

NO PURCHASE NECESSARY. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.

ELIGIBILITY: The 2021 Peachtree Prize Pack Sweepstakes (“Sweepstakes”) begins on Tuesday, April 27, 2021 at 7:00:01 a.m. Eastern Time (“ET”) and ends on Saturday, May 1, 2021 at 11:59:59 p.m. ET (“Entry Period”). Entry in the AJC Peachtree Road Race is not required for participation in the Sweepstakes. The Sweepstakes is open to legal residents of the United States and the state of Georgia (the “Eligibility Area”), who as of the date of their Entry (defined below) into the Sweepstakes are eighteen (18) years of age or older and reside within 150 miles of the corporate limits of Atlanta, Georgia. Employees and their immediate family members (spouses, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren) of Sponsors, Atlanta Track Club, Inc., and each of their respective parents, subsidiaries, division, directors, officers, members partners, trustees, franchisee, governors, agents, owners, shareholders, participating vendors, distributors, advertising and promotion agencies and affiliated entities and employees and each of their respective families (spouses, parents, legal guardians, in-laws, grandparents, siblings, children, household members) (collectively, the Sweepstakes Entities”) are not eligible to enter the Sweepstakes. By entering the Sweepstakes, participants agree to accept and be bound by all terms of these Official Rules and Regulations. Sweepstakes is subject to all federal, state and local laws and regulations. Some restrictions apply. Void wherever prohibited or restricted by law.

SPONSORS:

Atlanta Track Club, Inc., 201 Armour Drive NE, Atlanta, GA 30324;

TO ENTER: During the Entry Period, eligible persons may enter the Sweepstakes. There are two (2) ways to enter: **(1)** On-line at <https://www.ajc.com/peachtree/>, by signing up for the AJC Peachtree Road Race; Specifically eligible persons can go to www.atlantatrackclub.org, visit the AJC Peachtree Road Race Entry Form Page and enter by purchasing an entry form during the Entry Period. Eligible persons must complete the entry form in its entirety, which will include name, address, phone number, email address and date of birth. This entry will be automatically submitted upon completing the purchase order and entry form. **(2)** On-line at www.atlantatrackclub.org using the Alternate Method of Entry Sweepstakes Entry form; complete the entry form in its entirety and submit the completed entry form. You must, complete the entry form in its entirety, which will include name, address, phone number, email address and date of birth. Free Internet access is available at many public libraries.

By entering, you are signing up for Atlanta Track Club and AJC database to receive Atlanta Track Club and AJC email updates for promotional offers, products and events. Such information shall be maintained in accordance with Track Club and AJC privacy policies which are described below. **Entries are only eligible for drawing if they are received prior to expiration of the Entry Period. Sponsors are not responsible for late entries. Entries not received by May 1, 2021 at 11:59:59 p.m. ET will not be eligible for any prize.** Limit one (1) entry per person, e-mail address or household, regardless of method of entry. A person cannot enter on behalf of or for another person. Illegible and incomplete entries are void. Sponsor is not responsible for lost, late, misdirected entries or entries not received regardless of cause. The processes of Sponsor shall be the official timekeeping devices of the Sweepstakes as determined in Sponsor’s sole discretion, and Sponsor shall have sole discretion over what does and does not constitute an eligible and/or timely entry. By entering, entrant also grants to Sponsor the

worldwide, perpetual, irrevocable, fully sub-licensable, and transferable right, but not the obligation, to use any and all names, identities, titles, likenesses, distinctive appearances, physical likenesses, images, portraits, pictures, photographs (whether still or moving), screen personas, voices, vocal styles, statements, gestures, mannerisms, personalities, performance characteristics, biographical data, signatures, and any other indicia or imitations of identity or likeness listed, provided, referenced, or otherwise contained in the entry (all attributes, collectively, per person, a "Persona") for purposes of advertising and trade, in any format, medium, or technology now known or later developed without further notice, approval, or compensation, unless prohibited by law. Sponsor reserves the right to disqualify any entrant in its sole discretion. If any process fails to operate properly or appears to be tampered with or tainted with errors, fraud or unfair practices, Sponsor reserves the right to use another means to determine the winner(s), i.e. ask the Judging Panel to determine qualifying entries. All entries are subject to verification.

AGREEMENT TO OFFICIAL RULES: Participation in the Sweepstakes constitutes an entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsors, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.

WINNER SELECTION: One (1) will be selected on or around May 3, 2021, by random drawing conducted by representatives from Sponsor, Atlanta Track Club, Inc., from all the eligible entries received. The odds of winning depend on the total number of eligible entries received. Sweepstakes will be administered by Sponsor, Atlanta Track Club, Inc., the decisions of which in all matters regarding the Sweepstakes are final and binding. The selected winner is subject to verification. The winner will receive:

- Atlanta Falcons Julio Jones Jersey
- Limited Edition Atlanta Falcons 404 Day T-Shirt
- 2021 NFL Draft hat
- A pair of tickets to a 2021 Preseason Atlanta Falcons home game at Mercedes-Benz Stadium

Neither Sponsor nor Sponsor Affiliates make or offer any warranty or guarantee, either express or implied (including, without limitation, quality, merchantability and fitness for a particular purpose) in connection with this Sweepstakes or any prize. Prize details and availability are subject to change, in which case a prize of equal value may be substituted at Sponsor's sole discretion. Prizes consist only of the items listed, are non-transferable, with no cash redemption or substitution except at Sponsor's sole discretion. Prizes are subject to requirements, terms, conditions, expiration dates, and restrictions imposed by the race authorities. Federal, state, and local taxes on prizes, if any, and any other costs, fees and expenses not listed above as specifically included as part of the prize are the sole responsibility of winner.

ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER. Winner is solely responsible for all costs and liability associated with any travel and accommodations related to the Sweepstakes or any prize. No travel or accommodations will be provided or compensated. Winner must possess and show valid identification documents required by race authorities.

NOTIFICATION: Winner(s) will be notified by phone or email, as determined by Sponsor in its sole discretion on or about May 3, 2021. In the event a phone or email notification is required, potential winner must respond to the notification and provide all requested information, including a street mailing address, within twenty-four (24) hours of the notification or the potential prize will be forfeited. The personal information collected through the Sweepstakes is subject to Sponsor's Privacy Policy. By entering the Sweepstakes, you agree to the use of your personal information as described in the above Privacy Policy. To claim any prize, Sponsor may require winner(s) to complete, sign, and return Affidavit of Eligibility/Liability Release/Publicity Release forms, and other applicable documents, which may require a social security number, to be e-mailed to Sponsor as Sponsor directs. At Sponsor's discretion, winners may be required to produce picture or some other form of proper identification to claim any prize. Sponsor reserves the right to substitute any prize with prize of equal or greater value. If a potential winner cannot be contacted, fails to timely claim the prize, is disqualified, fails to timely execute and return any required forms, or if the prize notification is returned as undeliverable, an alternate winner will be selected from other potential winners and/or by random draw from all remaining eligible entries. If by reason of printing or other error, more prizes are claimed than the number of prizes set forth in these Official Rules, a random drawing will be held to award the advertised number of prizes in the relevant category. Under no circumstances will more than the advertised number of prizes be awarded.

PUBLICITY & MARKETING: Acceptance of any prize constitutes permission to the Sponsor to use winners' name, voice, statements, image, and likeness for purposes of advertising and trade, in any medium, without further compensation or notice, unless prohibited by law. Submission of contact information in connection with this Sweepstakes (whether or not required), including mailing address, phone number, and email address during entry constitutes permission for Sponsor to add entrant to Sponsor's customer database and to contact entrant in the future for promotional and other reasons.

NO LIABILITY & INDEMNIFICATION: Sponsor and Sponsor Affiliates are not responsible for and entrants release each from any failures of any kind (whether caused by computer, technical, or human error) which may either limit the entrant's ability to submit an entry, claim a prize, or otherwise participate in this Sweepstakes, or Sponsor's ability to include all eligible entries, conduct random drawings, notify potential winners, or otherwise execute this Sweepstakes in the manner intended. Entrants further release and agree to indemnify Sponsors and Sweepstake Affiliates from all liability, claims or actions of any kind whatsoever alleged to arise from injuries, damages, or losses to persons or property in connection with this Sweepstakes including, but not limited to: (a) the receipt, ownership or use of any prize awarded; (b) any travel or prize-related activity; (c) any typographical or other error in these Official Rules or any other materials disseminated by Sponsor; and (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with any equipment, systems, networks, lines, satellites, servers, computers, or providers used by an entrant, Sponsor, or Sponsor Affiliates.

GENERAL RULES AND REGULATIONS: By entering this Sweepstakes, participants grant Sponsors and their designees the right, unless prohibited by law, to use their names, cities and states of residence, voices, pictures and likeness, without compensation, notification or permission, for the purpose of advertising and publicizing the goods and services of the Sponsors and all matters related to the Sweepstakes in any other manner or medium, now or hereafter known throughout the world in perpetuity. In the event more winner notifications are issued, or more winning prize claims are received, than the number of prizes set forth in these Official Rules due to computer, printing, seeding, human, or other error or problem, a random drawing will take place from all eligible prize claims for the prize at issue to award the proper number of prizes as set forth in these Official Rules. These Official Rules constitute an Agreement. If any term or provision of this Agreement or the application thereof to any persons or circumstances shall, to any extent, be invalid or unenforceable, the remainder of this Agreement or the application of such term or provision to persons or circumstances other than those as to which it is held invalid or unenforceable shall not be affected thereby, and each term and provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law. In the event of sabotage, acts of God, computer virus or other events or causes beyond the Sponsor's reasonable control, which corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsor reserves the right to cancel or suspend the Sweepstakes. In the event of cancellation, prizes will be awarded from among all eligible, non-suspect entries received prior to the event requiring such cancellation. Notice of cancellation will be posted at www.atlantatrackclub.org

PRIVACY STATEMENT. The information submitted will be available to the Sponsors. For more information on how this information may be used by them, please read their respective Privacy Notices, which can be found at www.atlantatrackclub.org and ajc.com. In addition, by submitting this information you agree that the Atlanta Track Club and the AJC may contact you from time to time regarding special offers and promotions they think may be of interest to you.

OTHER TERMS: Decisions of Sponsor on all matters related to the Sweepstakes are final. Sponsor reserves the right to cancel or modify the Sweepstakes for any reason, including but not limited to, if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Sweepstakes as determined by Sponsor, in its sole discretion. Sponsor reserves the right to disqualify or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these Official Rules.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL & CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND/OR SEEK DAMAGES FROM ANY INDIVIDUAL MAKING ANY SUCH ATTEMPTS TO THE FULL EXTENT PERMITTED BY LAW. DISPUTE RESOLUTION: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by arbitration in Atlanta, Georgia; (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. 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 Georgia without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

WINNER LIST/OFFICIAL RULES: To obtain a list of winners or a copy of the Official Rules, email questions@atlantatrackclub.org. or call 404-231-9064.