

The Loyally Tour, brought to you by Mastercard Country Calling Festival 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 account to participate.

- 1. Eligibility:** The Loyally Tour, Brought to you by Mastercard Country Calling Festival Sweepstakes (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States and Washington D.C., who are at least 21 years of age, who are able to attend the Country Calling Festival in Ocean City, MD on October 2-3, 2026, and who are current Ally customers in good standing with active online credentials, including an active e-mail account, and internet access as of 8/19/26. Employees of Ally Financial Inc. (“Ally” or “Sponsor”), Probability LLC (the “Administrator”), Mastercard International Incorporated (“Mastercard”), Live Nation Worldwide, Inc. (“Live Nation”) 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”; *See disclaimer below), 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 9:00:00 a.m. Eastern Time (“ET”) on August 20, 2026 and ends at 11:59:59 p.m. ET on September 10, 2026 (“Promotion Period”). Sponsor’s computer is the official clock for the Sweepstakes.

During the Promotion Period, navigate the Internet to <http://www.ally.com/loyally/tour> (the “Website”). On the Website, you must complete the entry form by providing: your full name, e-mail address associated with your Ally account, phone number where you may be reached during normal business hours (9:00 a.m. ET – 5:00 p.m. ET) on or about September 11, 2026 if your entry is selected as the potential winner in the random drawing.

CLICK THE CHECK BOX SIGNIFYING THAT YOU MEET THE ELIGIBILITY REQUIREMENTS AND HAVE READ AND AGREE TO THESE OFFICIAL RULES. IF YOU DO NOT CHECK THE BOX INDICATING YOUR AGREEMENT TO THE ABOVE, YOU WILL NOT BE ENTERED IN THE SWEEPSTAKES AND CANNOT WIN THE PRIZE.

Limit one (1) entry per person during the Promotion Period, regardless of the number of email addresses or accounts a person may have.

Multiple entries in excess of this limitation or mass entry attempts will result in disqualification of all entries by such person. Entries must be manually key-stroked by the entrant; use of automated entry devices or programs, or entries by third parties, are prohibited. Incomplete entries will be disqualified. Proof of entering information at the Website or entry form is not considered proof of delivery or receipt of such entry.

***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, and to terminate, modify or suspend the Sweepstakes. In such event, Sponsor reserves the right to conduct the Sweepstakes and award the prize 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/suspension of Sweepstakes will be posted on the Website. Without limitation of any other term here, Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, technical failures of any kind (including but not limited to electronic malfunction or damage of any network, hardware or software), 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 electronic 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 entrant's or any other person's computer or mobile device related to or resulting from participation in this Sweepstakes.

Entrants further agree not to knowingly 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 ENTRANT MAKING SUCH ATTEMPT (IF APPLICABLE), TERMINATE ENTRANT'S ACCOUNT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

3. **Random Drawing/Odds:** Potential winners will be selected in a random drawing, on or about September 11, 2026 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 winners will be notified by e-mail/phone on or about September 11, 2026. Failure to respond to the initial notification within twenty-four (24) hours after transmission to potential winner or return of notification as undeliverable after two (2) attempts will result in disqualification and award of the prize to an alternate winner (time permitting). Potential winner will be required to complete, sign and return within forty-eight (48) hours of transmission, an Affidavit of Eligibility, a Liability Release and Indemnification, and a Publicity Release, where allowed by law ("Prize Documents"). If potential winner does not respond to the initial notification attempt within twenty-four (24) hours after transmission as set forth above, if Prize Documents are not returned to Administrator within the specified time period, if prize notification is returned as non-deliverable, if potential winner is found to be ineligible or otherwise not in compliance with these Official Rules, or if potential winner does not accept the prize for any reason, prize may be forfeited and such potential winner may be disqualified. If potential winner is disqualified for any reason, prize will be awarded to an alternate winner selected from all remaining eligible entries received during the Promotion Period (time permitting). In the event of any dispute concerning the identity of any entrant, the entry will be deemed submitted by the natural person who is the authorized holder of the transmitting e-mail account. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

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

Thirteen (13) grand prizes ("**Grand Prize**") are available to be won: two (2) VIP Festival Wristbands with access to both days of Country Calling Festival ("**Festival**") on October 2, 2026 and October 3, 2026 in Ocean City, MD; Access to private Bungalow for entirety of festival. Amenities include grab and go snacks, dedicated VIP festival entrance, and access to all VIP amenities; Meet & Greet with an artist performing at the Festival will include a photo op and signed merchandise for winner and guest; at its sole **ARV of each Grand Prize: \$4,000**

Total ARV of Prizes: \$52,000.

Prize Restrictions:

PRIZES DO NOT INCLUDE TRAVEL TO THE FESTIVAL.

Ticket delivery method is at sole discretion of Live Nation which will be either sent to winner by mail, email, mobile ticketing or placed at venue Will Call the day of festival under the winner's name. Winner must be present to pick up tickets and a valid photo ID will be required if tickets are placed at Will Call. Winner and guest must be at least the age of majority and must abide by all venue and event policies, to include but not limited to, showing a valid photo ID at venue for age verification and/or identification purposes if requested. Live Nation reserves the right to revoke full or partial prize from any winner or winner's guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation into disrepute. Winner understands that there are inherent risks involved in being in public spaces and that these risks may be present before, during and after the event. Resale or transfer of any prize element, including tickets, is prohibited. By claiming event tickets, you agree to Live Nation's Terms of Use, and to abide by the health and safety measures in effect at the time of the event. Should the event be cancelled, you will be notified as soon as reasonably possible.

Winner must be available to attend the festival on October 2-3, 2026; if winner is not able to do so for any reason, prize will be forfeited in its entirety without liability of any kind and an alternate winner may be selected, time permitting.

Tickets are good only for the Festival and are also subject to terms and conditions of use, as indicated thereon. If, for whatever reason, the Festival is cancelled after the prize is awarded, Sponsor's liability for the prize is limited only to the non-event portions of the prize. No compensation will be paid in lieu of the cancelled event. The tickets to the Festival are subject in all respect to the terms and conditions set forth on the tickets and any requirements of the facility hosting the event. Seat locations (if applicable) will be determined by Live Nation. The winner is strictly prohibited from selling, auctioning, trading or otherwise transferring the tickets unless Sponsor consents in writing.

Winner and guest must also comply with the restrictions of Country Calling Festival, including its code of guest conduct.

Winner and guest must follow all instructions of Sponsor and Mastercard (as well as of the venue hosting the Festival) relative to attending the Festival and, should winner and/or guest fail to adhere to such instructions or engage in unruly, obnoxious, anti-social or otherwise inappropriate behavior (as determined by Sponsor, Mastercard and/or Administrator, in their sole discretion), Sponsor will, without further notice or warning, eject winner and/or guest from Festival and/or take other actions as Sponsor deems appropriate in its sole discretion so as to protect its rights, without liability or other obligation to winner and/or guest. If behavior of winner and/or guest is deemed to be particularly offensive or egregious by Sponsor, Sponsor may pursue legal sanctions against winner and/or guest (as applicable).

All costs and expenses relative to acceptance/use of Grand Prize not specified herein are not included and are solely the winner's responsibility. Without limitation, other than as specified herein, winner and guest are solely responsible for making all travel arrangements to attend the Festival.

Guest of Grand Prize winner must complete, sign and return a Liability Release and Publicity Release (where lawful) prior to prize award. Guest must be 21 years of age or older.

Tickets to the Festival are governed by a revocable, nontransferable license, including prohibition on sale/re-sale, exchange, transfer, assignment, auction, barter, donation, placement into commerce or other form of conveyance.

If Winner attends the Festival without a guest, he/she will receive only one (1) ticket to the Festival. If tickets for Festival is unused for any reason, no substitute prize or compensation will be awarded.

No cash alternative or Grand Prize substitution will be allowed and 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 any part of the Grand Prize is declined, no alternate prize or compensation will be awarded.

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:** The Promotion Entities assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of entries, at any point in the operation of this Sweepstakes; (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 Sweepstakes; (e) inaccessibility or unavailability of the internet or any 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 Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, social networking posts, or registrations, the announcement of the prizes, or in any other Sweepstakes-related materials; or (f) any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes. If, for any reason, the Sweepstakes (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 Sweepstakes, then the Promotion Entities reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. If terminated, the Promotion Entities will award the prizes from among all non-suspect, eligible entries received for the Sweepstakes up to the time of such action.

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, 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 liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, 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 Sweepstakes, (ii) the receipt, ownership, use or misuse of the prize awarded, (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 (iv) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Sweepstakes activity and/or prize.

- 7. Grant of Rights and Privacy:** By accepting a Grand Prize, each Grand Prize winner grants Sponsor and its designees (including Mastercard 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. The preceding includes but is not limited to possible recordation, television broadcast or streaming of winner and guest attending/watching the Festival potentially for use by Sponsor and its designees (including Mastercard as well as its licensees) for programming, publicity and promotional purposes. Sponsor and its designees (including Mastercard as well as its licensees) 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.

Except as otherwise contemplated by these Rules, information provided by you for this Sweepstakes is subject to Sponsor's Privacy Policy, available at <https://www.ally.com/privacy/>.

- 8. 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.
- 9. Sponsor*:** Ally Financial Inc., 500 Woodward Ave., Detroit, MI 48226.
- 10. Administrator:** Probability LLC, 2 Woodstock Meadow Ln, PO Box 1484, Woodstock, NY 12498.
- 11. Winners List:** For the names of the winners, mail a self-addressed, stamped envelope to: "Loyally Tour Brought to you by Mastercard Country Calling Festival Sweepstakes Winners", c/o Probability, PO Box 1559, Social Circle, GA 30025-1559. All such requests must be received by August 28, 2026.

*For clarification, Ally Financial Inc is only named as the Sponsor herein for purposes of complying with state sweepstakes laws and regulations and is not a sponsor of Country Calling Festival or Live Nation Worldwide, Inc., or the Artist. Mastercard is the Official Payment Partner of Country Calling Festival.

Live Nation, Country Calling Festival, and Artist are each not a Sponsor of the Sweepstakes and in no way responsible for the administration of the Sweepstakes, the verification of winners or the fulfillment of prizeing. All inquiries regarding the Sweepstakes should be directed to Ally Financial Inc.