



THE FOLLOWING PROMOTION IS INTENDED FOR VIEWING IN THE 48 CONTIGUOUS UNITED STATES AND D.C. (EXCLUDING, WITHOUT LIMITATION, RHODE ISLAND AND ALL US TERRITORIES AND OFFSHORE COMMONWEALTHS) AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW AND AMERICAN ENGLISH YOU MUST BE 18 YEARS OF AGE OR OLDER AND THE AGE OF MAJORITY IN YOUR STATE OF RESIDENCE. INTERNET ACCESS REQUIRED.

Blue Jeans Go Green™ Earth Day 2025 Giveaway (the “Sweepstakes”)

Draft Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING A PRIZE.

1. **Sweepstakes Period:** The “Sweepstakes Period” starts 10:00:01 am, Eastern Time (“ET”) April 22, 2025 (“Sweepstakes-Start”) and ends 11:59:59 pm, ET April 29, 2025 (“Sweepstakes-End”). Sponsor’s computer clock determines time.
2. **Eligibility:** You may enter the Sweepstakes if you are a legal resident of the 48 contiguous United States or D.C. (void in Rhode Island and all U.S. territories, possessions, offshore commonwealths and military installations), 18 years of age or older and the age of majority in your state of residence at the time of entry. Void where prohibited, licensed, restricted or taxed. Employees, officers, directors, agents and representatives and their immediate families (spouse, parents, children, siblings and each of their spouses regardless of where they live) or members of households of Cotton Incorporated (“Sponsor”), Mode, LLC. (“Co-Administrator”), Sarah Murawski (@sarowly) and TMACO, LLC d/b/a The Marketing Agency (“Co-Administrator”) and their respective parent companies, subsidiaries, advertising, design, web design, web hosting and promotion and publicity agencies and anyone connected with the production or distribution of this Sweepstakes (collectively the “Sweepstakes Entities”), Instagram, Inc. (“Instagram”) are not eligible to enter or be awarded a prize.
3. **How to Enter for a chance to win: This Sweepstakes is entered only via Instagram on the Internet during the Sweepstakes Period. If you do not have an Instagram account, you can create a free account at Instagram.com or via the Instagram app on your Smartphone.**
 - i. **When you are in Instagram go to @bluejeansgogreen or @sarowly**
 - ii. **Look for the *Giveaway Sweepstakes* in-feed post published on April 22, 2025, and follow the instructions to**
 - i. **Follow @bluejeansgogreen**
 - ii. **Comment #Monumental AND #Sweepstakesentry. You will receive one (1) entry into the Sweepstakes and a link to <https://bluejeansgogreen.org>.**
 - iii. **Limit one (1) entry per person or Instagram handle during the Sweepstakes Period.**

All entries must be made by an individual from a stand-alone computer device (including mobile)* and may not be made by proxy or any electronic/automated means such as,

April 8, 2025 Mode – Earth Day Giveaway Q2 2025 P. 1/4

without limitation, script, bot, macro or any other similar software or program. You may not enter with multiple Instagram handles and/or multiple identities nor may you use any other device or artifice to obtain more than the maximum number of entries.

In the case of a dispute regarding the identity of the person submitting an online entry, the entry will be deemed submitted by the authorized user of the Instagram handle shown with the entry. All decisions of the Sponsor and Co-Administrators are final and cannot be appealed. This promotion is in no way sponsored, endorsed, administered by or associated with Instagram. You understand that you are providing your information to Sponsor and the Co-Administrators and not to Instagram.

*By using your mobile device to enter, message and data rates, wireless Internet access charges and perhaps other fees may apply to the use of mobile devices for Sweepstakes entry. You may be charged by your wireless carrier for participating via mobile device. It is therefore recommended that you consult your wireless carrier's pricing plan BEFORE participating via mobile device. Not all mobile devices offer wireless Internet access; and wireless Internet access may not be available in all areas.

4. **Winner Selection:** One (1) Grand Prize potential winner will be chosen in random drawings up to five (5) business days after Sweepstakes-End from all eligible entries received during the Sweepstakes Period. Winner will be notified within three (3) days after the selection is made by Instagram DM. **It is an entrant's responsibility to keep his/her DM address current and to monitor it.** It is a potential winner's responsibility to respond to a DM message notification within three (3) business days of date sent with all requested contact information. A timely potential Grand Prize winner respondent will be sent an *Affidavit of Eligibility, Liability and (where legal) Publicity Release* by email which they will be required to execute and return via fax or scan within three (3) business days of date on email notification. Failure to do so will indicate definitively that the prize has been declined for all time and without further notice another potential winner will be chosen in random drawings. Neither Sponsor nor Administrator is responsible for electronic communications that are undeliverable because of any form of active or passive filtering of any kind or insufficient space in entrant's Instagram, email or phone account to receive messages. The Grand Prize winner will have income reported to her/him on a 2025 IRS Form #1099 and a copy of said form will be sent to the IRS. Should a greater number of prize claims be received because of printing, DMing, emailing, phoning, messaging, programming errors or for any reason whatsoever, only the prize and the value stated in these Official Rules will be awarded in random drawings. By entering, potential winner gives her/his express permission to be contacted by Sponsor or Co-Administrators by phone, direct messaging and/or e-mail. Sponsor and Co-Administrators shall have no liability for any potential prize winning notification that is lost, intercepted or not received by any potential winner for any reason. In the event of noncompliance with any of these requirements, or if any prize notification is returned as undeliverable, or if winner does not respond to notification within three (3) business days of the date of notification, the prize will be forfeited and an alternative winner selected.
5. **Quantity, Prize, Approximate Retail Value ("ARV"):** (1) **Grand Prize:** A \$1,422 Reward Card to winner's choice of one of the following online retailers: American Eagle, Anthropologie, Ariat, Carhartt, Madewell, Muji, Paige, The Parlor Room, Rag & Bone, or Ralph Lauren subject to the Reward Card's Terms & Conditions. In addition, the winner will receive one (1) suitcase or duffle bag in Sponsor's sole subjective discretion to virtually "load up"; and one (1) Madewell Denim Jacket. Total Grand Prize ARV: \$1,825. Entrants acknowledge that the prizes are awarded "as is" and that the Sweepstakes

April 8, 2025 Mode – Earth Day Giveaway Q2 2025 P. 2/4

Entities have neither made, nor are they in any manner responsible or liable for any representation or warranty, expressed or implied, in fact or in law, relative to a prize or regarding the merchantability, use, value or enjoyment of the prize. The Grand Prize will be awarded if properly claimed according to the Official Rules and if there are sufficient entries. The Grand Prize will be shipped to the winner approximately May 30, 2025.

6. **General:** Sweepstakes administration and verification will be supervised by the Co-Administrators. **By participating in this Sweepstakes, you agree to be bound by these Official Rules, the Sweepstakes Entities' respective privacy policies and the decisions of the Sponsor and the Sweepstakes Co-Administrators.** Those wishing to enter are responsible for accessing the correct Instagram Account and finding the correct ***Giveaway Sweepstakes post***. Sponsor is not responsible for lost, late, misdirected, incomplete or garbled entries; for those who cannot access the Internet or cannot click-through to Instagram for any period of time or for entry information that is not captured correctly, or for, without limitation, any technical, hardware, software, telephone, Internet, virus contamination, network, human error, including errors by Sponsor's or Co-Administrators' employees/agents in handling information, electronic malfunctions, force majeure including illness and epidemics or any other problems and for delay, failure or malfunction for any reason. Sponsor assumes no liability for damage caused to an entrant's or any other person's/entity's computer hardware, software or communications network, regardless of cause. All discovered entries made in violation of these Official Rules will be discarded. Sponsor reserves the right to terminate/cancel or modify Sweepstakes or disqualify any entrant if, in Sponsor's sole judgment, it determines that the integrity or fairness of the Sweepstakes has been, or could be, compromised or that the Sweepstakes is not capable of running as planned or fairly, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention (hacking), fraud, technical failures, force majeure including illness or any other cause. Should this Sweepstakes be terminated/cancelled, one (1) winner will be selected by the Co-Administrators from all non-suspect, eligible entries submitted up to the time of cancellation/termination.
7. **By entering this Sweepstakes, an entrant explicitly releases, discharges and holds harmless the Sweepstakes Entities and Instagram, Inc. and their respective shareholders, successors, estates and assigns, one and all, from any and all liability, actions, causes of action, damages, actual, incidental or consequential, third party claims, judgments, injuries, death, fines, penalties, losses, costs, expenses and demands whatsoever in law or equity, including all attorney or "expert" fees or costs, which you now have or may acquire, by reason of any personal injury, death, loss of or damage to others or to property, or any reason, occurring during or arising out of the Sweepstakes, your participation or inability to participate in the Sweepstakes; the acceptance, possession, travel related to, defect of, use, and/or inability to use or misuse the prize and any elements thereof.** By accepting a prize, a winner waives the right to (i) assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize, and (ii) claim any liability (including attorney's fees and costs) which might arise from redeeming or seeking to redeem said prize (including any travel related thereto). The right to receive the prize is non-assignable and non-transferable and no prize substitution, transfer, cash equivalent or exchange will be allowed except by Sponsor who may substitute a prize of comparable or greater value. A prize that is returned as undeliverable will disqualify the winner.
8. **All federal, state and local laws and regulations apply.** If any provision of the Sweepstakes shall be deemed to violate any federal, state or local law, regulation or

April 8, 2025 Mode – Earth Day Giveaway Q2 2025 P. 3/4

ordinance, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. If Sponsor is required by applicable federal, state or local law, regulation or ordinance, or by action of an administrative agency to cease offering the Sweepstakes in any jurisdiction, Sponsor reserves the right to (i) terminate the Sweepstakes in such jurisdiction in its entirety, and/or (ii) cancel and remove from participation in the Sweepstakes any and/or all entries from entrants residing in such jurisdiction, without penalty and without obligation to any Sweepstakes entrants. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. The Sweepstakes Entities, Instagram and all production and hosting agencies shall not be responsible for technical, pictorial, typographical or editorial errors or omissions in any marketing materials or these Official Rules. This Sweepstakes is conducted in American English.
10. All entries submitted become the property of Sponsor and none will be acknowledged. Sponsor and Co-Administrators collect and use personal information from you when you enter the Sweepstakes. The information collected is subject to the Sponsor's Privacy Policy, which can be found at <https://www.cottoninc.com/privacy-policy/>, and Co-Administrators' Privacy Policies found at <http://themarketingagency.com/html/privacyPolicy> and <https://madebymode.com/privacy-policy>. By participating in the Sweepstakes, entrants hereby acknowledge that they have read and accepted Sponsor's and Co-Administrators' privacy policies.
11. Entrant agrees that any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or the prize awarded and all issues and questions concerning the validity, interpretation and enforceability of these Official Rules shall be resolved individually, without resort to any form of class action, and shall be submitted to final, binding arbitration heard by a single arbitrator, with experience in advertising and/or promotion law, in accordance with the then-current Rules of the American Arbitration Association. The arbitration shall be conducted in English, in Wake County, North Carolina. This Sweepstakes will be governed by and interpreted under the laws of the State of North Carolina, without application of any conflicts or choice of law rules.
12. **For a winners list** — available on or about May 30, 2025, send a hand-printed, self addressed, adequately stamped, #10, business envelope to: Winner - Blue Jeans Go Green – Earth Day 2025, c/o The Marketing Agency, 2881 East Oakland Park Blvd., Suite 425, Fort Lauderdale, FL 33306. Requests must be received by May 30, 2025. No mechanically reproduced or photocopied requests allowed; only one (1) request per person or outer mailing envelope. **You cannot enter the Sweepstakes using this address. Entries mailed to this address will be discarded.** This Sweepstakes is sponsored by Cotton Incorporated, 6399 Weston Parkway, Cary, North Carolina 27513 and co-administered by TMACO, LLC d/b/a The Marketing Agency, 2881 East Oakland Park Blvd., Suite 425, Fort Lauderdale, FL 33306 and MODE, Inc., 2143 Hawkins Street, Unit H, Charlotte, NC 28203. **All trademarks are the property of their respective owners. © 2025, The Marketing Agency.**