any of the foregoing are domiciled are not eligible to participate in this Sweepstakes.

SWEEPSTAKES PROMOTER: This Sweepstakes is being promoted and sponsored by **Ipsos**, 360 Park Ave South Floor, New York, NY 10010.

SWEEPSTAKES PERIOD: The Sweepstakes starts on **January 1, 12:00 a.m.** and closes on **December 31, 11:59 p.m.** and consists of twelve (12) Monthly Entry Periods (each a "Monthly Sweepstakes") as set forth in the chart below.

Monthly Entry Period	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET	Approximate Drawing Date
1	1/1/2025	1/31/2025	2/4/2025
2	2/1/2025	2/28/2025	3/4/2025
3	3/1/2025	3/31/2025	4/1/2025
4	4/1/2025	4/30/2025	5/6/2025
5	5/1/2025	5/31/2025	6/3/2025
6	6/1/2025	6/30/2025	7/1/2025
7	7/1/2025	7/31/2025	8/5/2025
8	8/1/2025	8/31/2025	9/2/2025
9	9/1/2025	9/30/2025	10/7/2025
10	10/1/2025	10/31/2025	11/4/2025
11	11/1/2025	11/30/2025	12/2/2025
12	12/1/2025	12/31/2025	1/6/2026

HOW TO ENTER: NO PURCHASE NECESSARY. All eligible entrants who are invited by **Ipsos KnowledgePanel** to participate in this Sweepstakes and who have completed the survey will be entitled to one (1) entry. You are allowed additional entries for each survey invited to and completed within the monthly entry period.

Completion of a survey during the monthly entry period is not necessary to enter and will not increase your chances of winning. To enter without completing a survey, please write your primary e-mail address (if applicable), along with your full name, mailing address, date of birth and phone number on a 3x5 index card and mail it to: Ipsos Public Affairs, LLC, 11240 Cornell Park Drive, Suite 114, Cincinnati, OH 45242, USA to be received on or before the Sweepstakes close date for the monthly entry period. Only one entry by mail per person. Only one entry per survey, regardless of entry method. All mailed entries must have a return address. In addition, Ipsos has the right to grant additional entries on a periodic basis at their discretion. Ipsos is not responsible for lost, late, damaged, illegible, stolen, misdirected, misidentified, postage due or incomplete entries, for any problems or technical or mechanical malfunction of any telephone systems, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by Ipsos on account of technical problems or traffic congestion on the Internet or at any website, or inaccurate entry information, whether caused by equipment, programming used in this Sweepstakes, human processing or otherwise, or any combination thereof. Entries become the property of Ipsos and will not be returned.

RANDOM DRAW: Twenty (20) winners will be selected in a random draw from among all eligible entries received. Draw will be conducted on the date stated on the chart above based on the monthly time period at the offices of Ipsos, 501 Merritt 7, 4th Floor, Norwalk, CT 06851. In order to be declared a winner, selected entrants must be active panelists on KnowledgePanel during the selection process, first sign an affidavit, to be administered by e-mail or mail, and his/her entry must be verified by Ipsos. Ipsos and reserves the right to require proof of age and jurisdiction of residence prior to awarding any prize. If a minor is selected, the parent or legal guardian of the selected entrant must sign an affidavit, in order for their child to be declared the winner. The prize will be issued in the parent or legal guardian's name.

PRIZE: One (1) prize will be awarded to each winner in the PRIZE LIST (below) assigned in a random draw. Prizes are non-transferable and non-assignable. No substitution of prizes are permitted except by Ipsos. Prizes are not redeemable for cash. All prizes will be awarded. The odds of winning are dependent upon the number of eligible entries received.

PRIZE LIST (20 Prizes):

- (1) \$500 Amazon™ gift card (terms and conditions apply) provided as a digital code OR \$500 cash in the form of a check made out to winner.
- (4) \$250 Amazon™ gift card (terms and conditions apply) provided as a digital code OR \$250 cash in the form of a check made out to winner.
- (5) \$100 Amazon™ gift card (terms and conditions apply) provided as a digital code OR \$100 cash in the form of a check made out to winner.
- (10) \$50 Amazon™ gift card (terms and conditions apply) provided as a digital code OR \$50 cash in the form of a check made out to winner.

WINNER NOTIFICATION: Selected winners will be notified by email, mail or phone within 48 hours of the draw. Selected winners will be required to acknowledge by phone, via email or in writing his or her receipt of notification of eligibility for prize and sign an affidavit. If no response is received by Ipsos within 10 business days of notification, the prize will be forfeited and may be awarded to an alternate winner in a random draw selected by computer from the remaining eligible entries.

GENERAL: Ipsos is not responsible for any costs associated with claiming any prize. Winners are solely responsible for the reporting and payment of any and all taxes, if any, that may result in claiming a prize in this Sweepstakes.

Entries in any way tampered with, forged, mutilated, incomplete, illegible, photocopied or mechanically reproduced, or submitted by or through fraudulent means, may be disqualified, in the sole discretion of Ipsos. This includes any entry that does not comply with these Sweepstakes Rules in any respect.

Decisions of Ipsos are final on all matters of fact, interpretation, eligibility, procedure and fulfillment in respect to this Sweepstakes. Ipsos reserves the right at any time to withdraw this Sweepstakes or to modify, amend, or supplement these rules, in its sole discretion, subject to applicable law.

By participating in this Sweepstakes, the winners consent to the use by Ipsos of their name, hometown, age, and photograph for any lawful purpose, without further permission or compensation, except where prohibited by law. The winners agree to abide by and be bound by these Official Rules.

Ipsos, their subsidiaries and affiliated companies and each of their respective directors, officers, employees, agents, representatives, advertising, promotion, and fulfillment agencies, and legal advisors are not responsible for and shall not be liable for: (i) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, or difficulties of any kind; (ii) failed, incomplete, garbled, or delayed computer transmissions; (iii) any condition caused by events beyond the control of Ipsos that may cause this Sweepstakes to be disrupted or corrupted; (iv) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in this Sweepstakes; or (v) any printing or typographical errors in any materials associated with this Sweepstakes. Ipsos reserve the right, in their discretion, to suspend or cancel this Sweepstakes at any time if a computer virus, bug, tampering, unauthorized intervention, or other technical problem of any sort corrupts the administration, security, or proper play of this Sweepstakes. Ipsos also reserve the right to disqualify, in their sole discretion, any person tampering with the entry process, the operation of the Web site, or who is otherwise in violation of these Official Rules. Any attempt to damage the Ipsos survey site or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws. Should such an attempt be made, Ipsos reserve the right to prosecute violators to the fullest extent allowable by law.

By participating in this Sweepstakes, each participant agrees to release and hold Ipsos, their subsidiaries and affiliated companies and each their respective directors, officers, employees, agents, representatives, advertising, promotion, and fulfillment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with this Sweepstakes or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

For a list of prize winners or for a copy of these Official Sweepstakes Rules and Regulations, send a self-addressed stamped envelope to: Ipsos Public Affairs, LLC 11240 Cornell Park Drive Suite 114 Cincinnati, OH 45242, with a written request by Mail in for Rules no later than one year after December 31, 2024. (VT residents may omit return postage for rule requests)

This Sweepstakes is subject to all Federal, State and local laws. Void where prohibited or restricted by law.