

OFFICIAL RULES FOR LIBERTY UNIVERSITY ASSESSMENT DAY (A-Day) SURVEY
PROMOTION 2025

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

SPONSOR.

Liberty University, Inc., whose address is 1971 University Boulevard, Lynchburg, Virginia, 24515 (“Sponsor” or “Liberty University” or “Liberty”), is the Sponsor and operator of the Liberty University Assessment Day Survey (the “Promotion”) and is solely responsible for its administration and fulfillment. You agree to look solely to the Sponsor for any claim relating to the Promotion. All questions regarding the Promotion should be directed to the Sponsor at IE@liberty.edu.

ELIGIBILITY REQUIREMENTS.

THIS PROMOTION IS ONLY OPEN TO INDIVIDUALS WHO, AT THE TIME OF ENTRY, ARE LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA AND THE DIRECT AND INTENDED RECIPIENTS OF AN INVITATION FROM SPONSOR TO PARTICIPATE IN THE PROMOTION. IF UNDER THE AGE OF EIGHTEEN (18), THE PARTICIPANT MUST HAVE A PARENT OR LEGAL GUARDIAN’S CONSENT TO PARTICIPATE. **VOID IN FLORIDA, NEW YORK, PUERTO RICO, AND ALL JURISDICTIONS OTHER THAN THOSE STATED ABOVE AND WHERE PROHIBITED, TAXED, OR RESTRICTED BY LAW.**

Officers, directors, contractors, representatives, agents, and employees of Sponsor, and their corporate partners, subsidiaries, affiliates, advertising and promotion agencies, and any other entity involved in the development or administration of this Promotion (Sponsor, collectively with the foregoing, the “Promotion Parties”) and members of their immediate families (i.e. spouses, parents, children, siblings, and “steps” of each) and all those persons living in the same household of each, whether or not related, are not eligible to enter or win the Promotion. All applicable federal, state, and local laws and regulations apply. The Promotion is void where prohibited, taxed, or restricted by law.

By participating in the Promotion, the participant fully and unconditionally agrees to be bound by these official rules (“Official Rules”) and by the decisions of Sponsor in all matters relating to the Promotion.

ENTRY PERIOD.

The Promotion begins at 12:01 AM ET on March 20, 2025 and ends at 11:59 PM ET on April 2, 2025 (“**Entry Period**”). Sponsor’s computer is the official time keeping device for this Promotion. All entries must be received by the end of the Entry Period to be eligible for the prize.

HOW TO ENTER.

During the Entry Period, you may enter the Promotion through one of the following two methods:

Entry Method 1: Online Entry by Competition of Survey

During the Entry Period, you can enter the Promotion automatically by completing the Liberty University A-Day ("Survey"), which is accessible by clicking the "Start Survey" link included in the email inviting you to participate in the Promotion. You may only complete one Survey. The average amount of time needed to complete the Survey is approximately 10 minutes.

Entry Method 2: Mail-In entry

An eligible individual who does not wish to complete the Survey, but who wishes to participate in the Promotion, may enter for free by submitting a postal mail entry in accordance with the alternative method of entry ("AMOE") instructions below.

During the Entry Period, legibly hand print your full name, complete postal address (including zip code), home telephone number, e-mail address, and the phrase A-Day on a 3 ½" x 5" card and mail it, with proper postage affixed, to Liberty University, ATTN: Institutional Effectiveness – A-Day – 1971 University Boulevard, Lynchburg, Virginia 24515. All mail-in entries must be postmarked by March 26, 2025 and received by April 2, 2024. Limit of one (1) mail-in entry card per outer stamped envelope.

Both the online method of entry and the AMOE will be treated as equal entries and neither method will improve or harm your chances of winning the Promotion.

The Promotion Parties assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage-due entries or mail, all of which will be void. No mechanically reproduced entries are permitted. All entries become the property of Sponsor and none will be acknowledged or returned. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor will not consider any entry that is illegible, misdirected, late, incomplete, false, fraudulent, forged, postage-due, lost, or generated automatically.

Whichever method you choose, you must be the authorized account holder of the email address to whom the invitation to participate is sent. The "authorized account holder" is the natural person to whom the e-mail address is assigned by an internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a discrepancy between the identity of the authorized account holder, the "winner," and the participant, Sponsor reserves the right, in its sole discretion, to determine whether the entry is valid or to declare the entry invalid and

select the potential winner based on a random drawing from among all remaining eligible entries submitted during the Entry Period.

Regardless of the entry method you use to enter the Promotion, a maximum of one (1) entry per person may be submitted for the entire Entry Period. Any attempt by a participant to obtain more than one (1) entry by using multiple/different identities, or any other methods, will void that person's entries and may result in his or her disqualification from the Promotion. Compliance with the entry requirements and all other aspects of these Official Rules will be determined by Sponsor in its sole discretion. Entries that violate, as determined by the Sponsor, in its sole discretion, these Official Rules will be disqualified from the Promotion.

ODDS OF WINNING.

The odds of winning the Promotion depend on the total number of eligible entries received.

WINNER SELECTION.

On or about April 3, 2025, fifteen (15) potential winners will be randomly selected from among all eligible entries received. Sponsor will notify each potential winner on or about April 4, 2025, via the e-mail address or telephone number included with his or her entry.

The winners will be publicly announced on or about May 4, 2025. ("Public Announcement Date").

The potential winners are subject to verification of eligibility, including verification of age, and residency.

If any potential winner is (i) determined to be ineligible or otherwise disqualified by Sponsor or (ii) fails to respond to Sponsor's first winner notification message within two (2) business days of notification or after three (3) attempts (whichever occurs first), Sponsor reserves the right to disqualify that potential winner and select a substitute potential winner based upon a random drawing from among all other eligible entries received during the Entry Period. This process may be repeated up to two (2) times after which, if the prize remains unclaimed, the prize will not be awarded and will remain the property of the Sponsor.

PRIZE.

Winners will be randomly selected to receive only one (1) of fifteen (15) prizes listed below.

- 2 GoPro valued at \$200
- 2 Beats Studio Buds + Wireless Earbuds valued at \$200
- 2 Bose QuietComfort Headphones valued at \$300
- 5 \$100 Gift Card valued at \$100
- 3 \$200 Gift Card valued at \$200
- 1 \$300 Gift Card valued at \$300

The prize is non-transferable and no prize substitution is permitted, except at the sole discretion of the Sponsor. If the prize is unavailable for any reason, Sponsor reserves the right in its sole discretion to substitute the prize with one of comparable or greater retail value.

Except where prohibited, each potential winner must sign and return, within seven (7) days of being notified, an Affidavit of Eligibility and Liability/Publicity Release form in order to be declared the final winner and claim the prize. If a potential winner fails to sign and return the foregoing documents within the required time period, the prize will be forfeited and a substitute winner may be selected based upon a random drawing from among all other eligible Promotion entries received during the Entry Period.

Each winner will be issued an IRS Form 1099 in the amount of the value of the prize stated in these Official Rules. Each winner should consult with a professional tax advisor about whether he or she may owe taxes on the prize. To view IRS requirements, please visit: <http://www.irs.gov>. **ALL FEDERAL, STATE, AND LOCAL TAXES, AND ANY OTHER COSTS AND EXPENSES, ASSOCIATED WITH THE RECEIPT OR USE OF THE PRIZE ARE THE SOLE RESPONSIBILITY OF EACH WINNER.**

RIGHT TO USE THE WINNER'S NAME, LIKENESS, AND BIOGRAPHICAL INFORMATION.

Except where prohibited by law, by entering the Promotion and accepting the prize, the winners grant to Sponsor, Liberty University, their respective affiliates, successors and assigns, and others that Sponsor may designate from time to time, the unconditional right, license, and permission to use the winners' name, likenesses, and biographical information worldwide, in any media now known or hereafter devised, in perpetuity, on a royalty-free basis, without further compensation or right of approval, in order to publicize the Promotion and for any other promotional, advertising, publicity, or trade purpose.

LIMITATIONS OF LIABILITY OF PROMOTION PARTIES.

The Promotion Parties assume no liability and are not responsible for, and by entering the Promotion you hereby waive and release the Promotion Parties from, any actions, claims, damages, losses or injuries of any kind (collectively "Claims") arising in connection with the Promotion and/or the receipt, use or misuse of any prize, including without limitation, Claims relating to: (i) lost, late, incomplete, corrupted, stolen, misdirected, illegible or postage-due entries or mail; (ii) the malfunction of any computer, telephone, network, satellite, hardware, software or communications line; (iii) unauthorized human intervention; (iv) incorrect, delayed or inaccurate capture of entries, prize claims or other information relating to the Promotion, or the failure to capture any such information; (v) damage to any person's computer or mobile device; or (vi) any errors in these Official Rules, entry forms, winner notifications or other announcements or communications relating to the Promotion. In the event of any ambiguity or error(s) in these Official Rules, Sponsor reserves the right to clarify or modify these Official Rules however it deems appropriate to correct any such ambiguity or error(s). If due to an error or for any other reason, more legitimate

prize claims are received than the number of prizes stated in these Official Rules, Sponsor reserves the right to award only the number of prizes stated in these Official Rules in a random drawing from among all verified and legitimate prize claims received. In no event will more than the stated number of prizes stated in these Official Rules be awarded.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT A PARTICIPANT, TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND PURSUE ALL OTHER REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor may prohibit a participant from participating in the Promotion or winning the prize if, in its sole discretion, it determines that said participant is attempting to undermine the legitimate operation of the Promotion by cheating, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten, or harass any other participants or any Promotion Parties.

SPONSOR'S RESERVATION OF RIGHTS.

If the Promotion is not capable of running as planned for any reason, including without limitation, due to a force majeure event or infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Promotion, Sponsor reserves the right, at its sole discretion, to modify, suspend, or cancel the Promotion. In the event of cancellation, Sponsor reserves the right to select a potential winner from all eligible, non-suspect entries received prior to cancellation. All Promotion materials are subject to verification and are void if (a) not obtained through legitimate channels in accordance with these Official Rules, (b) any part is counterfeited, altered, illegible, reproduced, tampered with, or otherwise irregular, (c) obtained where prohibited, or (d) they contain printing, typographical, mechanical, or other errors.

GOVERNING LAW.

THE PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE COMMONWEALTH OF VIRGINIA, WITHOUT REGARD TO ITS CONFLICTS OF LAW PRINCIPLES.

PRIVACY/USE OF PARTICIPANT DATA BY SPONSOR

Any personally identifiable information collected during a participant's participation in the Promotion may be used and shared by Sponsor (i) for the administration and fulfillment of the Promotion, (ii) as described in these Official Rules, (iii) in accordance with Liberty's Privacy Policy and/or (iv) as otherwise disclosed at the point of collection or with the participant's consent.

In addition, by submitting an online application entry, you agree that Sponsor and its representatives may use your entry information (i) to contact you (including by autodialed

and other phone calls and text messages, e-mail messages, and/or postal mail) to explore your interest in Liberty University, (ii) for any purpose in accordance with Liberty's Privacy Policy and as otherwise disclosed to you at the point of collection or with your consent.

WINNER'S LIST

For the names of the winners, send an email to Elicia Charlesworth at IE@liberty.edu. Requests must be received no later than sixty (60) days after the Public Announcement Date.

NO WAIVER/SEVERABILITY/RIGHT TO MODIFY OR DISCONTINUE PROMOTION

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced. Sponsor reserves the right to modify or discontinue the Promotion at any time.