

maurices “12 Days of Merry” Sweepstakes Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT INCREASE OR IMPROVE YOUR CHANCES OF WINNING.

1. ELIGIBILITY. The maurices “12 Days of Merry” Sweepstakes (the “Sweepstakes”) is open only to entrants who, as of the entry date, are permanent legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age. The Sweepstakes is void outside the eligible Sweepstakes territory, and where prohibited or restricted by law. Employees, officers, and directors of Maurices Incorporated (“Sponsor”) and its respective parents, subsidiaries, affiliates, divisions, advertising and promotion agencies, and the immediate families (defined as parents, spouses, children, siblings, grandparents, grandchildren, and their respective spouses) or members of the same household (whether related or not) of each such employee, officer, and director, are not eligible to enter. The Sweepstakes, and any website pages and advertisements relating thereto, is intended for viewing only within the eligible Sweepstakes territory, and entrants must be present in the eligible Sweepstakes territory at the time they enter.

2. TIMING. This is a twelve-day Sweepstakes with twelve separate entry periods: each entry period begins at 12:00am Central Time (“CT”) and ends at 11:59pm CT on the same day. For example, the first entry period is November 29, 2023, at 12:00am CT and ends at 11:59pm CT, on November 29, 2023. There will be subsequent new entry periods each day, with the final entry period beginning December 10, 2023, at 12:00am CT and ending on December 10, 2023 at 11:59pm CT (each an “Entry Period” and collectively “Entry Periods”). Sponsor’s computer is the official timekeeping device for the Sweepstakes.

3. HOW TO ENTER. There is one (1) way to enter. During an Entry Period, visit www.maurices.com/giveaway and enter your name and email to enter. A valid email address is required for entry. **YOUR ENTRY MUST MEET THE REQUIREMENTS.**

Limit: one (1) entry per person and one (1) prize per person in the Sweepstakes. An entrant must be the rightful owner (or have authorized use) of the e-mail address used by participant to enter. Multiple participants are not permitted to share the same e-mail address. Any attempt by any participant to obtain additional entries beyond the limit by using multiple/different e-mail addresses, identities, registrations, and logins, or any other methods will void any and all of that entrant’s entries and that entrant may be disqualified. Use of any automated system to enter is prohibited and will result in disqualification. In the event of a dispute over the identity of a potential winner, the validity of the entry will be decided by Sponsor in its sole discretion, and the potential winner may be required to provide identification sufficient to show that he/she is the authorized email address holder. If a dispute cannot be resolved to Sponsor’s satisfaction in its sole discretion, a potential winning entry may be disqualified. **ELIGIBLE ENTRANTS MUST ENTER IN ACCORDANCE WITH THESE OFFICIAL RULES. NO OTHER METHOD OF ENTRY WILL BE ACCEPTED.** Normal Internet access and usage charges imposed by entrant’s online service will apply. See Section 12 below (“Data Collection”) regarding data collected online in connection with an entrant’s entry. All entries must be received by Sponsor during an Entry Period. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of submission will not be deemed to be proof of receipt of entry by Sponsor. All entrants and entries subject to verification prior to the awarding of a prize, as are the eligibility, age, and other claims of/information provided by a potential prize winner. Entrants will cooperate with Sponsor and its representatives in connection with any and all verification activities.

4. AGREEMENT TO OFFICIAL RULES AND DECISIONS. By participating in the Sweepstakes, each entrant fully and unconditionally agrees to be bound by and accepts these Official Rules and the decisions of Sponsor (including, without limitation, decisions regarding eligibility of entries, the selection of entrants and the winner, and the awarding of the prizes), which are final and binding in all respects. Entrants and the potential winners must comply with all terms and conditions of these Official Rules, and participation and winning is contingent upon fulfilling all requirements.

5. DRAWING; ODDS; NOTIFICATION. After the end of each Entry Period, Sponsor will randomly select five (5) potential winner(s) from among all eligible entries received by Sponsor during each Entry Period, for a total of sixty (60) winner(s) in the Sweepstakes. Odds of winning a prize depend on the number of eligible entries received by Sponsor during each Entry Period in the Sweepstakes. The entrants selected must comply with all terms

and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. Each potential winner will be notified by email to the email address provided with a potential winner's entry. If a potential winner cannot be contacted within seventy-two (72) hours of the first attempt to contact him/her, or if any prize or prize notification is returned as undeliverable, or if a potential winner is found to be ineligible, or if a potential winner does not comply with the Official Rules, then a potential winner may be disqualified and an alternate winner selected by Sponsor in his/her place at random from among all eligible non-winning entries received by Sponsor for the Sweepstakes. In such event, an alternate potential prize winner will be notified as described above and will be required to return the required documents to Sponsor as described above; provided, however, Sponsor may alter the above timing to meet its Sweepstakes schedule and due to such schedule, Sponsor may be unable to award the prize in this Sweepstakes.

6. PRIZE. Subject to the terms and conditions of these Official Rules, one (1) prize will be awarded to each of the five (5) potential winners in this Sweepstakes for each of the twelve (12) Entry Periods for a total of sixty (60) prizes. Each prize consists of and is limited to the following prize associated with the relevant Entry Period, as listed below, and each prize carries the associated approximate retail value ("ARV"):

- 1) One (1) set of festive earrings & one (1) bracelet from Sponsor (ARV: \$169.00)
- 2) One (1) pajama set from Sponsor (ARV \$214.50)
- 3) One (1) pair of liquid shine leggings from Sponsor (ARV \$124.50)
- 4) One (1) puffer coat from Sponsor (ARV \$599.50)
- 5) One (1) willowsoft sweatshirt from Sponsor (ARV \$199.50)
- 6) One (1) scarf from Sponsor (ARV \$124.50)
- 7) One (1) graphic tee from Sponsor (ARV \$149.50)
- 8) One (1) festive sweater from Sponsor (ARV \$224.50).
- 9) One (1) sequin dress from Sponsor (ARV \$249.50)
- 10) One (1) pair of hiking boots from Sponsor (ARV \$324.50)
- 11) One (1) pearl denim jacket from Sponsor (ARV \$324.50)
- 12) One (1) \$100.00 e-gift card from Sponsor (ARV \$500.00)

The prize(s) (except for number 12) will be distributed by sending each winner in this Sweepstakes the respective prize won for that Entry Period via USPS, UPS, FedEx, or a similar postal courier. The electronic gift card will be sent to each winner via email. The electronic gift card is subject to the terms, conditions, limitations, and restrictions of the issuer thereof.

The ARV of each prize shown above ranges from approximately \$124.50 to \$599.50, and the aggregate ARV of all prizes to be awarded in this Sweepstakes is \$3,204.00.

LIMIT: One (1) prize per person in this Sweepstakes. Prize is nontransferable, nonassignable, nonnegotiable, and not redeemable for cash or credit. Prize must be accepted as awarded. Prize is awarded "AS IS" with no warranty, representation, or guarantee, express or implied, in fact or in law, made by Sponsor or for which Sponsor shall be liable, including, without limitation, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT, OR FITNESS FOR A PARTICULAR PURPOSE. No prize substitutions, except by Sponsor, who reserves the right (but has no obligation) to substitute a prize (or a component thereof) with another prize of equal or greater value (including cash) if the prize (or a component thereof) is not available for any reason as determined by Sponsor in its sole discretion. Unused components of the prize shall be forfeited and have no redeemable cash value. Each winner is solely and fully responsible for any and all costs, fees, taxes, assessments, and expenses associated with prize award, redemption, receipt, and use, including, without limitation, all federal, state, and local taxes on the prize. If applicable, each winner will be issued an IRS Form 1099 for the actual retail value of the prize. Winners waive the right to assert as a cost of winning a prize any and all costs of verification and redemption or travel to redeem the prize. Non-compliance with any of the foregoing and any other condition of this Sweepstakes may result in disqualification and forfeiture of the prize, in which case, no consideration will be awarded.

7. PUBLICITY. Except where prohibited by law, participation in the Sweepstakes constitutes each winner's consent to Sponsor's (and its designees', successors', and assigns') use of each winner's name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state, and country for promotional purposes in any manner or media (including, without limitation, online), worldwide, in perpetuity,

and without further payment, consideration, notice, review, attribution, or consent.

8. GENERAL CONDITIONS. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Sweepstakes if, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if viruses, bugs, unauthorized intervention, fraud, technical difficulties, or failures or any other factor beyond Sponsor's reasonable control corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award prizes at random from among eligible, non-suspect entries received up to the time of suspected impairment. 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 these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies 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 or any other provision of these Official Rules.

9. RELEASE. By entering, each entrant forever and irrevocably releases and holds harmless Sponsor and their respective parents, subsidiaries and affiliates, agents, advertising and promotion agencies, Sweepstakes partners and prize suppliers, and all of their respective employees, officers, directors, shareholders, and agents from and against all claims, damages, or liabilities arising in whole or in part, directly or indirectly, from entrant's participation and/or entry in the Sweepstakes and/or entrant's award, receipt or use of any prize awarded in the Sweepstakes.

10. LIMITATIONS OF LIABILITY. Sponsor is not responsible for: (a) incorrect or inaccurate transcription of entry information or late, lost, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete, or misdirected entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer online systems, computer equipment, website, server provider, network, hardware, or software; (c) the unavailability or inaccessibility of any website or service; (d) unauthorized intervention in any part of the entry process of the Sweepstakes; (e) printing, typographical, electronic, or human errors which may occur in the offer or administration of the Sweepstakes or the processing of entries; or (f) any injury or damage to persons or property, including but not limited to an entrant's computer, which may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the Sweepstakes, or from viewing, playing, or downloading any material from Sponsor's website(s), regardless of whether the material was prepared by Sponsor or a third party, and regardless of whether the material is connected to Sponsor's websites by a hypertext link.

11. DISPUTES. Entrants agree 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 solely and exclusively in federal or state courts located in Minneapolis, Minnesota; entrant submits to sole and exclusive personal jurisdiction to said courts in the State of Minnesota for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim 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. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the State of Minnesota, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Minnesota, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Minnesota.

12. DATA COLLECTION. Entrants provide personal information to Sponsor and its designees when they enter the Sweepstakes. Sponsor and its designees collect this information and use it to (a) administer this Sweepstakes and (b) for market research and for other marketing purposes. Sponsor and its designees may share this information with third parties who need access to this information to perform services on Sponsor's behalf.

Sponsor may also share this information with select marketing partners, who may use it to contact you with information and offers they believe will be of interest to you. For more information about the ways Sponsor uses and shares personal information collected online through its website, please see the Privacy Policy of Sponsor located at <https://www.maurices.com/customer-service/privacy-policy>. In the event of any conflict between the Privacy Policy and these Official Rules, these Official Rules shall govern.

13. OFFICIAL RULES. These Official Rules are available at <https://www.maurices.com/sweepstakes/rules>, or by sending a self-addressed postage-stamped envelope to “maurices “12 Days of Merry” Sweepstakes – Rules Request,” c/o Maurices Incorporated, 425 West Superior Street, Duluth, MN 55802 (Vermont residents may omit return postage).

14. WINNER’S LIST. To request a list of the Sweepstakes winners, send an email to socialmedia@maurices.com with the subject line “maurices “12 Days of Merry” Sweepstakes - Winner List Request,” or send a self-addressed postage-stamped envelope to “maurices “12 Days of Merry” sweepstakes – Winner List Request,” c/o Maurices Incorporated, 425 West Superior Street, Duluth, MN 55802. Requests must be received by January 10, 2024.

15. SPONSOR. The sponsor of the Sweepstakes and the address at which the Sponsor may be contacted is Maurices Incorporated, 425 West Superior Street, Duluth, MN 55802.