

2025 OMAHA INTERNATIONAL BOAT SPORTS AND TRAVEL SHOW

YETI BACKPACK COOLER PROMOTION

OFFICIAL RULES

ELIGIBILITY:

The Yeti Backpack Cooler Promotion (the “Promotion”) is open only to individuals 19 years of age or older who are United States citizens or permanent legal residents who have purchased a ticket, at the standard price for such ticket, for admission to the 2025 Omaha International Boat Sports and Travel Show, which is being held at the CHI Center, 455 North 10th Street in Omaha, Nebraska on February 20-23, 2025 (the “2025 Show”).

The sponsor of the Promotion, which is also the sponsor of the 2025 Show, is Cox/Johnson Corporation, an Iowa corporation, with its principal office located at 22110 East Euclid Place, Aurora, Colorado 80016 (the “Sponsor”). Any individuals who have, within the past six months, performed services for the Sponsor or its affiliates or for any exhibitor at the 2025 Show as an employee or independent contractor, and immediate family and household members of such individuals, are not eligible to enter the Promotion. “Immediate family members” shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or any of their spouses. “Household members” shall mean people who share the same residence at least three months in one calendar year.

Entry in the Promotion requires purchase of a ticket, at the standard ticket price, for admission to the 2025 Show.

NO ADDITIONAL PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER, WIN A PRIZE IN THE PROMOTION, OR IMPROVE YOUR CHANCES OF WINNING.

HOW TO ENTER:

Qualifying purchasers of a ticket for admission to the 2025 Show on February 21, February 22, and February 23, 2025 (each, an “Eligible Day”) may obtain an entry form at the point of admission or at the Sponsor’s business office which is maintained at the site of the 2025 Show during its designated business hours, and such entry form may be completed and deposited in the receptacle or receptacles designated by the Sponsor for collection of the entry forms. There is a limit of one (1) entry per qualifying purchase. Individuals will be required to submit their email address on the entry form, and will also be requested to provide on the form (i) their zip code of residence, and (ii) information regarding how they learned of the 2025 Show. Each entry must be received by the Sponsor no later than the scheduled closing time for the particular Eligible Day of the 2025 Show corresponding to the drawing being made on that Eligible Day. Any entries received after the scheduled closing time for the 2025 Show on a particular Eligible Day will not be considered for the prize drawing corresponding to that Eligible Day, regardless of whether the late receipt resulted from human error, computer or transmission error, or any other cause.

The Sponsor is not responsible for late, lost, misdirected, or invalid entries. Entries that are incomplete, invalid, or damaged are void and will not be accepted or eligible. All entries become the property of the Sponsor and will not be acknowledged or returned.

PRIZE:

On each Eligible Day, one (1) entry will be randomly selected in a drawing from all entries from eligible entrants on such Eligible Day. The individual who made the selected entry on each Eligible Day will be a winner of a Prize (each, a “Winner”). There will be only one (1) Winner for each Eligible Day and there will only be one (1) Prize for each Eligible Day. Over the course of all three (3) Eligible Days, there will be a total of three (3) Winners and three (3) Prizes awarded.

Each Winner will receive a Yeti Backpack Cooler with an estimated retail price of \$325 (each a “Prize”). All federal, state, and local taxes associated with the receipt or use of the Prize are the sole responsibility of the Winner. All other incidental and other costs and expenses which are not specifically listed as part of the Prize in these Official Rules and which may be associated with the award, acceptance, receipt, and use of all or any portion of the Prize are solely the responsibility of the Winner.

No individual has won until such individual has received a notification from the Sponsor stating that such individual has won as described below and any such notification will be subject to verification of the individual’s eligibility under these Official Rules. Each individual’s odds of winning are dependent on the overall number of eligible entries submitted on each Eligible Day. Each Winner will be notified by the Sponsor by email sent to the Winner’s provided email address. Such notification will include instructions on how to claim the Prize. To claim the Prize, the Winner must follow the instructions in the notification. The Prize must be claimed within forty-eight (48) hours of the receipt of the notification (which will be deemed to be 24 hours after the email is sent). If a Winner does not claim the Prize within this time period, then the Sponsor will award the prize to the next randomly selected entry from remaining eligible entrants.

The Prize is non-transferable. No substitutions are allowed. Decisions of the Sponsor are final.

In the event a Winner does not meet the requirements of these Official Rules or eligibility requirements as determined by the Sponsor, he or she forfeits the Prize. In such event, the Sponsor will award the prize to the next randomly selected entry from remaining eligible entrants. This process will continue until the Prize is awarded.

MISCELLANEOUS:

By submitting an entry in the Promotion, entrants agree to abide by these Official Rules and any decision the Sponsor makes regarding the Promotion.

Each entrant releases the Sponsor, its affiliates, and each of their shareholders, members, managers, directors, officers, employees, and agents from any and all liability for any injuries,

losses, or damages of any kind directly or indirectly arising from or relating to the Promotion, the Prize, and any acceptance, possession, or use of the Prize, and waives any and all causes of action related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the content or delivery, mis-delivery, acceptance, possession, use of, or inability to use the Prize (including, without limitation, claims, costs, injuries, losses, and damages related to personal injuries, death, damage to, or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty, or any other theory.

This Promotion and the rights and obligations of the Sponsor, entrants, and each Winner will be governed and controlled by the laws of the State of Nebraska applicable to contracts made and performed therein without reference to the applicable choice of law provisions. All actions, proceedings and litigation relating hereto must be instituted and prosecuted solely within the State of Nebraska, Douglas County. The Sponsor, entrants, and each Winner consent to the exclusive jurisdiction of the state courts of Nebraska and federal courts located within the state and county listed above with respect to any action, dispute, or other matter directly or indirectly pertaining to or arising out of this promotion, any Prize, and any acceptance, possession, or use of any Prize. Entrants and each Winner in the Promotion hereby waive any right to jury trial relating to the Promotion against the Sponsor. With respect to any claim against the Sponsor relating to the Promotion or the Prize, or any acceptance, possession, or use of the Prize, valid service of process and proper filing of any claim in a court of competent jurisdiction must occur within three (3) months of the date such claim accrued, or such claim shall be forever waived, barred, and discharged.

By entering the Promotion or accepting or using the Prize, each entrant agrees to permit (except where prohibited by law) the Sponsor to use his or her photo, video, audio, image, likeness, name, current city, hometown, and prize information (collectively, "Entrant's Information"), without limitation and in any format, for purposes of advertising, promotion, and publicity for the Sponsor without compensation or further permission. By entering the Promotion, each entrant agrees to hold harmless Sponsor and its shareholders, members, managers, directors, officers, employees, and agents from any claims or expenses arising as a result of the Sponsor's permitted use of Entrant's Information.

To the extent allowed by applicable law, all entries submitted as part of the Promotion are the property of the Sponsor. Each entrant agrees that the Sponsor shall be the exclusive owner of all right, title, and interest in and to such entries and may use such entries for any purpose without compensation. Without limiting the generality of the foregoing, by entry in the Promotion, each entrant agrees that the Sponsor may send promotional messages regarding future events promoted by the Sponsor to the e-mail address provided by the entrant on the entry form. Any entrant may at any time in the future revoke such consent for the Sponsor to send further e-mail messages by unsubscribing from such e-mail messages in accordance with the procedures established by the Sponsor from time to time.

The Sponsor reserves the right to modify or change these Official Rules, or suspend or reschedule the Promotion, at any time in its sole discretion. If for any reason the Promotion is not capable of being conducted as planned due to any cause beyond the control of the Sponsor, including but not

limited to any event or cause which corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Promotion, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify, or suspend the Promotion and disqualify any individual who may have caused any such problem. The Sponsor assumes no responsibility for any theft or destruction, unauthorized access to, or alteration of entries. The Sponsor is not responsible for misdirected, lost, late, or damaged entries, busy phone signals, unreturned voicemail messages, unreturned email messages, email notifications caught in SPAM filters or other forms of computer protection software, or incomplete entries. The Sponsor is not responsible for any problem or technical malfunctions of any telephone network or lines, computer online systems, servers, computer equipment, software, or failure of any entry to be received by the Sponsor on account of technical problems or delays, including any injury or damage to an entrant's or any other person's computer or mobile device related to or resulting from participation or downloading any materials in the Promotion.

The Sponsor reserves the right to disqualify from the Promotion, and to prosecute, and seek damages from, to the fullest extent permitted by law, any entrant who, in the Sponsor's reasonable suspicion, tampers with the entry process, attempts to deliberately damage any application or web site or undermine the legitimate operation of the Promotion, violates these Official Rules, or acts in an unsportsmanlike or disruptive manner.

By entering the Promotion, each entrant agrees that (i) any and all disputes, claims, and causes of action arising out of or in connection with the Promotion or the Prize awarded shall be resolved individually, without resort to any form of class action; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs, directly or indirectly associated with entering the Promotion, but in no event will attorneys' fees be awarded or recoverable; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby knowingly and expressly waives all rights to, any damages other than actual out-of-pocket expenses.

If a dispute arises regarding who submitted an entry, the entry will be deemed to be submitted by the person whose name is on the submitted entry.

Each entrant shall execute and deliver such additional documents, instruments, conveyances, and assurances, and take such further actions as may be required to carry out the provisions of these Official Rules.

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. IN NO EVENT SHALL THE SPONSOR BE LIABLE FOR ANY CONSEQUENTIAL, SPECIAL, INDIRECT, INCIDENTAL, OR PUNITIVE DAMAGES, EVEN IF THE SPONSOR HAS BEEN ADVISED OF THE POSSIBILITY OF THE DAMAGES. IN ANY EVENT THE MAXIMUM AGGREGATE LIABILITY OF THE SPONSOR TO ANY PERSON DIRECTLY OR INDIRECTLY RELATING TO THE PROMOTION OR THE

AWARD, USE, OR ENJOYMENT OF ANY PRIZE SHALL NOT EXCEED THE SUM OF \$50.00.

WINNER LIST:

The personal information collected from each entrant in the course of the Promotion will be used by the Sponsor for the purposes of administration of the Promotion and for any other lawful purpose, except that the Sponsor will not sell such information to any third party.

The Winners will be publicly announced at the end of the Promotion at a date and location specified by the Sponsor upon selection and verification of the Winners. The Winners may also be identified on the Sponsor's website, which is set forth above. To receive identification of the Winner, send a stamped, self-addressed envelope to the principal office of the Sponsor at the address set forth above.