

KENTUCKY LOTTERY CORPORATION
Kroger Gold Rush Promotion
Retailer Partnered Promotion
Rules & Regulations

GENERAL:

1. The Kentucky Lottery Corporation (KLC) plans to conduct a promotion for players who purchase a \$10 Gold Rush Scratch-off ticket from any Kentucky Kroger store under the provisions provided in these rules and regulations.
2. The promotional period will begin on Friday, September 4, 2020 at 12:00:00 AM ET and conclude on Friday, September 25, 2020 at 11:59:59 PM ET. The drawing will be held the week of October 5, 2020.
3. Five (5) winners will be awarded \$100 cash. A total of \$500 (five-hundred dollars) will be awarded.

ELIGIBILITY:

4. Once a player selects the Kroger Gold Rush promotion by visiting the Promotions/Event page located on the KLC website (kylottery.com), a player will be able to submit their winning or non-winning \$10 Gold Rush Scratch-off ticket to enter this promotion.
5. Entries must be received by Friday, September 25, 2020 at 11:59:59 PM ET to be eligible for the drawing.
6. Failure to fully provide information will cause a player's request to be rejected. Failure to provide accurate information could cause a player whose entry is selected as a winner for the promotion to be disqualified. A player shall be considered ineligible if the KLC determines that a player does not meet all player eligibility requirements or provided false information. The KLC assumes no responsibility for incorrect information provided by a player on the registration form.
7. If a player provides information through the KLC website by entering this promotion, the player may receive promotional email messages from the KLC, including marketing messages regarding KLC products such as KLC games and promotions, or from any of the KLC's other contractors, subcontractors, or third parties involved in producing or delivering the KLC website or services (on behalf of the KLC). The player has the right to ask, in writing, not to receive direct marketing material from the KLC. If the player has a Fun Club account, opting-out of receiving marketing messages will not apply to email messages concerning the players Fun Club Membership or iLottery account (i.e. transactional messages).
8. An entrant must be at least eighteen (18) years old to participate. No one under 18 years of age and no one otherwise prohibited by KRS Chapter 154A from playing KLC games are eligible to participate in this promotion or win any prize.
9. A player who has self-excluded or deactivated his or her KLC Fun Club account and online purchasing during any period of this promotion is not eligible to participate in this promotion and will be disqualified.
10. Entrants must have a valid U.S. address to register and participate.

11. There is no ticket limit entry for this promotion. The KLC reserves the right to change, without notice, this limit on the amount of tickets that may be entered weekly or daily.
12. Tickets purchased via the internet using the KLC's website or iLottery tickets, or tickets purchased at KLC Retailers not participating in this promotion are not eligible for this promotion. Tickets must be purchased at participating retailer(s) as identified in paragraph 1 to be eligible for this promotion.
13. If the player is employed at any KLC Retailer participating in this promotion, tickets that are purchased where the player is employed are not eligible for entry into this promotion and will be disqualified.

ODDS:

14. Odds of being selected as a winner in the promotion will depend on the number of entries submitted for the drawing.

SUBMITTING TICKETS:

15. Players can submit eligible tickets for this promotion at the KLC's website, kylottery.com. Any ticket physically sent to or dropped off at any location whatsoever, will be ineligible. The KLC will destroy all physical tickets received at any lottery office and the tickets will not be returned.
16. The player agrees to not manually or automatically submit fraudulent entries into any drawing or contest offered by the KLC.
17. To submit a ticket using the KLC's website, a player must visit the Promotions/Events page on our website and select the promotion.
18. Once the player has arrived at the webpage for the Kroger Gold Rush Promotion, the player must enter and complete all necessary fields including the ticket Validation Number and Ticket Number and select "Yes or No" when prompted with a question. In the event of a dispute regarding online entry, entry will be deemed made by the authorized account holder of an established e-mail account associated with the entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet Access 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 email address.
19. A player submitting an eligible ticket as identified in paragraph 1 will receive one entry into the promotion. Tickets can only be entered once into the promotion. The drawing system will only keep record of the first time a ticket is entered. A ticket entered more than once will be rejected. In the event a player creates multiple email addresses or other fraudulent entry mechanisms to enter a KLC promotion more than permitted by these rules, the player is ineligible and will be disqualified from the promotion.
20. If the ticket is eligible for entry into additional KLC promotions (Second Chance Promotions), player must separately enter the ticket into each promotion according to the rules of that promotion. Tickets will not automatically be entered into every eligible promotion.

21. Acceptance of ticket at entry does not constitute a confirmation of ticket eligibility or player eligibility for the promotion. Ineligible tickets entered into the promotion or ineligible players will be disqualified. After a ticket is entered, the player does not need to retain his or her ticket to claim a prize won during a promotion. However, the KLC is not responsible for any error in ticket entry. Entry history will not be available.
22. By entering this promotion, the players agree to these rules and regulations.
23. A player is allowed to win once in this promotion.

PRIZE DRAWING:

24. All drawing management services associated with this promotion will be conducted by the KLC.
25. The drawing will be held the week of October 5, 2020.
26. The drawing will be conducted per KLC drawing procedures. The drawing will occur at the KLC offices located at 1011 West Main Street, Louisville, KY 40202.
27. During the drawing, five (5) alternates will be selected. If there is an insufficient number of entries, the KLC may reduce the number of alternates selected in its sole discretion. Alternates are not prize winners, but are selected if the winner is disqualified, unable to claim the prize, or declines to accept. Once an eligible alternate is moved up to become the prize winner, his or her alternate status in the drawing will be voided.

PRIZE FULFILLMENT:

28. A member of the KLC's Marketing Department will attempt to contact the winner using the phone and email contact information provided during the entry process. The KLC may take the following steps to contact the winner:
 - Call the primary phone number provided on the entry page until winner has been reached by phone or has been disqualified (continued attempts to contact by phone will not be made to numbers that have been disconnected or are no longer in use by winner);
 - If the KLC has not reached the winner by phone in twenty-four (24) hours following the initial attempted contact, the KLC will send the winner an email.
29. If the KLC determines that dialogue with the winner has not been established by phone, email, or other means acceptable to the KLC, within five (5) business days following the date of the KLC's initial attempted telephone contact, the winner will be disqualified, and the Grand Prize will be awarded to the first eligible alternate selected.
30. The winner must claim their prize within five (5) business days following the date the KLC Marketing Department makes contact with the winner. The person whose name is on the entry must be the person who claims the prize. Winners must provide a valid government issued photograph identification, such as a driver's license or other form of photograph identification or other official documentation acceptable to the KLC in its sole discretion, and a completed Promotion Claim Form that they will receive from the KLC Marketing Department. The prize will be

awarded only after the KLC receives the prize winner's required accurate and complete information. The entry information submitted by the winner must match the information on the identification or other documentation provided by the winner. If all required information is not received within five (5) business days of the KLC's contact with the winner, the prize will be forfeited and awarded to the first alternate selected in the drawing. This process will continue until a winner has claimed the prize or all alternates have been exhausted, whichever comes first. If all alternates have been exhausted, the prize(s) will not be awarded. All required information may be provided to the KLC by fax, email, U.S. Mail, or hand-delivery to the KLC Corporate Office. If sent by fax or email, a member of the KLC's Marketing Department will provide a fax number or email address upon winner's request. If sent by U.S. Mail, winner can send all required information to: ATTENTION: DRAWING MANAGER, Kentucky Lottery Corporation, 1011 West Main Street, Louisville, KY 40202.

NOTE: When sending personally identifiable information, such as a Social Security Number, to the KLC by email, winners should use a secure or encrypted email. Information about how to use a secure or encrypted email may be requested from the Marketing Department.

31. If, prior to the expiration of the five (5) business days referenced in the preceding paragraph, the winner declines to accept and claim the Grand Prize by notifying a member of the KLC Promotions Department in writing via the winner's e-mail, the prize may be forfeited immediately upon receipt of the written notification and the first eligible alternate declared the winner.
32. The KLC or its designee will withhold federal, state and all applicable taxes, per federal and state withholding requirements. Any taxes above the standard formulas are the responsibility of the winner. Prizes may be subject to set off of certain debts as required by law.
33. The prize is not transferable or assignable.
34. Fulfillment of the prize will be handled by the KLC.

ADDITIONAL CONDITIONS:

35. The KLC is not responsible for the electronic misdelivery, late delivery, or failure to receive ticket information entered electronically, and the risk of loss remains with the entrant regardless of the cause of the transmission failure.
36. All winners are subject to validation by the KLC and may be disqualified if eligibility requirements are not met. Validity of entries, drawings, and the award of prizes are subject to rules and regulations of the KLC and the laws of the Commonwealth of Kentucky.
37. By entering this promotion, the player acknowledges and agrees that the KLC may use and release the player's name, city/state and likeness (photograph) to the public, without limitation and without compensation.
38. By submitting an entry into the promotion and claiming the prize, the player certifies they are the sole owner of the entry, the player is at least 18 years old, the ticket has been legally purchased, possessed and entered into the promotion, and the player is not disqualified from receiving a prize.

39. By entering this promotion, accepting the prize, or accepting any other prize, each entrant, his or her heirs, legal representatives and assigns, agree to indemnify and hold harmless, defend, release and discharge the KLC, the Commonwealth of Kentucky, and each of their employees, officers and directors from and against any loss, claim, damages, or injury arising out of or relating to the promotion, any action taken pursuant to these rules, or the acceptance of any prize.
40. The KLC is not responsible for any rules, regulations or restrictions imposed by its promotional partners. The KLC is not responsible for and has no obligation regarding the condition, quality, defects or other attributes of the prizes awarded during a promotion and expressly disclaims all warranties, expressed or implied, including, but not limited to, all implied warranties of merchantability and fitness for particular purpose.
41. Age restrictions may apply to redeem vouchers for certain products, merchandise or services.
42. The KLC in its discretion reserves the right to change or extend any of the dates set out in these rules. The KLC reserves the right, in its sole discretion, to modify, suspend, postpone or cancel, with or without notice, any portion of this promotion including the drawing at any time and for any reason including the award of any prize with the approval of the President & CEO or his designee from the Executive Management group. In the event of any circumstances or interpretation of any matter in these rules, whether contemplated or not contemplated, the decision of the President & CEO or his designee from the KLC's Executive Management Group, after consultation with the KLC's Internal Audit, Security and Legal Departments (if necessary), will be final.
43. The KLC reserves the right to substitute prizes of equivalent value.
44. In computing any period of time under these rules, the day of the designated act or event is not to be included; the last day of the period so computed is to be included. The term "business day" means a day that the KLC Corporate Office is open for business (holidays, weekends and other days the KLC is closed are excluded), and such day is from 8:00 AM to 5:00 PM ET.
45. If applicable, event times are subject to change. The prize winner is responsible for confirming the event time after claiming the prize.
44. This promotion is void where prohibited by law.

Prepared by: Rebecca Spiller, Marketing Specialist