Save's Snow Day Double Play Instant Win Game and Sweepstakes
Official Rules

- **NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE OF ANY KIND DOES NOT INCREASE YOUR CHANCES OF WINNING.**
- **VOID WHERE PROHIBITED BY LAW.**
- **ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

BY ENTERING (OR OTHERWISE PARTICIPATING IN) THE PROMOTION, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE PROMOTION PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **ELIGIBILITY:** The Save's Snow Day Double Play Instant Win Game (the "Game") and Sweepstakes (the "Sweepstakes" and, together with the Game, the "Promotion") is open only to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older as of date of entry. Employees, officers, and directors of Valassis Direct Mail, Inc. ("Sponsor"), R.R. Donnelley & Sons Company, Realtime Media LLC ("Administrator") and their respective parent companies, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies (collectively, the "Promotion Parties"), their immediate family members and those living in the same household as such individuals (whether legally related or not) are not eligible to participate in the Promotion or win a prize. For purposes of this Promotion, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and their respective spouses, and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. In the event that a household, based on address, participates in the Promotion using more than five (5) unique email addresses, all of the Promotion entries and Game Plays associated with that household (determined by Sponsor or Administrator at their sole discretion) will be disqualified. Void where prohibited by law. All federal, state, and local laws and regulations apply. By participating in the Promotion, you unconditionally accept and agree to comply with and abide by these "Official Rules" and the decisions of Sponsor, including the interpretation of these Official Rules, administration of the Promotion, selection of the winners, and Sponsor's exercise of discretion, which will be final, non-appealable, and binding in all respects.

2. **TIMING:** The Promotion begins at or about 12:00:00 p.m. Eastern Time ("ET") on November 20, 2026 and ends at 11:59:59 p.m. ET on December 19, 2026 (the "Promotion Period"). The designated computer clock of the Administrator is the official time-keeping device in the Promotion.

3. **HOW TO ENTER:** During the Promotion Period, visit win.save.com (the "Website") and complete and submit the registration form, including your first name, last name, street address (no P.O. Boxes), city, state, ZIP Code, and email address. After registering or submitting a valid email address on subsequent days, follow the on-screen instructions to virtually scratch the online scratch card (each, a "Game Play") to reveal your Game result and to automatically receive one (1) entry into the Sweepstakes.

   After the Game Play, you will receive notification on the Website screen indicating if you are a potential "Instant Winner" ("Notification"). Each entrant who receives a winning Notification will be deemed a potential Instant Winner, subject to verification of eligibility and compliance with these Official Rules, as determined by Sponsor and Administrator in their sole discretion. You are not a winner of any prize, even if the Notification should so indicate, unless and until your eligibility and the potential winning Game Play have been verified. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored. The Promotion Parties are not responsible for technical difficulties of any kind, or for false, incorrect, changed, incomplete or illegible contact information.

   LIMIT: One (1) Game Play/Sweepstakes entry per person, per email address, per day during the

Promotion Period. A “day” is defined as a calendar day based on Eastern Time. Attempts made by the same individual to earn more than the stated number of Game Plays/Sweepstakes entries by using multiple or false contact information, accounts or otherwise may result in disqualification. Entrants are not permitted to share an email address. Game Plays/Sweepstakes entries generated by script, computer programs, macro, programmed, robotic or other automated means or using artificial intelligence (“AI”) in order to subvert the entry process are void and may be disqualified. Game Plays/Sweepstakes entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, inaccurate, lost, late or misdirected, deceptive, or otherwise not in compliance with the Official Rules may be disqualified from the Promotion at Sponsor’s sole and absolute discretion. Those who do not follow all instructions, provide the required information in their registration form, or abide by these Official Rules or other instructions of Sponsor may be disqualified, and all associated Game Plays and Sweepstakes entries will be void. Game Plays/Sweepstakes entries submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. In the event of a dispute over the identity of an entrant, Game Play/Sweepstakes entry will be deemed completed by the registered account holder of the email address associated with such Game Play/Sweepstakes entry, provided that person is eligible and complies with the Official Rules. Any potential winner may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who completed a Game Play/Sweepstakes entry cannot be resolved to Sponsor’s satisfaction, the affected Game Play/Sweepstakes entry will be deemed ineligible.

4. **SWEEPSTAKES DRAWING:** On or about December 20, 2026, the Administrator will conduct a random drawing to select one (1) potential Sweepstakes Prize winner from among all eligible Sweepstakes entries received during the Promotion Period.

5. **ODDS:** The odds of winning a Game Prize depend on when the entrant completes a Game Play. Game Prizes will be made available at randomly predetermined times throughout the Promotion Period. To be a potential winner of a Game Prize, your Game Play must have occurred either at or after one (1) of the exact randomly predetermined winning times as determined by Sponsor and/or Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant’s Game Play to occur after that time will be deemed a potential winner. The number of Game Prizes available to be won will decrease during the Promotion Period as Game Prizes are awarded and claimed.

   The odds of winning the Sweepstakes Prize depend on the total number of eligible Sweepstakes entries received during the Promotion Period.

6. **WINNER NOTIFICATION/PRIZE CLAIMING:** Each potential Game Prize winner will be notified on-screen immediately upon completion of the Game Play and via email using the information provided on the registration form and will be required to respond to the notification within five (5) days of the date of notification. The potential Sweepstakes Prize winner will be notified via email using the information provided on the registration form and will be required to respond to the notification within five (5) days of the date of notification. The Promotion Parties are not responsible for and shall not be liable for incorrect, changed, or illegible contact information or for electronic communications that are undeliverable as a result of any form of active or passive filtering, or insufficient space in entrant’s email or other account to receive messages. Promotion Parties are not responsible for late, lost, intercepted, misdirected, or unsuccessful efforts to notify a potential winner. Notification is deemed to have occurred immediately upon the sending of an email.

   If a potential winner cannot be contacted within a reasonable time period or any notification is returned as undeliverable, if the potential winner fails to respond within the required five (5)-day time period, and/or if any potential winner is deemed ineligible or noncompliant with these Official Rules or any of Sponsor’s instructions, such potential winner will forfeit the prize and be disqualified. An alternate winner for the Sweepstakes Prize will be selected in a random drawing from among all remaining

eligible entries received. Up to three (3) alternates will be selected for the Sweepstakes Prize, after which the Sweepstakes Prize will remain unawarded. No alternate winners will be selected for Game Prizes that are forfeited. A potential winner becomes a "winner" only after verification of eligibility by Sponsor.

If a selected winner is a resident of Alabama or Nebraska and is under nineteen (19) years of age, a parent or legal guardian may be required to execute any documents necessary for the winner to receive the prize.

No more than the stated number of prizes will be awarded. If, for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

7. **PRIZES/PRIZE RESTRICTIONS:** The prizes to be awarded in this Promotion are:

   Game Prizes (440): The following prizes are available in the Game (each a "Game Prize"):
   Forty (40) $25 Rewards Choice Codes (Approximate Retail Value ("ARV"): $25.00 each); one hundred (100) $20 Rewards Choice Codes (ARV: $20.00 each); and three hundred (300) $10 Rewards Choice Codes (ARV: $10.00 each). The total ARV of all Game Prizes is $6,000.00.

   One (1) Sweepstakes Prize: The prize available in the Sweepstakes (the "Sweepstakes Prize") is one (1) $1,000 Rewards Choice Code, redeemable through Sponsor's designated Rewards Choice platform. The ARV of the Sweepstakes Prize is $1,000.00.

   Each Rewards Choice Code is a digital code that is redeemable for winner's choice of available prepaid cards from the NeoCurrency Reward catalog. Each Rewards Choice Code will be valid through 12/31/2027.

   The total ARV of all prizes available in the Promotion is $7,000.00.

   Terms and conditions of Rewards Choice Codes apply. See the website included in your prize email for details. Winner must protect the Rewards Choice Code and treat the Rewards Choice Code as they would any other valuable document. Rewards Choice Codes will not be replaced or replenished if lost, stolen, damaged, destroyed, or used without the winner's permission and will be voided if altered or defaced. Any depiction of a prize in advertising or promotional materials is for illustrative purposes only, and actual prize details may vary. Prizes are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. All prize details not specified in these Official Rules will be determined by Sponsor in its sole discretion. Prizes are awarded "AS IS" without warranty of any kind. Winners are solely responsible for all federal, state, and local taxes and any other costs associated with prize acceptance and use. Any unclaimed prize will be forfeited. Prizes, if legitimately claimed, will be awarded. The Promotion Parties are not responsible for lost, stolen, mutilated, or undeliverable prizes or for prizes that do not reach a winner because of an incorrect or changed address. If a winner does not accept or use the entire prize, the unused portion will be forfeited. The Promotion Parties are not responsible for any difference between the stated ARV and the actual value of a prize at the time it is awarded. Limit one (1) Game Prize per person. An entrant may win a Game Prize and the Sweepstakes Prize. Sponsor will attempt to fulfill all properly claimed prizes within approximately four (4) to six (6) weeks after winner's eligibility has been confirmed.

8. **GENERAL:** Subject to applicable law, each winner hereby expressly grants to the Sponsor and its respective successors, assigns, sublicensees and designees, the irrevocable right to use and publish their name, likeness (photographic or simulated), voice, biography and place of residence for all purposes, including, without limitation, advertising, marketing, promotional and publicity purposes in

connection with this Promotion ("Advertising"), in any and all media now or hereafter devised, worldwide, in perpetuity, without any form of notice, permission or any amount or kind of compensation, except for the awarding of the prizes to the winners. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and each winner hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and each winner hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of winner's name, likeness or voice under contract, tort or any other theory of law.

9. **CONDUCT:** The Promotion Parties are not responsible for the actions of entrants in connection with the Promotion, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Promotion. The Promotion Parties reserve the right, at their sole discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in any manner deemed by the Promotion Parties to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Promotion, and void all associated entries and/or registrations. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **WAIVERS AND DISCLAIMERS:** The Promotion Parties assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, Game Plays/Sweepstakes entries, URLs, or emails, or other communications of any kind; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft of, Game Plays, Sweepstakes entries, and/or registrations at any point in the operation of this Promotion; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Promotion; (e) inaccessibility or unavailability of the Internet or the Website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Promotion, including, without limitation, errors or difficulties which may occur in connection with the administration of the Promotion, the processing of registrations, Game Plays/Sweepstakes entries, the announcement of the prizes, or in any other Promotion-related materials; or (f) any injury or damage to entrants or to any other person's computer or other device which may be related to or resulting from any attempt to participate in the Promotion. If, for any reason, the Promotion (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then the Promotion Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Promotion in whole or in part. If terminated, the Promotion Parties will award the remaining unawarded prizes in a random drawing from among all non-suspect, eligible entries received for the Promotion up to the time of such action or as otherwise deemed fair and appropriate by Promotion Parties.

    The Promotion Parties do not assume any responsibility for any disruption in the Promotion, including, but not limited to, the failure or interruption of any website or any internet service provider. In the event Sponsor is prevented from continuing with the Promotion by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Promotion by any party, or any federal, state, or local government law, order, or regulation, order of any court or

jurisdiction, or other cause not reasonably within Sponsor's control (each, a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Promotion or prize. Sponsor additionally reserves the right, in its sole and absolute discretion to modify, suspend or terminate the Promotion should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Promotion.

11. **RELEASES:** All entrants, as a condition of participation in this Promotion, release, discharge, indemnify and hold harmless the Promotion Parties, and each of their respective directors, officers, employees, agents, successors and assigns (collectively, "Released Parties") from and against any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, death, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Promotion (including travel to/from any Promotion activity); (ii) the receipt, ownership, use or misuse of the prize awarded, including any travel associated with any prize; (iii) the Released Parties' violation of rights of publicity or privacy, claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) entrant's registration material on any related website; or (v) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Promotion activity and/or prize.

12. **GOVERNING LAW AND LIMITATION OF LIABILITY:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Promotion will be governed by and construed in accordance with the internal laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

    BY PARTICIPATING IN THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS ($10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS ($10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT 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.

    13. DISPUTE RESOLUTION: The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of Illinois, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury, and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Promotion shall be resolved solely by binding arbitration before a sole arbitrator under the Streamlined Arbitration Rules & Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of Illinois. The federal or state law that applies to these Official Rules will also apply during the

arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of Illinois. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

14. **ENTRY INFORMATION AND PROMOTION COMMUNICATIONS:** As a condition of participating in the Promotion, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Promotion and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to this Promotion or on a Promotion winner's list. By participating in the Promotion, entrant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at https://www.rrd.com/privacy-policy/valassis. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

15. **MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules 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 herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. 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 or terms of use on any website, social media platform or application and/or the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.
16. **WINNERS LIST:** To receive a list of the winners, send a #10 self-addressed, stamped envelope, for receipt by February 17, 2027, to: Save's Snow Day Double Play Instant Win Game and Sweepstakes (13013) – Winners List Request, c/o Realtime Media, 2460 General Armistead Ave., Suite 209, West Norriton, PA 19403.

17. **SPONSOR:** Valassis Direct Mail, Inc., 227 W. Monroe, Suite 500, Chicago, IL 60606. Reference to third-party reward providers, trademarks, trade names, products, services, or websites in connection with the Rewards Choice prizes is for identification purposes only and does not imply endorsement, sponsorship, or affiliation with Sponsor or this Promotion. All trademarks are the property of their respective owners.

18. **ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave., Suite 209, West Norriton, PA 19403.