

General RV Come Home with a Story Contest Official Rules

1. Registration Period: The Contest registration period begins at 8:00 a.m. EST on Monday, April 3, 2023, and ends at 5:00 p.m. EST on Wednesday, May 31, 2023 (“Registration Period”).

2. Sponsorship: General RV Center, Inc., 25000 Assembly Park Dr, Wixom, MI 48393 is the sponsor of this contest. It is referred to in these rules as “General RV,” “GRV,” or “Sponsor.” General RV will conduct the Contest substantially as described in these Official Rules.

3. The Contest: This is a competition to see who can provide a photograph and a story about camping that complies with these Rules and scores the most points based on the criteria set forth in these Rules (the “Contest”). These Official Rules (“Rules”) are the sole and exclusive Rules for the Contest, and they control it.

4. To Enter: Participants submit their story and photograph via attachments to GeneralRV.com/come-home-with-a-story. An official entry form is included with all submissions. This is the only way to enter this contest. No purchase is necessary, and the purchase of anything from GRV will not increase the chance of winning.

5. Eligibility: This Contest is open to legal residents of the United States of America, who enter the Contest at GeneralRV.com/come-home-with-a-story. Entrants must be 18 years of age or older as of their date of entry in this Contest to qualify, and they must be a natural person living in the United States. Anyone using or attempting to use a robot, Artificial Intelligence, or other inappropriate means to enter or win this Contest is not eligible. This Contest is subject to federal, state, and local laws and regulations, and it is void where prohibited by law. General RV's employees and its subsidiaries, affiliates, partners, advertising and promotion agencies, and directors (collectively the “Employees”), as well as members of their immediate family and/or those living in the same household as them are ineligible to participate in the Contest.

6. Agreement to Rules: By entering this Contest, each entrant (“you” or “entrant”) agrees to be bound by these Rules and by the interpretations of them by GRV; to comply with all applicable federal, state, and local laws, rules, and regulations; and to be bound by all decisions of GRV regarding the Contest. You also agree that these Rules are fully and unconditionally binding in all respects. By entering this Contest, you represent and warrant that you are eligible to participate based on all eligibility requirements in these Rules. You agree to accept the decisions of General RV as final and binding as it relates to these Rules, participation, content, and winners of this Contest. You understand that Sponsor reserves the right to refuse, withdraw, or disqualify any entry at any time at Sponsor’s sole discretion. Your entry must fully meet all Contest requirements, as specified in these Rules, to be eligible to win. Incomplete entries or those that do not adhere to these Rules will be disqualified at Sponsor's sole discretion.

7. Photo and Story Guidelines: Each entrant can submit no more than five (5) entries, with one (1) photograph per entry and one (1) story per entry. The same story cannot accompany different photos. The same photo cannot accompany different stories. Each story must be no less than 40

words and no more than 250 words. Each photo must be no less than 2MB. Files must be in .jpeg or .jpg format.

Entries must be completely original and must not have been taken or composed, in whole or in part, from any source other than entrant. All images must be truthful to the theme, Come Home With A Story. Adjustments, including spotting, dodging, burning, sharpening, contrast and slight color adjustment or the digital equivalents, are acceptable. However, photos may not contain any signatures or time/date stamps. GRV reserves the right to disqualify incomplete entries or those that violate these Rules. GRV may collect a photograph's metadata upon entry. You acknowledge and agree that submitting an entry in this Contest grants GRV the right to use and/or modify the entry, including the submitted photos in any way without compensation to you.

Entries may not contain anything that could be considered inappropriate or offensive, as determined by GRV, in its sole discretion. This includes, but is not limited to, entries containing inappropriate language; nudity; sexual activity; violence, alcohol or other drug use; anything that is hateful, torturous, defamatory, slanderous, libelous, or otherwise unlawful; or anything that promotes bigotry, racism, hatred, or harm against any group or individual or that violates or infringes another's rights. Additionally, entries may not violate anyone's rights, including the right to privacy or lack of publicity.

Entries must not include any material protected by copyright or trademark law, including brand names, logos, graphics, pictures or text, or other property belonging to a third party or that anyone else has intellectual property rights over. Your entry must be original work and not violate anyone's proprietary or intellectual property rights. Entries that infringe upon the intellectual property rights of others will result in immediate disqualification from the Contest and you will defend against or settle any such claims at your sole expense, and you will indemnify, defend, and hold GRV harmless from any claim or lawsuit that arises from such infringement.

Fraudulent methods of entry or circumvention of these Rules may result in the Sponsor invalidating your entries and removing them from the Contest at the Sponsor's sole discretion.

Anything submitted, including photographs, may be used, at the sole discretion of General RV, for this contest or any other purpose. However, GRV is under no obligation to use any submitted photos. Submission of any entry, including a photograph grants GRV the right, except where prohibited by law, to use the entrant's name, likeness, picture, address (city and state only), and written or oral statements, for promotional purposes, including promoting or publicizing GRV and its products or services, without compensation, unless required by law. By entering the Contest, entrants grant GRV, and those authorized by GRV, a royalty-free, worldwide, perpetual, non-exclusive license to display, distribute, reproduce, and create derivative works from, in whole or in part, in any media now existing or subsequently developed, for any educational, promotional, publicity, marketing, exhibition, archival, or other purpose. Any photograph reproduced will include a photographer credit as feasible. GRV is not required to pay any additional consideration or seek any additional approval in connection with such uses. To the extent consideration may be required, entrant agrees that the opportunity to win this Contest is

sufficient and adequate consideration for whatever GRV uses the entry for, including any photograph, at any time.

By submitting an entry in this Contest, you represents that: (1) you have the right to submit the entry and everything you provide with it; (2) anyone whose name or likeness appear in the entry has unconditionally consented, in writing, to allow use of their name or likeness (a copy of such writing will be furnished to GRV upon request); and (3) the entry does not infringe upon any third party's proprietary, intellectual, or other rights.

8. Rights Granted by You: By submitting an entry into this Contest, you understand and agree that the Sponsor, any individual acting on the Sponsor's behalf, and their successors and assigns have the right, where permitted by law, to print, publish, broadcast, distribute and use in any media known now or hereafter developed, in perpetuity, worldwide, and without limitation, your submission, including your name, photo, portrait, voice, likeness, image, statements about GRV, the Contest, and your biographical information for any purpose without further notice, review, consent, compensation, or remuneration to you or anyone else.

9. Prizes: The winner of the Contest ("winner") will receive a \$1,000 General RV Gift Card to enhance their camping experience ("prize"). It is redeemable at any GRV location in the United States. The actual/appraised prize value may differ at the time the prize is awarded. The prize will be determined solely by the Sponsor. No cash or other prize substitution is permitted, except at the Sponsor's discretion. The prize is non-transferable. The winner, upon acceptance of the prize, is solely responsible for all expenses related to the prize, including without limitation all local, state, and federal taxes. The winner shall not transfer or assign the prize to anyone, nor shall the winner request the cash equivalent or prize substitution. By accepting the prize, the selected winner grants permission to the Sponsor to use the winner's likeness, entry, including photograph and story, and name for purposes of advertising and trade without further compensation unless prohibited by law. Winner must provide Sponsor with a valid Social Security number or taxpayer identification number before Sponsor can award the prize as a Form 1099 will be issued to winner. As such, prior to receiving the prize winner agrees to provide winner's social security or tax id number so that GRV can issue a 1099 for tax purposes.

10. Judging: Judges will include, but will not be limited to, representatives of GRV. The judges will evaluate all completed submissions on the following criteria: (1) Impact; (2) Storytelling; and (3) Technical Execution. Judges will use a rating system for each entry, with a rating of one (1) being unsuccessful at meeting judging criteria, and a rating of ten (10) being extremely successful at meeting judging criteria. Each category will be given equal weight, i.e., one third (1/3) each. The Criteria are further defined below.

IMPACT: Does the photograph catch viewer's eye and/or evoke positive emotions?
Does the story inspire others to make their own camping memories?

STORYTELLING: Does the photograph tell a story? Is the photo true to the Contest theme, Come Home With A Story? Does the story accurately and effectively describe the moment captured in the photo? Is the story true to the Contest theme, Come Home With A Story?

TECHNICAL EXECUTION: Was the picture taken using correct composition, lighting, exposure, and other important photography techniques? Is the story written in a compelling and grammatically correct manner?

11. Selection and Notification: The winner will be selected among all the eligible entries. Sponsor will notify the winner by sending an email to the email address you provide with your entry within seven (7) business days of the end of the Registration Period. Sponsor is not responsible for, nor will Sponsor have any liability for winner's failure to receive notices due to internet or email issues or email security settings that may cause notifications to not be received for any reason, including them getting marked as spam or junk email. Sponsor is not liable for winner providing incorrect or otherwise non-functioning contact information. The winner will be the authorized account holder of the email address you provide, who is the natural person assigned to the email address by an internet access provider, online service provider, or other organization responsible for assigning the email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address.

If the winner does not claim the prize within five (5) calendar days from the time award notification is sent, is found ineligible at any time, does not fully comply with these Rules, or does not complete and return an executed declaration and release within the specified timeframe, winner forfeits the prize and an alternate victor will be selected by Sponsor. Winner's acceptance and receipt of the prize for this Contest is conditioned upon compliance with all federal, state, and local rules, laws, statutes, ordinances, and regulations. If the winner violates any of these Rules, winner, at Sponsor's sole discretion, will be disqualified, and all privileges, rights, and winnings will be immediately terminated.

12. General Terms: GRV is not responsible if the Contest cannot take place, or if any prize cannot be awarded due to events outside of the control of GRV. GRV reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Contest or any part of the Contest. All information provided by entrants may be subject to disclosure under the Michigan Freedom of Information Act, Court Order, or other rule of law.

13. Additional Terms, Conditions and Contest Integrity: Sponsor reserves the right to modify, suspend, cancel, or terminate this Contest, or eliminate any entry from it, in its sole discretion, should non-authorized human intervention, a bug, virus, fraud, robots, spiders, crawlers, chatbots, internet bots, or other causes beyond the Sponsor's control, impact or corrupt the security, fairness, proper conduct, or administration of the Contest. The Sponsor, in the event of any of the above issues, may determine the winner based on all eligible entries received prior to or after the action taken by the Sponsor. Individuals who tamper with or attempt to tamper with the operation or entry process of the Contest or website or violate these Rules will be disqualified by the Sponsor in its sole discretion. Automated entry devices are prohibited. Anyone using inappropriate means to participate or win this Contest, such as a robotic, mechanical, or other forms of pre-programmed internet, email, texting, phone call, voting, or entry method, will be disqualified. If an entrant or entry is disqualified from the contest for any reason GRV is not obligated to notify them of the disqualification or forfeiture. Sponsor has the right to maintain the integrity of this Contest, and to void entries, entrants, or votes for any

reason, including, too many entries from the same user; too many entries from the same email address, Rules violations, the use of bots, macros, scripts, or other technical means for entering, or attempts by any entrant to damage any website or undermine the legitimacy of this Contest.

14. Indemnification: By entering this Contest, you agree to indemnify, hold harmless, defend, and release GRV, the judges, and anyone involved in the creation, operation, or fulfillment of the Contest and their respective agents, employees, officials, officers, directors, affiliates, successors and assigns from and against all claims, lawsuits, injuries, or damages arising out of, or relating in any way to participation in the Contest, including the use, misuse, or redemption of the prize, and including any claim based on defamation, publicity rights, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property related claims or cause of action.

15. Limitation of Liability: Your entry into this Contest constitutes your agreement to release and hold harmless the Sponsor and its subsidiaries, representatives, affiliates, partners, advertising and promotion agencies, successors, agents, assigns, directors, employees, and officers against and from any claims, liability, illness, injury, death, litigation, loss, or damages that may occur, directly or indirectly from participation in the Contest; the winner accepting the prize; possessing, using, or misusing of any prize or any portion thereof; any technical failure; the unavailability or inaccessibility of any transmissions, phone, computer, or Internet service; unauthorized intervention in any part of the entry process or Contest; or electronic error or human error in the promotion, administration, or processing of the entries or Contest.

16. Disputes: This contest is governed by the laws of the state of Michigan, without regard to conflict of law rules or doctrines. You agree, as a condition of participating in this Contest that if any dispute arises out of your entry into this Contest, this Contest, or anything related this Contest, which is not resolved between you and the Sponsor, and if a cause of action arise out of or related to this Contest, it will be individually resolved before a court having jurisdiction over Oakland County, Michigan, without resorting to any form of class action. By entering this Contest, you agree that Michigan has sole and exclusive jurisdiction over you and this Contest to resolve any disputes related to it. In addition, under no circumstances will you be permitted to obtain an award for, and you waive all rights to, punitive, exemplary, incidental, and consequential damages, including litigation costs and attorney's fees. As such, your only remedy is your actual, reasonable, out-of-pocket expenses, i.e., costs associated with entering this Contest. You waive all rights to any other damages or to have damages multiplied or increased.

17. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on the General RV website. Click here <https://www.generalrv.com/about/privacy-policy> to read the Privacy Policy. However, GRV reserves the right to gather your private information to administer this contest and to analyze it and data related to it for any purpose related to its business, including sales, service, marketing, advertising, RVing, camping, promotion, or others. By entering this Contest, you consent to, and authorize General RV to, contact you at any email address and phone number you provide to it. However, GRV will not utilize autodial, pre-recorded, or artificial

voice telemarketing and sales calls, text messages, or emails to contact you based on your entry into this Contest.

18. Miscellaneous: You may obtain a copy of the winner's name or a copy of these Rules by visiting a General RV location during normal business hours. All entries become the property of the Sponsor and will not be returned.

19. Social Media Specific Rules: This Contest is not sponsored, endorsed, administered by, or associated with any Social Media outlet. Any use of a Social Media platform to promote this contest does not signify their sponsorship, approval, or involvement in this Contest in anyway. The sole Sponsor of this Contest is General RV. This Contest is in no way sponsored, endorsed, administered by, or associated with Facebook. Sponsor fully releases and holds Meta harmless from all liability. This Contest is in no way sponsored, endorsed, administered by, or associated with Instagram. Sponsor fully releases and holds Instagram harmless from all liability.

20. DISCLAIMER OF WARRANTIES, NO RELIANCE: Sponsor provides no warranties on or about this Contest or on any prize provided, express or implied. The prize is provided "AS IS," and the Contest is done "AS IS." Sponsor disclaims all warranties, express or implied, including but not limited to any implied warranty of merchantability or fitness for a particular purpose on any prize and this Contest. No portion of this Contest, any promotion of it, or these Rules is a warranty or contract and nothing that Sponsor, or any of its employees, agents, or affiliates does creates a warranty or contract, express or implied. In addition, nothing that Sponsor, or any of its employees, agents, or affiliates does or says can alter the terms of these Rules or the Contest in any fashion. These are all the rules pertaining to the Contest, and they may not be altered, in any way, other than Sponsor altering them in writing, at Sponsor's sole discretion. As a result, entrants release the Sponsor and all its owners, affiliates, employees, and agents from all claims of any kind, other than a claim for breach of an express obligation of Sponsor as expressly set forth in these Rules.

21. Merger: These Rules constitute all the Rules and the entire agreement between you and Sponsor related to the Contest, and shall supersede anything else related to the Contest, including any other agreements, understandings, or negotiations between you and the Sponsor with respect to the Contest.