

Allies Only Sweepstakes

Official Rules

To enter and participate in this Sweepstakes, you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. You must have Internet access and an active e-mail and Instagram account to participate.

- 1. Eligibility:** The *Allies Only Sweepstakes* (the “**Sweepstakes**”) is open only to legal residents of the fifty (50) United States and Washington D.C., who are at least 18 years of age (or the age of majority in the jurisdiction of their residence, whichever is older) and who have an active e-mail and Instagram account and Internet access as of 10/6/25. Employees of Ally Financial Inc. (“**Ally**” or “**Sponsor**”), Probability LLC (the “**Administrator**”), any organizations responsible for sponsoring, fulfilling, administering the Sweepstakes or supplying the prize (or any element thereof), and each of their respective parent, subsidiary, related and affiliated companies, and the entities owned and operated by those persons (collectively, the “**Promotion Entities**”), and the immediate family and household members of all such foregoing individuals, are not eligible to enter or win. “Immediate family members” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence at least three (3) months a year, whether related or not. Potential winner will be required to provide proof of eligibility prior to prize award as discussed below. Void where prohibited.
- 2. Sweepstakes Entry:** The Sweepstakes begins on or about 12:00:00 p.m. Eastern Time (“ET”) on October 7, 2025 and ends at 11:59:59 p.m. ET on October 14, 2025 (“**Promotion Period**”). Sponsor’s computer is the official clock for the Sweepstakes.

During the Promotion Period, Sponsor will post one (1) post (“**Sweepstakes Post**”). You must follow these steps to receive one (1) entry –

- (a) follow @ally on Instagram (if you do not already).
- (b) tag two (2) friends in the comment section of the Sweepstakes Post.

You may include additional content as part of your entry, but doing so is not required and will not improve your chances of winning. Should you choose to include additional content, the additional content must be in full compliance with the Content Restrictions set forth below.

FOLLOWING THE ABOVE STEPS SIGNIFIES THAT YOU MEET THE SWEEPSTAKES ELIGIBILITY REQUIREMENTS AND HAVE READ AND AGREE TO THESE OFFICIAL RULES.

Limit one (1) entry per person or Instagram account during the Promotion Period.

Multiple entries and/or mass entry attempts in excess of the preceding limit will result in disqualification of all entries by such person; and, if violation is determined by Sponsor or Administrator to be particularly egregious and/or repeated, such person may be prohibited from participating in subsequent versions of the Sweepstakes as well as any other sweepstakes promotions which may be offered by Sponsor during calendar year 2025. Entries must be manually key-stroked by the entrant; use of automated entry devices or programs, or entries by third parties are prohibited. Entries that do not conform to or that violate these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Proof of submission of Entry (i.e., following/commenting/tagging as set forth above)

does not constitute proof of receipt of same. Should receipt of entry be acknowledged (including by reply comment from @ally), such acknowledgement does not constitute any representation as to Sweepstakes eligibility, notification of winning nor is it otherwise binding upon Sponsor or Administrator. By entering this Sweepstakes, entrants agree to these Official Rules and the decisions of the Administrator and Sponsor, which are binding and final in all matters relating to this Sweepstakes.

Entries that are incomplete (including omission of tagging two (2) friend), garbled, corrupted, jumbled, inaccessible, improperly recorded (or not recorded at all) or unintelligible for any reason beyond the control of the Promotion Entities, including, but not limited to, computer or network malfunction or congestion or filtering/operation of Instagram, are void and will not be accepted.

In case of a dispute over the identity of an Entrant, the authorized account holder of the e-mail address associated with the Instagram account used to enter will be deemed to be the Entrant. "Authorized account holder" is defined as the person who is assigned to an e-mail address by an internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Content Restrictions: Should you choose to include additional content as part of your entry, your entry will be disqualified if Sponsor/Administrator determines that such additional content (i) is copied from any source and/or violates the trademark, copyright, right of publicity or right of privacy of any third party; (ii) demeans, insults or denigrates another individual because of his/her race, religion, national origin, ethnicity, gender/gender identification, sexual orientation, citizenship status, disability or other classification protected under law; (iii) is inappropriate in any respect, including profanity, obscenity, sexual suggestive material or pornography; (iv) advocates illegal conduct of any kind, alcohol consumption or drug use; (v) includes personally identifiable information about entrant or any other individual (e.g., full name, telephone number or e-mail address); (vi) reflects negatively upon or adversely affects the business reputation and goodwill of Sponsor; or (vii) relates to controversial subjects, such as politics and/or religion.

ANY ADDITIONAL CONTENT POSTED BY AN ENTRANT REPRESENTS SOLELY THE OPINIONS OF SUCH ENTRANT AND NOT THOSE OF SPONSOR. SPONSOR DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH ADDITIONAL CONTENT POSTED BY ENTRANTS, INCLUDING BUT NOT LIMITED TO LIABILITY IN CONJUNCTION WITH MODERATING OR REVIEWING SAME.

By accepting the prize (except where prohibited by law) winner consents to use by Sponsor and its designees of their name, city, state/province/country, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world for a period of two (2) years, without further compensation, notification, permission, or approval.

*IMPORTANT: Data rates may apply if Sweepstakes entry is submitted via your mobile device according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging/data rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your device's capabilities for specific instructions.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the Entry process. In such event, Sponsor reserves the right to conduct the Sweepstakes and award the prize by means of a random drawing from among all eligible Entries received prior to and/or after

(as appropriate) the action taken by Sponsor or otherwise in a manner which is fair, appropriate, and consistent with these Official Rules, as determined by Sponsor in its sole discretion. Notice of termination, modification, or suspension of Sweepstakes will be posted on @ally. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of Entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or Entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to any person's computer or mobile device related to or resulting from participation in or downloading any materials from this Sweepstakes. Failure of Sponsor or Administrator to enforce any provision of these Official Rules shall not constitute the waiver of such provision.

You agree not to damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON MAKING SUCH ATTEMPT, PREVENT SUCH PERSON FROM PARTICIPATING IN SUBSEQUENT VERSIONS OF THE SWEEPSTAKES AND ANY OTHER SWEEPSTAKES OFFERED BY SPONSOR IN 2025 AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

3. **Random Drawing/Odds:** Potential winner will be selected via a random drawing, on or about October 15, 2025 from among all eligible entries received during the Promotion Period. The random drawing will be conducted by Administrator, an independent judging organization, whose decisions are final and binding on all administrative matters related to the Sweepstakes.

Odds of winning the prize depends on total number of eligible entries received during the Promotion Period.

4. **Winner Notification:** Potential winner will be notified by direct message from @ally on or about October 15, 2025. IT IS THE ENTRANT'S SOLE RESPONSIBILITY TO CONFIGURE HIS/HER PRIVACY SETTINGS SO AS TO ACCEPT DIRECT MESSAGES FROM @ALLY. IN ORDER TO REMAIN ELIGIBLE FOR THE PRIZE, ENTRANT MUST CONTINUE TO FOLLOW @ALLY UNTIL AFTER TIME OF PRIZE AWARD. The initial verification notice (via Instagram direct message) will request the potential winner email the Administrator at a specific email address with specific personal information (e.g., full name, address, phone number, date of birth, Instagram username) within forty-eight (48) hours after the notice is sent. Failure to respond to the initial verification notice within forty-eight (48) hours after the notice is sent with all required information will result in disqualification. Potential winner will be required to sign and return, within three (3) business days of request by Administrator, an Affidavit of Eligibility, Release and Indemnification, a Publicity Release where allowed by law ("Prize Documents"). If the completed Prize Documents are not returned by a potential winner to Sponsor within the specified time period, the potential winner may be disqualified. If any potential winner is disqualified for any reason, or if prize is returned as undeliverable, the entrant will forfeit his/her status as a winner, without compensation of any kind and the prize will be awarded to alternate winner selected from all remaining non-winning eligible entries received during the Promotion Period.

5. **Prize and Approximate Retail Value ("ARV"):**

Ten (10) grand prizes (each a "Grand Prize") are available to be won: one (1) \$1,000.00 Visa gift card.
ARV: \$1,000.00.

Total ARV of prizes: \$10,000.00

Gift cards are subject to terms and conditions thereon. No cash alternative or Grand Prize substitution will be allowed, except (a) for cash redemption of gift card where required by applicable law and (b) Sponsor reserves the right in its sole discretion to substitute one or more prize elements of equal or greater value for the Grand Prize or portions thereof if Grand Prize listed or portions thereof is/are unavailable for any reason.

Grand Prize must be accepted in its entirety or not at all; and, if declined, no alternate prize or compensation will be awarded.

Limit one (1) prize per person, family, household or address in this Sweepstakes or any other sweepstakes or contest promotion offered by Sponsor during calendar year 2025.

All federal, state and/or local taxes are the sole responsibility of the Grand Prize winner who will receive an IRS Form 1099 reflecting the value of the Grand Prize. Grand Prize winner must provide their Social Security Number or Tax Identification Number to Sponsor and/or Administrator and their representatives upon request and otherwise cooperate with Sponsor and/or Administrator and their representatives in conjunction with the reporting of their receipt of the Grand Prize to the Internal Revenue Service and any other applicable governmental tax authorities, as required by applicable law.

- 6. Conditions and Limitations of Liability:** By entering, each entrant agrees: (a) to be bound by these Official Rules and the decisions of Sponsor and Administrator, which shall be final and binding in all respects; and (b) to release, discharge and hold harmless each of the Promotion Entities, Meta Platforms, Inc., each of the foregoing entities' respective parent, subsidiary, related, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees (collectively, the **"Released Parties"**) from any and all actions, claims, injury, loss or damage, including, without limitation, death and bodily injury, arising in any manner, directly or indirectly, in whole or in part, from participation in this Sweepstakes or any Sweepstakes-related activity (including without limitation, any travel related thereto), and/or from entrant's acceptance, receipt, use or misuse of the Grand Prize or any portions thereof (to the extent applicable).

By accepting the Grand Prize, Grand Prize winner grants Sponsor and its designees (including Unrivaled as well as its licensees) permission to use their name, voice, likeness, photograph, Prize information, biographical data and city and state of residence on a winner's list (if applicable) and for programming, publicity and promotional purposes, worldwide in all forms of media now known or hereafter developed, in perpetuity, without further compensation unless prohibited by law. Sponsor and its designees are not obligated to use any of the above-mentioned information or materials but may do so and may edit such information or materials, at Sponsor's discretion, without further obligation or compensation. Sweepstakes subject to the laws of the United States only. All federal, state and local laws and regulations apply. All Entries become the property of Sponsor and will not be acknowledged.

- 7. Disputes/Jurisdiction/Choice Of Law:** To the fullest extent permitted by law, a participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Promotion or the award of the prize shall be resolved individually, without resort to any form of class action, and exclusively by federal or state courts situated within Oakland County, Michigan, with such courts having personal jurisdiction over them, with the participant waiving any right of forum non conveniens, change of venue or any like right; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred (if any), including costs associated with participating in this Promotion, but in no event attorneys' fees; and (3) under no circumstances will a participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased as well as waiving any rights to an injunction or other forms of equitable relief. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of a participant and Sponsor in connection with the Promotion shall be governed by, and construed in accordance with, the laws of Michigan, without giving effect to any choice of law or conflict of law rules (whether of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Michigan.

8. **Sponsor:** Ally Financial Inc., 500 Woodward Ave., Detroit, MI 48226.
9. **Administrator:** Probability LLC, 2 Woodstock Meadow Ln, PO Box 1484, Woodstock, NY 12498.
10. **Winner List:** For the name of the winner, mail a self-addressed, stamped envelope to: "Allies Only Sweepstakes Winner", c/o Probability, PO Box 1559, Social Circle, GA 30025-1559. All such requests must be received by November 14, 2025.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Meta Platforms, Inc.. You understand that you are providing your information to Sponsor and not to Meta Platforms, Inc.