

TODAY's Fall Family Getaway Sweepstakes

Official Rules

September 29, 2023 – October 6, 2023

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void where prohibited. The TODAY's Fall Family Getaway Sweepstakes ("Sweepstakes") will begin on September 29, 2023 at 8:00 A.M. ET and end on October 6, 2023 at 8:00 P.M. ET ("Sweepstakes Period"). All times in the Sweepstakes refer to Eastern Time ("ET"). Odds of winning depend upon the number of eligible Entries (as defined below) received. Sweepstakes is subject to all applicable federal, state and local laws. **PRIZE (AS DEFINED BELOW) DOES NOT INCLUDE ACCOMMODATIONS, PARKING OR TRANSPORTATION BEYOND THAT SPECIFIED BELOW.**

ELIGIBILITY: Open only to permanent, legal United States residents who are physically residing in one (1) of the fifty (50) United States or the District of Columbia (excluding Puerto Rico, Guam, the Virgin Islands and other United States territories), and who are eighteen (18) years of age or older and of the age of majority in their state of residence as of the start of the Sweepstakes Period. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons' immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Sweepstakes. Sweepstakes Entities, as referenced herein, shall include the TODAY Show, NBCUniversal Media, LLC, both located at 30 Rockefeller Plaza, New York, NY 10112 (collectively, "Sponsors"), Universal City Development Partners, Ltd. d/b/a Universal Orlando Resort, 1000 Universal Studios Plaza, Orlando, FL 32819 ("Universal Orlando" or "Prize Provider"), and each of their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes. **Trip (defined below) must be completed by October 6, 2024 (or on such other date designated by Sponsors and/or Prize Provider in their sole discretion) or Prize (defined below) will be forfeited.**

TO ENTER: To enter the Sweepstakes, during the Sweepstakes Period, visit TODAY.com/Getaway (the "Website"), click on the Sweepstakes link, and follow the provided instructions to complete and thereafter submit the entry form, which includes your full name, email address, telephone number, and zip code (the "Entry").

If you choose to submit your Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities. All Entries become the property of Sponsors and will not be acknowledged.

Limit one (1) Entry per person during the Sweepstakes Period. Multiple Entries received from any person beyond this limit will void all such additional Entries. Entries generated by a script, macro, or other automated means or by any means that subverts the entry process will be disqualified. **Entries must be received before October 6, 2023 at 8:00 P.M. ET to be eligible for the Sweepstakes.** Sponsors' computer shall be the official timekeeper for all matters related to this Sweepstakes. Entries that are incomplete, garbled, corrupted, fraudulent, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant. "Authorized account holder" of an email address is defined as the person who is assigned to an email address

by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the email address submitted at the time of Entry. Entry constitutes permission (except where prohibited by law) to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

PRIVACY: Entrants will have the opportunity to receive information from Sponsors and selected partners by checking the appropriate box(es). If, at any time, you no longer wish to receive materials from Sponsors or our partners, please go to our privacy policy, located at <https://www.nbcuniversal.com/privacy>, or the applicable partner's privacy policy and follow the procedures indicated.

WINNER SELECTION AND NOTIFICATION: On or about October 9, 2023, one (1) potential winner ("Winner") will be selected in a random drawing by representatives of Sponsors from all eligible Entries received during the Sweepstakes Period. Sponsors will make two (2) attempts to notify potential Winners at the email address and/or phone number submitted at the time of Entry. **Sponsors may share potential Winner's name and contact information with Sweepstakes Entities and/or Prize Provider, as applicable, if necessary.** Potential Winner(s) may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, "Sweepstakes Documents") within two (2) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsors' sole discretion an alternate potential Winner may be selected from the remaining eligible Entries. If any potential Winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if Prize (as defined below) or Prize notification is returned as undeliverable, such potential Winner will be disqualified and time permitting, at Sponsors' sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries.

PRIZE: There will be one (1) prize awarded ("Prize") to the Winner. Prize will consist of a four (4) day, three (3) night trip for Winner and up to three (3) guests ("Guest(s)") to Universal Orlando Resort in Orlando, Florida ("Trip"). Trip will include: Trip will include round trip economy class air transportation for Winner and up to three (3) Guests from a major commercial airport near Winner's home (as determined by Prize Provider in its sole discretion) to Orlando, FL*; three (3) nights' standard hotel accommodation (one room, quadruple occupancy, room and tax only) at Universal Cabana Bay Beach Resort or at another Universal Orlando Resort hotel (as determined by Prize Provider in its sole discretion); non-exclusive ground transportation to and from airport and hotel in Orlando, FL*; and Universal Orlando 3-Park 3-Day Park-to-Park tickets for admission to Universal Studios Florida and Universal Islands of Adventure theme parks and Universal Volcano Bay water theme park, for Winner and up to three (3) Guests.

* For a Winner who is a Florida resident, air transportation may be substituted with another method of transportation by Prize Provider in its sole discretion.

If Winner chooses to partake in any portion of the Prize with fewer than the allotted amount of Guests, or no Guests, the remaining elements of Prize shall constitute full satisfaction of Sponsors' and Prize Provider's Prize obligation to Winner and no additional compensation will be awarded. Each Guest, if any, may be required to execute and return releases of liability and, where legal, publicity releases (collectively, "Guest Documents"), which must be returned with the Sweepstakes Documents, or Guest portion of the Prize will be forfeited. **If any Guest is a minor, Winner or one of the other Guests must be such minor's parent or legal guardian and must execute and return the Guest Documents on such minor's behalf. Winner or one (1) of the**

Guests must be at least twenty-one (21) years of age at the time of Prize redemption in order to check into the hotel. Prize does not include incidental charges, extras, and/or gratuities. Prize does not include alcohol. Additional restrictions may apply. Reservations are subject to availability. Prize is subject to blackout dates, including holiday days, and other dates as determined in Sponsors' and/or Prize Provider sole discretion. **PRIZE DOES NOT INCLUDE ACCOMMODATIONS, PARKING, OR TRANSPORTATION BEYOND THAT SPECIFIED ABOVE.**

Estimated Retail Value ("ERV") of Prize is four thousand three hundred sixty-one and 9/100 dollars (\$4,361.09). Actual Retail Value ("ARV") of Prize may vary. Any difference between ERV and ARV will not be awarded. If Prize includes a Trip, ARV may vary based on, among other things, availability, existing rates at time of booking, dates of travel, and point of departure. For any Prize with a fair market value ("FMV") of six hundred dollars (\$600) or greater, Sponsors will furnish an Internal Revenue Service Form 1099 to Winner for the FMV of Prize for the year in which Prize was made available to Winner.

All details of Prize will be determined in Prize Provider's sole discretion. Prize Provider reserves the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Prize cannot be transferred by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. All elements of the Prize must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. If Prize is unclaimed within a reasonable time after notification from Sponsors, as determined in Sponsors' sole discretion, it will be forfeited, and time permitting, an alternate Winner may be selected from the remaining eligible Entries at Sponsors' sole discretion.

TRAVEL: Trip must be completed by October 6, 2024 or Prize will be forfeited (or on such other date designated in Sponsors' and/or Prize Provider's sole discretion) or Prize will be forfeited. Travel arrangements must be made through Prize Provider, on a carrier of Prize Provider's choice. Travel dates are subject to Sponsors' and Prize Provider's approval. Certain air travel restrictions, holidays, blackout dates, and other Prize and travel restrictions may apply. Trip must be booked at least sixty (60) days prior to intended departure date. Sponsors and/or Prize Providers have the right in their sole discretion to substitute ground transportation for air transportation depending on Winner's place of residence. Winner and Guests must travel together on the same itinerary, including the same departure date, destination and return date, and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure, and failure to do so will result in forfeiture of Prize. Sponsors will not replace any lost or stolen tickets, travel vouchers or certificates. Once issued, tickets are non-refundable and nontransferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the Trip. Sponsors are not liable for any expenses incurred as a consequence of flight cancellation/delay. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. All travel and lodging will be at the risk of Winner and Guests. Prize consists only of the elements expressly set forth above; Winner is solely responsible for all expenses and costs associated with acceptance and/or use of Prize not specifically stated herein as being awarded, including, without limitation, any and all taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize, travel insurance, ground transportation, security and airport fees, air travel taxes, insurance, gasoline,

meals, gratuities, and souvenirs. Sponsors shall have the right, but not the obligation, to make any deductions and withholdings that Sponsors deem necessary or desirable under applicable federal, state and local tax laws, rules, regulations, codes or ordinances.

All parts of the Prize are subject to availability and blackout dates, and subject to change or cancellation without written notice or warning. Should an act of God, hurricane, war, fire, riot, earthquake, act of public enemies, actions of governmental authorities, epidemics, pandemics and the spread of infectious diseases, including without limitation COVID-19 (as defined by the World Health Organization and any of the strains, variants or mutations thereof), and any related governmental or judicial actions, including but not limited to travel restrictions, taken in connection with, or as a response to, any such event, or any other event beyond the reasonable control of a party, whether or not existing, known, foreseen or foreseeable at the time this Sweepstakes occurs, render the redemption or fulfillment of all or a portion of the Prize delayed, hindered, adversely affected, impracticable, or impossible, Sponsors and/or Prize Provider in their sole and absolute discretion, reserve the right to evaluate, make modifications to, and restructure the redemption and fulfillment processes and timelines for the Prize, or portion thereof, that Sponsors and/or Prize Providers are responsible for, which may include, but is not limited to, providing additional time for redemption and/or fulfillment. Sponsors may modify and/or restructure the Prize or portions thereof to comply with government orders or guidelines and Sponsors' and/or Prize Provider's health and safety requirements. In addition, Winner and Guests should be aware of and comply with government guidelines regarding travel restrictions and mandatory quarantines before traveling. Should the Prize, or a portion thereof, become unavailable Sponsors shall make reasonable efforts to provide Winner with substitute experiences and/or items of a similar nature and value for that portion of the Prize that is unavailable. If no substitute prize is reasonably available then the remaining components, if any, of the Prize shall constitute full satisfaction of Sponsors' Prize obligation to Winner, and no other or additional compensation will be awarded.

Prize fulfillment and related activities will take place on a date and time designated by Sponsors and only when and in a manner that it is safe to do so, as determined in Sponsors' sole discretion in consultation with appropriate health and safety experts. Winner and Guests, if any must follow all instructions given by representatives of Sponsors and/or Prize Provider at all times.

In connection with any visit to any location in connection with the Prize, including Universal Orlando Resort, please be advised that Sponsors' and/or Prize Provider's policies, CDC guidelines, and the recommendations of health officials must be followed. In addition, guests should be aware of and comply with government guidelines regarding travel restrictions and mandatory quarantines before visiting any Universal destination. **Please note that any public location where people are present provides an inherent risk of exposure to COVID-19, and Sponsors and Prize Provider cannot guarantee that any person will not be exposed during a visit.**

If required, Winner and Guests, if any must cooperate with Sponsors' inquiries related to public health matters and follow Sponsors' related rules and processes, including, but not limited to, disclosures or processes recommended or required by public health authorities to protect the health and safety of Winner, Guests, and others. Winner and Guests may be subject to health screenings (which may include, but are not limited to, temperature checks, symptom screening, lab testing, and/or other medical exams) to be conducted by Sponsors, Prize Provider, or their designee(s) prior to or during the fulfillment of the Prize and related activities. Failure to fully comply with Sponsors' requests or requirements may result in forfeiture of the Prize or portions thereof, as determined in Sponsors' discretion.

During a period starting approximately four (4) weeks before participation in activities related to the Prize and ending approximately four (4) weeks after participation in the last of such activities (such period(s) subject to change based on medical guidance, and/or policy guidance), Winner and Guests may be required to inform Sponsors, upon Sponsors' request, about matters relating to communicable illnesses and safe fulfillment of the Prize and related activities, including, without limitation: (a) medical symptoms; (b) travel history; (c) recent contact with others who have displayed symptoms of or have otherwise been confirmed to have a communicable illness; and (d) active public health orders issued by a civil authority or any similar public health mandate (e.g., order to quarantine, order to stay at home, order to disclose communicable illness) to which Winner and/or Guests are subject.

CONDITIONS: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Sweepstakes Entities and each of their respective officers, directors, agents, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes and/or entrant's acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by prize supplier and/or Prize Provider that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on the Website and the use by Released Parties of such name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sponsors, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsors' sole discretion.

ADDITIONAL TERMS: Sponsors reserve the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsors, who may seek damages to the fullest extent permitted by law. The failure of Sponsors to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsors (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of Entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. **Sponsors reserve the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules).** In the event of cancellation, modification, or suspension, Sponsors reserve the right to select Winner in a random

drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the Website. Sponsors may prohibit any Entrant or potential entrant from participating in the Sweepstakes, if such Entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other Entrant, Sponsors, or Sponsors' agents or representatives; or behaves in any other disruptive manner (as determined in Sponsors' sole discretion). Sponsors reserve the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE (EXCLUDING TRIP PRIZE CLAIMS, DEFINED BELOW) SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK, NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

PRIZE PROVIDER DISPUTES/CHOICE OF LAW: Prize Provider is not responsible for sponsorship, administration, collection of data or the random drawing. Any disputes, claims, and causes of action against Prize Provider arising out of or relating to any person’s use of or participation in the Prize provided by Prize Provider (“Trip Prize Claims”) shall be resolved by applying the laws of Florida, without regard to conflict of laws provisions therein, and shall be solely and exclusively brought in state or federal courts within Orange County, Florida. Such claims shall be resolved individually, without resort to any form of class action, and all such claims shall be limited to actual out-of-pocket costs incurred, but in no event to include attorneys’ fees.

WINNER ANNOUNCEMENT: For the name of the Winner, available after October 13, 2023, send a self-addressed, stamped envelope to be received by December 8, 2023 to: TODAY’s Fall Family Getaway Sweepstakes, 30 Rockefeller Plaza, New York, NY 10112, Attn: Brand Marketing, TODAY (Justin Perrelli and Melanie Hendel).