



GOLDEN TICKET INSTANT WIN GAME Official Rules 2024

NO PURCHASE IS NECESSARY TO WIN. A PURCHASE DOES NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

Sponsor: The “Sponsor” of the Sweepstakes is Rococo Franchise Corporation, 105 E. Wisconsin Ave, Suite 101, Oconomowoc, WI 53066.

Agreement to Official Rules: Regardless of your method of entry, your participation in the Golden Ticket Instant Win Giveaway (the “Sweepstakes”) constitutes your full and unconditional agreement to and acceptance of these rules (the “Official Rules”) and the decisions of Sponsor, which are final and binding. Winning a prize is contingent on fulfilling all requirements set forth herein. You represent and warrant that you meet the eligibility requirements set forth herein.

Eligibility: You may enter the Sweepstakes if: (A) you are a legal resident of the Wisconsin or Minnesota, (B) you are at least eighteen (18) years of age or older at time of entry, and (C) except as provided below, have or create a free Rococo Rewards Account (“Account”). Void in overseas U.S. territories, possessions, commonwealths and military installations. Void where prohibited, licensed, restricted or taxed. Employees of Sponsor, the affiliates, franchisees, subsidiaries, advertising and promotion agencies of each, any other individual or company involved in the development or execution of this Sweepstakes, and the immediate family members and/or those living in the same household of all the above are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws and regulations.

Promotion Period: The entry period begins at 1:00 a.m. Central Time on April 1, 2024 and ends at 11:59 p.m. Central Time on April 30, 2024 (the “Promotion Period”). The Golden Ticket Winners (as described below) will be notified on or around May 6, 2024.

How to Enter: Except as provided below, you will need an Account to participate. Sponsor will use the Account and other information for eligibility, notification and/or fulfillment purposes.. Account registration is free. You can register for an Account at <https://rockyroco.com/rewards> or by downloading the Rocky Rococo mobile app, which is available on Android and Apple devices, and signing up for Rococo Rewards.

To participate:

- During the Promotion Period, make a purchase with a value of \$3 or greater while logged into your Account. You can sign into your Account on the mobile app, online ordering platform, or by providing your phone number, email, or card number to the cashier while visiting a Rocky Rococo location. After your purchase, you will receive an email with a notification of your instant prize (“Golden Ticket Instant Win”).
 - Possible prizes include: \$1 off any purchase, \$3 off any purchase, a free cookie, a free breadstick, a free super slice, or a free large Create Your Own (“CYO”) cheese pizza.
 - Your prize will be automatically added to your Account wallet, or by email, for future use. All prizes expire if not used in 30 days.
- All individuals who make a purchase signed into their Account during the Promotion Period will be entered into the grand prize “golden” ticket drawing to be held on May 6, 2024. Five (5) Golden Ticket Winners will be randomly selected. Of the five (5) Golden Ticket Winners, one (1) \$2,500 Rocky Rococo gift certificate winner will be randomly selected on May 7, 2024. The remaining four (4) Golden Ticket Winners will be awarded the “Rocky Rococo Pizza For a Year” prize as described in more detail below.

No Purchase Necessary: For a free Golden Ticket Instant Win, send a self-addressed, stamped envelope to: Rocky Rococo Golden Ticket Instant Win Game Free Prize Request, Rococo Franchise Corporation, 105 East Wisconsin Ave, Suite 101, Oconomowoc, WI 53066. Requests must be postmarked between April 1, 2024 and April 30, 2024. Request must include your name and your email address. A free instant win prize will be emailed to you. Limit one (1) Golden Ticket Instant Win prize per outer stamped envelope. No mechanical reproductions or facsimiles of requests will be honored. Neither the Sponsor nor any of its agencies are responsible for lost, late, misdirected, illegible, incomplete, damaged, delayed, posted due or mutilated mail.

Limit: Regardless of method of entry, each person is limited to one (1) Golden Ticket Instant Win prize per day during the Promotion Period.

Restrictions: Entrants are not permitted to share the same email address or Account. Any attempt by any entrant to obtain or use more than the permitted number of entries by using multiple/different email addresses, identities, Accounts, devices, registration or logins, or any other methods will void the entrant’s entries and the entrant may be disqualified. Any use of any type of robotic, repetitive, automatic, programmed or similar entry method or agents (including, but not limited to sweepstakes entry services) will void all entries by that entrant and entrant may be disqualified. In the event of a dispute as to any entry, the authorized account holder of the email address associated with the Account used to participate will be deemed the entrant. The “authorized account holder” is the natural person assigned an email address by the Internet access provider, online service provider, or any other organization responsible for assigning email addresses for the domain associated with the submitted

address.

ALL POTENTIAL GOLDEN TICKET GRAND PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ITS ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE ENTRANT RECEIVES AN EMAIL MESSAGE SAYING HE OR SHE WON, UNLESS AND UNTIL THE ENTRANT’S ELIGIBILITY AND THE POTENTIAL PRIZE HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

Golden Ticket Prize Selection and Verification of Potential Winners: Potential winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. Sponsor’s decisions as to the administration and operation of the Sweepstakes and the selection of potential winners are final and binding in all matters related to the Sweepstakes.

Prizes:

FIVE (5) GOLDEN TICKET WINNERS:

On May 6, 2024, five (5) entrants (each, a “Golden Ticket Winner”) will be randomly selected from all of entrants who made a purchase while signed into their Account during the Promotion Period or that requested a free Golden Ticket Instant Win via mail during the Promotion Period. On May 7, 2024, one (1) GRAND PRIZE winner will be randomly selected from the five (5) Golden Ticket Winners. The remaining Golden Ticket Winners will receive the Golden Ticket 2nd Place Prize.

ONE (1) GRAND PRIZE WINNER:

\$2,500 Rocky Rococo gift card. Gift card will be mailed to the winner. Gift cards are subject to the terms and conditions stated on the back of the gift card.

FOUR (4) GOLDEN TICKET 2ND PLACE WINNERS:

Rocky Rococo Free Pizza for a Year: Includes one large Rocky Rococo cheese pizza each month for one year. The free large CYO cheese pizza reward will be added to your Account, or sent via email, at the beginning of each month, beginning on May 2, 2024 and continuing for eleven (11) months thereafter. Total approximate retail value (“ARV”) of the free large CYO cheese pizza prize is \$239.

APPROXIMATELY 5,000-10,000 INSTANT WIN PRIZES:

The number of Golden Ticket Instant Win prizes awarded will depend on the number of entrants who enter the Sweepstakes during the Promotion Period:

- **30% of prizes: “\$1 off any purchase” Reward.** ARV is \$1.00;
- **30% of prizes: “Free cookie” Reward.** ARV is \$0.69;

- **15% of prizes: “\$3 off any purchase” Reward.** ARV is \$3.00;
- **15% of prizes: “Free breadstick” Reward.** ARV is \$3.99;
- **9% of prizes: “Free super slice” Reward.** ARV is \$5.99; and
- **1% of prizes: “Free large CYO cheese pizza” Reward.** ARV is \$19.99.

All prize rewards will be automatically added to the Account of the winner, or sent via email. Each prize will expire after 30 days.

For All Prizes: No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value.

Publicity and Release:

Except where prohibited, participation in the Sweepstakes constitutes entrant’s consent for Sponsor and its designees to use entrant’s name, prize information, likeness, city and state of residence, video, voice, any comments or other feedback related to prize or Sweepstakes experience for promotional purposes in any media throughout the world, in perpetuity, and without further consideration, compensation, permission, or notification.

General Conditions:

In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, outbreak of widespread illness, pandemic, civil unrest, or other similar occurrence, technical failures, regularly-scheduled maintenance, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment, then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine or damage the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. All federal, state or other tax liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of winner. Winners may be issued an IRS Form 1099 for the ARV of the prize, if such prize is valued in excess of \$600. Winners may be asked to return a complete and accurate W-9 form to Sponsor in order to claim their prize.

Release and Limitations of Liability:

Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless, Sponsor, Rococo Franchise Corporation, Rocky Rococo Corporation,

and their respective parents, subsidiaries, franchisees, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors or human error; (d) errors in the administration of the Sweepstakes or the processing of registrations and game plays; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

BY PARTICIPATING, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

Disputes:

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the internal laws of the State of Wisconsin without giving effect to any choice or conflict of law provision or rule (whether of the State of Wisconsin or any other jurisdiction).

Any legal suit, action, or proceeding arising out of, or related to, the Sweepstakes shall be (a) instituted exclusively in the federal courts of the United States or the courts of the State of Wisconsin, in each case located in the County of Milwaukee, Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the

Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin without giving effect to any choice or conflict of law provision or rule (whether of the State of Wisconsin or any other jurisdiction).

Invalidity: The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Official Rules solely for ease of reference, and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof. These Official Rules cannot be modified or amended in any way except in writing by a duly authorized representative of Sponsor. Sponsor's employees are not authorized to modify or amend these Official Rules.

Winner List:

For a list of Golden Ticket Winners, visit rockyroco.com/contest. The winner list will be posted after winner confirmation is complete.

Entrant's Personal Information:

Information collected from entrants is subject to the Sponsor's Privacy Policy (<https://rockyroco.com/privacy-policy/>)

Official Rules:

These Official Rules will be available at <https://rockyroco.com/contest> and available in hard copy at Sponsor's address first listed above.