

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

1. **CONTEST PERIOD:** The Ally Arena USGA Contest (the “**Contest**”) starts at 12:00 a.m. Eastern Time (“**ET**”) on June 20, 2024 & ends at 11:59 p.m. ET on June 23, 2024 (the “**Contest Period**”).
2. **ELIGIBILITY:** Contest is open to legal residents of the fifty (50) United States & the District of Columbia who are eighteen (18) years of age and the age of majority in the entrant’s state/territory of residence or older as of the date of entry and have an active Fortnite account. Fortnite is free to download. Employees of Ally Financial Inc. (the “**Sponsor**”), and its parents, subsidiaries, divisions, affiliates, employees, directors, shareholders, suppliers, distributors and advertising, promotional and judging agencies, including Don Jagoda Associates, Inc. (“**Administrator**”), United States Golf Association (together with Sponsor and Administrator, the “**Indemnitees**”) and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not) are not eligible to participate or win. Void where prohibited by law. All federal, state and local laws and regulations apply.
3. **HOW TO ENTER:** Entrants may enter the Contest by logging on to their Fortnite account via compatible PC, Microsoft Xbox, Sony Playstation, or Nintendo Switch and going to Fortnite Creative. Then enter the Tee Time Speedrun code (0524-4031-4301) (where indicated) to be dropped into Tee Time Speedrun and compete in the nine (9) holes of the golf game attempting to have the fastest time possible to enter into the tournament (“**Tournament**”). Entrants are able to go back and re-do each of the holes to improve their overall time. Entrants can then enter Ally’s Discord server at discord.gg/allygaming (“**Ally Discord Server**”) and follow the instructions to upload their score. Type/submit replay in the command channel to start the submission process. Follow the prompts to upload your replay file directly in the Ally Discord Server. It will take a few minutes to process your submitted replay file. Once processed, the channel will update your score and rank on the tournament leaderboard. There is no limit to how many Entries each entrant can submit. Competing in the Tournament is free. Entries are subject to verification from the Sponsor and once verified, the top Entries will be posted to AllyArena.com.

Any attempt by any entrant to enter by using multiple/different email addresses, Fortnite names/accounts, screenshots, mailing addresses, identities, registrations and logins, or any other methods will void such entries and that entrant may be disqualified. Use of any automated or computer system to participate is prohibited and will result in disqualification. Normal Internet/phone access and data/usage charges imposed by entrants’ online/phone service may apply. Sponsor grants to each entrant a limited, non-transferable, non-exclusive, non-sublicensable, revocable right to use its and/or its licensor’s trademarks solely for purposes of and limited to their Entry submitted in this Contest; such right and License will automatically expire without further act of any party at the expiration of the Contest Period, unless specifically extended on an individual basis by Sponsor in writing in its sole discretion. Any other use of Sponsor’s and/or its licensors’ trademarks will be a violation of Sponsor’s or its applicable licensors’ intellectual property rights.

4. **PRIVACY:** Information collected from entrant is subject to Sponsor’s Privacy Policy at <https://www.ally.com/privacy/> and will be used and disclosed for any lawful purpose, including without limitation, administering this Contest. This section does not limit any other consent(s) that an entrant may provide the Sponsor in relation to the collection, use and/or disclosure of their personal information.
5. **WINNER DETERMINATION:** One (1) First Place Prize winner, one (1) Second Place Prize winner, one (1) Third Place Prize winner, one (1) Fourth Place Prize winner, one (1) Fifth Place Prize winner, one (1) Sixth Place Prize winner, one (1) Seventh Place Prize winner, one (1) Eighth Place Prize winner, one (1) Ninth Place Prize winner and one (1) Tenth Place Prize winner (collectively, “**winners**”) will be determined immediately following the Contest Period from among all eligible Entries received during the Contest Period. Winners will be determined based on the verified highest scores (fastest times) in the Tournament as submitted by entrants. In the event of a tie when two or more players submit the exact same time, the winner will be determined based on the fastest time on the most difficult courses in the following order until the tie is broken: 1) Frozen Fairways overall time 2) Wild West Winds overall time 3) Metropolitan Greens overall time. If after those first three tie breakers, two or more players still have

the exact same time, the winner will be determined based on the fastest times on individual holes in descending order as follows: Hole 9 score, Hole 8 score, Hole 7 score, and so on until the first hole. If after going through all of those tiebreakers, two players are still tied, the Administrator will conduct a random drawing from all tied Entries received with the applicable same scores during the Contest Period. Decisions of the Sponsor and Administrator are final on all matters relating to the Contest/ winner determination.

6. **WINNER NOTIFICATION:** By participating in this Contest, entrants expressly agree to electronic communications with the Sponsor and/or Administrator for the purposes of administrating this Contest. Potential winners will be assigned by Sponsor a "Tournament Role" and will have the opportunity to join a private chat created for them to join the "Tournament Winner" channel so that they can be contacted initially. Ally will ask the potential winners to DM the @ally_do_it_right Discord account to provide their email information for fulfillment of additional winner notification or prizes, as further explained below. First, Second, Third, Fourth, Fifth, Sixth and Seventh Place Prize winners will then be required to sign and return, via email, a Declaration of Eligibility & Liability Release, and where legal, a Publicity Release and Assignment of Rights within forty-eight (48) hours of notification. Ninth and Tenth Place Prize winners will then be notified via email and will be required to respond within forty-eight (48) hours to verify eligibility and provide a valid mailing address. Failure to reach a potential winner within the stated deadline, return notification or prize as undeliverable, or potential winner otherwise does not meet all Contest conditions, will result in all rights to the prize to be forfeited and an alternate winner may be determined. Sponsor and Administrator reserve the right to conduct a background check on potential First Place Prize winner and their guest. The Sponsor reserves the right in its sole discretion to disqualify potential First Place Prize winner based on the results of such background check, in Sponsor's sole discretion. No correspondence pertaining to this Contest will be entered into except with potential winners.
7. **PRIZES: First Place Prize (1):** A 3-day/2-night trip for two (2) to one (1) event of winner's choice of the Men's or Women's U.S. Open. Trip includes round-trip economy class air transportation, hotel accommodations for two (2) nights, two (2) tickets to a Sponsor specified event during the 2025 Men's or Women's U.S. Open and \$10,000, awarded as a check. The approximate retail value of the First Place Prize is \$15,000. Tickets may not be resold or transferred. Winner's guest must be 18 or older unless winner's child/charge. Guest of First Place Prize winner (or winner as their parent/legal guardian) must sign a release of liability prior to travel. Winner and guest must follow any applicable COVID protocols that may be in place at time of event. Travel must be taken on dates specified by Sponsor and tickets must be used on date specified by Sponsor which are subject to change. Lost, stolen or damaged tickets will not be replaced or exchanged. In the event the First Place Prize winner or guest engage in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to eject winner and/or guest from the event and no additional compensation will be provided. Actual retail value of the First Place Prize may vary depending on winner's city of departure and any difference in value will not be awarded. In the event the First Place Prize winner lives within one hundred (100) miles of the destination, ground transportation will be substituted for air transportation. Airline carrier's regulations and conditions apply. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Winner and guest must travel together on the same itinerary. Guest will be required to provide their social security number for the purposes of conducting a background check, unless guest is a minor. No refund or compensation will be made in the event of the cancellation or delay of any flight except at the sole discretion of Sponsor. Travel is subject to the terms and conditions set forth in these Official Rules and those set forth by Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Lost, stolen or damaged airline tickets will not be replaced or exchanged. Sponsor will not be responsible for any cancellation, delay, diversion or substitution or any other act or omission whatsoever by any air carrier(s) or other transportation company or provider or any other person or entity providing any services to passengers in connection with any trip, or any results thereof such as changes in services or accommodations necessitated by same. Sponsor and the Released Parties (defined below) are not responsible for damages, losses, illnesses or injury resulting from acceptance or use of prize. In Sponsor's sole discretion, due to prize unavailability or for any other reason, Sponsor may award an alternate prize (or portion of prize) of equal value and the Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided. **Second Place Prize (1):** \$5,000, awarded as a check. **Third Place Prize (1):** \$3,000, awarded as a check. **Fourth Place Prize (1):** \$2,000, awarded as a check. **Fifth Place Prize**

(1): \$1,000, awarded as a check. **Sixth Place Prize (1):** \$1,000, awarded as a check. **Seventh Place Prize (1):** \$1,000, awarded as a check. **Eighth Place Prize (1):** \$1,000, awarded as a check. **Ninth Place Prize (1):** \$500, awarded as a check. **Tenth Place Prize (1):** \$500, awarded as a check. All applicable federal, state, and local taxes are solely the responsibility of the winners. No transfer, assignment, substitution or cash equivalent for any prize will be permitted, except at the sole discretion of the Sponsor.

8. **LIMITATIONS OF LIABILITY; RELEASE:** Indemnitees and the Released Parties are not responsible for late, incomplete, misdirected, inaccessible Entries, Internet connections or email; or for any computer, telephone, wireless, satellite, cable, network, electronic, Internet or phone hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net/accessibility, availability, or traffic congestion, Internet contact, or any technical error, or program errors or malfunctions or unauthorized human intervention, or the incorrect or inaccurate capture of Entry or other information, or the failure to capture, or loss of, any such information, or for any human error, technical error or other error of any kind in connection with the offering or operation of the Contest. The Indemnitees and the Released Parties are not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the website (or any other website). If for any reason the Contest is not capable of running as planned (in whole or in part), as solely determined by Sponsor, including but not limited to by infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures that can corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest (in whole or in part). In such event, Sponsor shall award the prizes in a manner which is fair, appropriate and consistent with the spirit of these Official Rules, as determined by Sponsor in its sole discretion. The right is reserved by Sponsor to disqualify any individual found, at its sole discretion, to be tampering with the entry process or the operation of the Contest or website, to be acting in violation of the Official Rules, or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Indemnitees and the Released Parties are not responsible for any injury or damage to entrant's or any other person's computer/device related to or resulting from participation in or downloading (or uploading) any materials from this Contest. Entrants further agree not to knowingly damage or cause interruption of the Contest and/or prevent others from participating in the Contest. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE OR AN INDIVIDUAL OTHERWISE ATTEMPTS TO DEFRAUD SPONSOR, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW. By submitting an Entry, to the fullest extent permitted by applicable law, each entrant releases and agrees to hold harmless each of the Indemnitees, United States Golf Association, and all other companies involved in the development, operation or marketing of the Contest or the provision of any prize or any component of any prize, and the successors and assigns of each of the foregoing, and each of their respective the directors, officers, employees, shareholders, members, successors, assigns and agents of each of the foregoing (the "**Released Parties**") from and against any and all claims, causes of action and liabilities of any kind that the entrant ever had, now has or might in the future have arising out of or relating to the Contest, participation in the Contest, the acceptance, receipt or use of prize or any component thereof and/or any use of the entrant's name, likeness, voice and/or biographical information, any statement attributed to the entrant and/or any Entry or any component thereof, including without limitation any and all claims, causes of action and liabilities, including those (a) relating to any personal injury, death or property damage or loss sustained by any entrant or any other person, (b) based upon any allegation of violation of the right of privacy or publicity, copyright infringement, misappropriation, defamation or violation of any other personal or proprietary right or (c) or based upon any allegation of a violation of any law, rule or regulation relating to personal information or data security. Each entrant agrees not to assert any such claim or cause of action against any of the Released Parties.
9. **ADDITIONAL CONDITIONS:** By participating, entrants agree to be bound by and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. By participating in this Contest, entrant agrees to release and hold harmless Indemnitees and the Released Parties from any and all actions,

claims, injury, loss or damage (whether due to negligence or otherwise) to person(s), including death, and property or breach or failure or any representation of warranty arising in any manner, directly or indirectly, from participation in this Contest and/or from the acceptance, misuse or use of prize.

SPONSOR MAKES NO WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF THE PRIZE, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

10. **DISPUTES:** You agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or the prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Michigan. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.
11. **SPONSOR/ADMINISTRATOR:** The Sponsor of the Contest is Ally Financial Inc., Ally Detroit Center, 500 Woodward Ave, Detroit, MI 48226. The Administrator of the Contest is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, New York 11747.
12. **WINNERS LIST:** To receive a Winners List by email, send an email to: winners@dja.com with The Ally Arena USGA Contest (01-2252-83) as the subject line. Requests must be received by August 31, 2024.

This Sweepstakes is not sponsored, endorsed, or administered by Epic Games, Inc.

TO THE EXTENT PERMITTED BY APPLICABLE LAW, PARTICIPANTS AGREE TO RELEASE AND HOLD HARMLESS EPIC GAMES, INC., ITS LICENSORS, ITS AND THEIR AFFILIATES, AND ITS AND THEIR EMPLOYEES, OFFICERS, DIRECTORS, AGENTS, CONTRACTORS, AND OTHER REPRESENTATIVES FROM ALL CLAIMS, DEMANDS, ACTIONS, LOSSES, LIABILITIES, AND EXPENSES RELATED TO THIS PROMOTION.

THE INFORMATION PARTICIPANTS PROVIDE IN CONNECTION WITH THIS PROMOTION IS BEING PROVIDED TO SPONSOR AND NOT TO EPIC GAMES, INC.