

PROMOTION

DENIM DAYS GIVEAWAY PROMOTION ADVERTISING COPY:

The Summit at Fritz Farm is conducting *Denim Days* promotion in which it will be giving away denim customization to customers. This is how the promotion works: The Summit at Fritz Farm will host the Denim Days Giveaway from October 18, 2021 through October 22, 2021. To be eligible to receive “Denim Days Customization”, make a qualifying purchase from one (1) or more “Qualifying Retailers” and receive a ticket with customized link to sign-up for customization. For official rules, eligibility, and the list of Qualifying Retailers, visit <https://thesummitatfritzfarm.com/event/denim-days-2/>. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Instagram.

GIVEAWAY OFFICIAL RULES:

OFFICIAL RULES FOR
DENIM DAYS GIVEAWAY

The Summit at Fritz Farm
120 Summit at Fritz Farm #155, Lexington, KY 40517

VOID WHERE PROHIBITED BY LAW.

- 1) **INTRODUCTION:** The Summit at Fritz Farm Denim Days Giveaway ("Giveaway") is offered and sponsored by Fritz Farm Retail Company LLC ("Sponsor"). The Giveaway is governed by these official rules ("Official Rules"). By participating in the Giveaway, each entrant unconditionally agrees to be bound by and comply with these Official Rules (including all eligibility requirements) and the decisions of Sponsor, which shall be final and binding in all respects. The Giveaway is subject to all federal, state, and local laws and regulations and is void where prohibited by law. This giveaway is a sales promotion for that certain shopping center commonly known as The Summit at Fritz Farm and located in Lexington, Kentucky at the intersection of Man O' War Boulevard and Nicholasville Road, having a physical address of 120 Summit at Fritz Farm #155, Lexington, KY 40517 ("The Summit at Fritz Farm").
- 2) **PROMOTION PERIOD:** The Giveaway begins at 10:00 AM Eastern Standard Time on Monday, October 18, 2021, and ends at 8:00 PM Eastern Standard Time on Friday, October 22, 2021 (the "Promotion Period"). Purchases must be made by 7:30 PM on Friday, October 22 to be eligible for redemption. Sponsor is responsible for the processing of entries and the overall administration of the Giveaway. Entrants should look solely to Sponsor with any questions, comments or problems related to the Giveaway.
- 3) **PARTICIPANT ELIGIBILITY:**
 - A) The Giveaway is open only to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older at the time of entry. Valid entries must contain all information required as described below. Void where prohibited by law. The Giveaway is subject to all local, state, and federal laws and regulations. By entering this Giveaway, all entrants agree to comply with and be bound by these Official Rules and to comply with all federal, state, and local laws and regulations.
 - B) Sponsor and its respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising, and promotion agencies (collectively, the "Promotion Entities"), and each of their respective members, officers, directors, and employees, members of their immediate family, and/or persons living in the same household as such persons, are ineligible to enter the Giveaway or win a prize. The term "immediate family" includes spouses, siblings, step-siblings, parents, step-parents, children, step-children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4) QUALIFYING RETAILERS; QUALIFYING RECEIPTS:

A) To qualify for the Giveaway and be a “Qualifying Receipt”, a receipt must (i) clearly show a purchase from a Qualifying Retailer (as defined below) during the Promotion Period; and (ii) be from one of the following retailers’ physical locations at The Summit at Fritz Farm and no others (“Qualifying Retailers”): Ariat Brand Shop, Draper James, E. Leigh’s Boutique, Free People, Madewell, Morton James, and Vineyard Vines

5) **METHOD OF ENTRY:** In order to be eligible for a Denim Days customization ticket, make a purchase at one (1) or more Qualifying Retailers and sign-up on the link included with the ticket. Entries must include all of the above information to be considered.

6) **LIMIT:** Limit three (3) Giveaway entries per person/address/email address. Multiple Giveaway entries from the same entrant must contain completely unique Qualifying Receipts from all other Giveaway entries (i.e., the same Qualifying Receipt may not be used in more than one Giveaway entry). Entry must be made by the entrant. Any attempt by an entrant to obtain more than three (3) entries by using multiple or different addresses, identities, registrations, email addresses, logins or any other methods, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will void that entrant's entries and that entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth in these Official Rules. All entries must be submitted by the end of the Promotion Period in order to participate. Sponsor's database clock will be the official timekeeper for this Giveaway. Except where prohibited by law, by participating in this promotion each entrant grants Sponsor permission to use his or her name, likeness or comments for publicity purposes without payment of additional consideration.

7) **GIVEAWAY PRIZE:** The one-hundred and fifty (150) qualifying entries will receive one (1) ticket to receive customization during the Denim Days event. The odds of receiving a Denim Days ticket depend on the number of valid entries received. Prize cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The awarding of a prize does not obligate the winner. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items. Prize will only be awarded by pick-up from The Summit at Fritz Farm Guest Services office.

By accepting a prize, the participant consents to the use of participant’s name, likeness and/or biographical information for advertising, trade, and promotional purposes on behalf of The Summit at Fritz Farm in any and all media and without further compensation or permission, except in any jurisdiction where prohibited by law. All federal, state or local taxes, fees, or surcharges associated with the receipt or use of any prize are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

8) CLAIMING PRIZE:

A) Potential winners will receive their ticket for customization immediately upon purchase during the week of October 18, 2021 through October 22, 2021. Ticket for customization must be redeemed during the Denim Days Event on Friday, October 22 from 4:00 PM Eastern Standard Time through 8:00 PM Eastern Standard Time.

- B) Prizes must be redeemed during the Denim Days Event on Friday, October 22, 2021 from 4:00 PM Eastern Standard Time until 8:00 PM Eastern Standard Time. Potential winners shall provide their driver's license or state-issued identification card, with a name that matches that listed on the entrant's entry email, in order to confirm the potential winner's identity and compliance with the eligibility requirements of these Official Rules prior to receiving their prize.
- C) Sponsor or The Summit at Fritz Farm (collectively, "Giveaway Entities") is not responsible for any change of email address, mailing address, and/or telephone number of entrants. If a winner cannot be contacted from the information provided or fails to claim their prize in accordance with these Official Rules, the Sponsor reserves the right to select another potential winner at its sole discretion. The Giveaway Entities are not liable if email is not responded to within the time allowed or prize notification letter is lost in the mail or an email or other notification is returned as undeliverable when delivery is attempted by regular mail.
- 9) **PUBLICITY:** By entering, except where prohibited, where allowed by law, all winner(s) grant the Promotion Entities exclusive permission to use their names, city and state of residence, biographical information, characters, photographs, voices, videotape, likenesses, and/or statements in connection with promotion of this and other giveaways and sweepstakes in any and all media now known or hereinafter invented, worldwide, without territorial or time limitations and waive any claims to compensation, notice, royalty, right, or remuneration for such use. By participating in the Giveaway, where allowed by law, entrants agree that the Promotion Entities may use such information obtained from entrants in this Giveaway for marketing purposes, and may include the names of winner in a publicly available winners list.
- 10) **GENERAL CONDITIONS:** Sponsor reserves the right to cancel, suspend and/or modify the Giveaway, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Giveaway, as determined by Sponsor in its sole discretion. In such event, 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 or all of the prizes offered herein. 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 Giveaway 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 deliberately undermine the legitimate operation of the Giveaway may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
- 11) **DISCLAIMERS:** Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Giveaway or by any technical or human error, which may occur in the processing of submissions in the Giveaway. Sponsor assumes no responsibility for any misdirected or lost mail, or any error, omission, interruption, deletion, defect, delay of operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or any other person's computer related to or resulting from participating

downloading materials in the Giveaway.

12) **RELEASE:** By participating in the Giveaway, each entrant completely and fully releases and agrees to indemnify and hold harmless Sponsor, Fritz Farm Retail Company LLC. and their respective affiliates, members, shareholders, officers, directors, agents, employees, attorneys, successors and assigns (collectively, the "Released Parties") from any and all liability, claim, demand, action, or cause of action of every kind, direct, indirect and consequential, legal, equitable and otherwise, known and unknown, conditional and unconditional against any one, or more, or all, of the Released Parties arising out of, in connection with or relating to this Giveaway or the entrant's participation in this Giveaway, or resulting from the entrant's possession, use or misuse of any prize.

13) **DISPUTES:**

A) Except where prohibited or otherwise outlined in these Official Rules, entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Giveaway or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate Kentucky State Court; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Giveaway, but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental, 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.

B) 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 Giveaway, shall be governed by, and construed in accordance with, the laws of the State of Kentucky, without giving effect to any choice of law or conflict of law rules (whether of the State of Kentucky or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Kentucky.

14) **COPIES OF RULES:** A copy of these Official Rules is available at <https://thesummitatfritzfarm.com/event/denim-days-2/> and the Guest Service office of The Summit at Fritz Farm, 120 Summit at Fritz Farm #155, Lexington, KY 40517. The names of the Spend Some, Get Some Redemption Gift Card recipients will be available upon request at no charge at the management office of The Summit at Fritz Farm, 120 Summit at Fritz Farm #155, Lexington, KY 40517, within ten (10) days from the date of the Giveaway or by mail at no charge within such period by writing and requesting such list with a self-addressed stamped envelope to The Summit at Fritz Farm, 120 Summit at Fritz Farm #155, Lexington, KY 40517, Attention: The Summit at Fritz Farm Spend Some, Get Some Giveaway.

15) **SPONSOR AND ADMINISTRATOR:** Fritz Farm Retail Company LLC, 120 Summit at Fritz Farm #155, Lexington, KY 40517

16) **FACEBOOK AND INSTAGRAM DISCLAIMER:** This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram. Entrants are providing their information to the Sponsor and not to Facebook or Instagram. You understand that you are providing your information to The Summit at Fritz Farm, the owner of the Instagram page and not to Instagram or Facebook.