WATCH WHAT THEY SAY: THE HUNT

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO PARTICIPATE OR WIN.

MUST BE AT LEAST 18 YEARS OF AGE AND THE AGE OF MAJORITY (19 IN ALABAMA AND NEBRASKA; 18 IN ALL OTHER STATES) TO PARTICIPATE. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

THESE OFFICIAL RULES CONTAIN A CLASS ACTION WAIVER AND AN ARBITRATION PROVISION (SECTIONS 7 AND 10). IF YOU DO NOT AGREE TO BE BOUND BY THESE OFFICIAL RULES, YOU MAY NOT PARTICIPATE IN THE HUNT.

The following promotion is intended for participants in the fifty (50) United States and the District of Columbia. The Hunt shall be construed and evaluated according to the laws of the United States and the State of Colorado. Further eligibility restrictions are contained in these Official Rules.

1. DESCRIPTION/HOW IT WORKS:

Watch What They Say: The Hunt (the “Promotion” or the “Hunt”) consists of searching for one hidden physical marker (the “Hunt Marker”) by interpreting clues released by Traci Brown, Inc. (the “Sponsor”). The Promotion will begin on September 1, 2026 at 12:00:01 a.m. Eastern Time (“ET”) and will end upon the earlier of: (a) verification by Sponsor of an eligible winner who has located the Hunt Marker and completed all required claim procedures; or (b) cancellation or termination by Sponsor in accordance with these Official Rules (the “Promotion Period”).

Official clues for the Promotion will be communicated to registered participants and may be displayed at www.TraciBrown.com/the-hunt (the “Promotion Website”), distributed by email, posted through Sponsor’s official social-media accounts, included in official videos or other Hunt materials, and embedded in the e-book Field Manual(the “E-book”). Sponsor may release clues in any format, at any time, and in any order during the Promotion Period. Some clues may require interpretation, observation, inference, or the combination of information from multiple sources. Some clues may constitute intentional misdirection. Sponsor’s interpretation of all clues and Hunt materials shall be final and binding.

The E-book is available for purchase; however, purchase of the E-book is not required to participate or win.

The eligible participant who: (i) locates the official Hunt Marker; (ii) follows the instructions accompanying or appearing on the Hunt Marker; (iii) timely registers the discovery in accordance with these Official Rules; and (iv) successfully completes Sponsor’s eligibility and claim verification process will be deemed the potential winner, subject to final verification by Sponsor. Participants must be registered in accordance with Section 3 before they may be verified as the winner.

The Hunt Marker is a commemorative verification object and has no independent cash value. Possession, removal, photography, or discovery of the Hunt Marker does not by itself establish that a person is the winner or entitled to the Prize. The Hunt Marker and any claim code, phrase, number, QR code, telephone number, web address, or other instruction associated with it may be used solely for winner verification. Sponsor may invalidate, replace, relocate, or discontinue use of a Hunt Marker if it is damaged, removed without a valid claim, stolen, destroyed, duplicated, disclosed, compromised, or otherwise rendered unsuitable before a winner is verified.

Sponsor reserves the right to change the Promotion Period, release schedule, search area, location, Hunt Marker, claim method, or any other date, time, method, procedure, or administrative detail connected with the Promotion, at any time and in Sponsor’s sole discretion, when Sponsor determines that the change is reasonably necessary to protect safety, security, fairness, Sponsor’s property or intellectual property, the integrity of the Hunt, or compliance with law. Material changes will be posted on the Promotion Website. Participants are encouraged to visit the Promotion Website frequently for current information regarding the Hunt.

2. ELIGIBILITY:

The Promotion is open only to legal residents of the fifty (50) United States and Washington, D.C. (each a “Participant” and collectively, “Participants”) who are at least eighteen (18) years of age and the age of majority in their state of primary residence at the time of participation (nineteen (19) in Alabama and Nebraska and eighteen (18) in all other states).

Employees, owners, shareholders, officers, directors, contractors, agents, representatives, volunteers, promotion or advertising agencies, prize suppliers, participating sponsors, land-placement personnel, and any other person or entity directly involved in the creation, planning, placement, security, administration, judging, or fulfillment of the Promotion (collectively with Sponsor, the “Promotion Entities”), and the Immediate Family Members and Household Members of each, are not eligible to participate or win. “Household Members” means persons who share the same residence at least three months during a calendar year, whether or not related. “Immediate Family Members” means

parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, spouses, and domestic partners, regardless of where they reside.

Sponsor reserves the right to disqualify any Participant at any time if Sponsor determines, in its sole and reasonable discretion, that the Participant is ineligible, has supplied false or incomplete information, has violated these Official Rules, has interfered with the Promotion, or presents a safety, security, legal, reputational, or operational risk to the Promotion or any Promotion Entity.

3. HOW TO PARTICIPATE:

To participate, a Participant must visit the Promotion Website and follow the on-screen instructions to register. Registration may require the Participant's legal name, email address, complete mailing address including ZIP code, date of birth, telephone number, and any other information reasonably requested by Sponsor for administration, safety, communication, tax reporting, or winner verification. Social-media handles may be requested but are optional unless specifically required for a claim method. Limit one registration per person and per email address. Multiple Participants may not share the same email address.

At the beginning of and throughout the Promotion Period, Sponsor will distribute clues through one or more Official Channels, including the E-book, Promotion Website, email, social media, videos, and other Sponsor-designated materials. The clues are intended to help Participants identify the location of the Hunt Marker. Sponsor does not guarantee that all Participants will receive or see every clue at the same time, and delays caused by mail delivery, email filtering, internet access, social-media platforms, device settings, or third-party systems will not extend the Promotion Period or create any right to compensation.

No purchase is necessary.

Once a Participant believes the Participant has located the official Hunt Marker (the "Hiding Spot"), the Participant must follow every instruction appearing on or accompanying the Hunt Marker, which may include: (i) leaving the Hunt Marker in place; (ii) photographing the Hunt Marker and the Participant as directed; (iii) contacting Sponsor through a designated telephone number, text message, QR code, web form, or email address; (iv) providing a claim phrase, code, number, or description; and (v) submitting photographs, videos, timestamps, location information, and a description of the discovery. **A Participant must not publish or disclose a claim code, exact location, photograph revealing the location, or other confidential verification information before Sponsor completes verification. Failure to follow the instructions may result in disqualification or forfeiture.**

If two or more Participants assert competing or substantially simultaneous claims, Sponsor may consider registration records, message and submission timestamps, unedited photographs or videos, metadata, witness accounts, physical possession or condition of the Hunt Marker, compliance with claim instructions, and any other information Sponsor considers reliable. Sponsor's determination of the first valid and compliant claim shall be final and binding. A team, group, family, or other collection of persons must designate one eligible registered Participant as the sole potential winner. Sponsor will award no more than one Prize and will not divide the Prize among multiple persons.

LIMIT ONE (1) ENTRY/REGISTRATION PER PERSON AND PER EMAIL ADDRESS. No automated entry devices or programs are permitted. Any attempt to obtain additional registrations or claims through multiple or different email addresses, identities, registrations, logins, accounts, devices, proxies, agents, scripts, bots, artificial-intelligence systems used to automate or mass-harvest restricted Hunt content, GPS spoofing, hacking, scraping, reverse engineering, manipulation of timestamps or metadata, collusion, impersonation, or any other unfair or deceptive method may void all of that Participant's registrations and claims and result in disqualification.

Participation constitutes the Participant's full and unconditional agreement to these Official Rules and Sponsor's decisions. Sponsor's failure to enforce a specific provision does not waive that provision or any other provision.

4. SEARCH CONDUCT, SAFETY, AND LAND-USE REQUIREMENTS:

PARTICIPANT SAFETY IS MORE IMPORTANT THAN LOCATING THE HUNT MARKER. Participants must exercise independent judgment and stop searching whenever conditions are unsafe or uncertain. Nothing in any clue should be interpreted as directing or authorizing a Participant to trespass, enter private property without express permission, enter a closed or restricted area, violate a posted sign or barrier, leave an authorized public route where prohibited, enter a mine, cave, tunnel, abandoned structure, construction area, utility facility, railroad property, roadway, water-control structure, or other hazardous location, cross dangerous water, climb technical terrain, use ropes or specialized climbing equipment, dig, excavate, break, pry, dismantle, cut, remove, or damage any natural or man-made feature, or violate any federal, state, local, tribal, or land-management law, rule, order, permit, closure, or regulation. If a clue appears to require such conduct, the clue has been interpreted incorrectly.

Participants must obey all instructions from law-enforcement officers, rangers, land managers, property owners, emergency personnel, and authorized officials. If instructed to leave an area or discontinue an activity, the Participant

must comply immediately. Participants must observe all parking restrictions, traffic laws, trail rules, hours of operation, fire restrictions, wildlife closures, permit requirements, and seasonal closures.

Participants must follow Leave No Trace principles. Participants may not dig; move large rocks or logs; cut, uproot, or damage vegetation; disturb wildlife or nests; remove artifacts; damage archaeological, cultural, historical, or geological resources; mark or deface surfaces; leave string, tape, flags, paint, chalk, signs, containers, food, trash, or personal property; or otherwise alter a search area. Sponsor may disqualify any person who damages property or natural resources and may provide identifying information to authorities as permitted by law.

Participants are solely responsible for evaluating their health, fitness, experience, equipment, transportation, route, weather, daylight, altitude, terrain, wildlife, water, food, clothing, navigation, communication, and emergency needs. Participants should not search alone in remote areas and should tell a responsible person where they are going and when they expect to return. Sponsor does not monitor Participants, provide guides, supervise searches, guarantee cellular or GPS service, or provide rescue, medical, transportation, towing, evacuation, or search-and-rescue services.

Participation may involve inherent and other risks, including slips, trips, falls, uneven or unstable terrain, rocks, cliffs, trees, water, weather, lightning, snow, ice, heat, cold, wildfire, smoke, altitude, insects, snakes, bears, mountain lions, domestic animals, traffic, other Participants, limited visibility, limited communications, delayed emergency response, and risks that are known or unknown, foreseeable or unforeseeable. By participating, each Participant knowingly and voluntarily assumes all risks arising from or connected with travel to, presence in, or search of any location associated with the Promotion, to the fullest extent permitted by law.

5. WINNER SELECTION AND NOTIFICATION:

One potential prize winner (the “Potential Winner”) will be identified based on the first valid, compliant, and verified claim received by Sponsor during the Promotion Period. The Potential Winner may be notified by email, telephone, text message, or other contact method using information supplied during registration or the claim process. The Potential Winner must respond as directed within forty-eight (48) hours of attempted notification, or within a shorter period if reasonably required by operational or safety circumstances. Failure to respond within the stated period may result in forfeiture.

The Potential Winner may be required to verify age, identity, residence, and eligibility; certify under penalty of perjury that the Potential Winner complied with these Official Rules; and execute and return within seventy-two (72) hours of attempted delivery an affidavit of eligibility, liability release, publicity release unless prohibited by law, tax documentation, confidentiality agreement concerning the Hiding Spot or verification process, and any other documents reasonably required by Sponsor (collectively, the “Prize Claim Documents”). Sponsor may require satisfactory government-issued identification and an original or electronic signature acceptable to Sponsor.

A Prize will not be awarded or fulfilled until all Prize Claim Documents are timely returned and Sponsor completes verification. If a Potential Winner cannot be notified, fails to respond or return documents on time, is found ineligible, cannot or will not accept the Prize, violated these Official Rules, compromised the Hunt Marker or Hiding Spot, or is disqualified for any reason, the Prize may be forfeited. Sponsor may then determine whether another Participant made a valid claim, continue the Hunt with a replacement or relocated Hunt Marker, invoke the contingency procedure in Section 6, or leave the Prize unawarded, as permitted by law.

VERIFICATION OF SOLUTION: Locating The Hunt marker alone does not constitute winning The Hunt. To be eligible to claim the prize, the person who finds the marker must be able to reasonably demonstrate how they solved The Hunt, including identifying the clues they relied upon, explaining how those clues led them to the location, and identifying information they believed to be false or intentionally misleading and why. A person who discovers the marker by chance, without having substantially solved The Hunt through the clues, is not eligible to win the prize.

Sponsor reserves the right to verify the potential winner's solution and determine, in its reasonable discretion, whether the potential winner has sufficiently demonstrated that the marker was located through participation in and solution of The Hunt rather than by chance.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ELIGIBILITY, COMPLIANCE, AND THE CLAIM HAVE BEEN VERIFIED AND SPONSOR HAS NOTIFIED THE PARTICIPANT THAT VERIFICATION IS COMPLETE.

6. CANCELLATION, SUSPENSION, MODIFICATION, AND CONTINGENCY DRAWING:

Sponsor reserves the right, in its sole discretion, to cancel, terminate, suspend, postpone, modify, relocate, or restart the Promotion or any portion of it if Sponsor determines that fraud, cheating, hacking, unauthorized intervention,

disclosure or compromise of the Hiding Spot or Hunt Marker, theft or destruction of the Hunt Marker, technical failure, postal interruption, government action, land closure, wildfire, flood, severe weather, natural disaster, epidemic, civil disturbance, acts or threats of violence, or any other event, circumstance, or condition has impaired or threatens to impair the safety, security, fairness, administration, integrity, or proper conduct of the Promotion.

Sponsor may immediately suspend or terminate the Promotion if Sponsor determines, in its sole and reasonable discretion, that any Participant or other person has threatened, harassed, intimidated, stalked, doxxed, menaced, assaulted, or threatened violence or property damage against Traci Brown, Sponsor, any employee, contractor, volunteer, family or household member, sponsor, land manager, property owner, Promotion Entity, Participant, or member of the public, or if Sponsor otherwise believes continuation would create an unreasonable safety or security risk. Sponsor is not required to identify publicly the person responsible, disclose security information, or delay cancellation while an investigation is pending. Sponsor may report conduct to law enforcement and seek all civil or criminal remedies available.

If the Promotion is cancelled after registration has opened and before a Winner has been verified, Sponsor may, in lieu of continuing the physical Hunt, award the Prize through a random contingency drawing from among eligible Participants who completed registration before the effective time of cancellation and who comply with the contingency procedure described below. Sponsor may use an independent administrator to conduct the drawing.

If Sponsor elects to conduct a contingency drawing, Sponsor will send an email to Participants who registered before cancellation using the email address supplied at registration. The email may contain a link to a contingency registration or confirmation form. To be included in the drawing, a Participant must follow the instructions and submit the form within twenty-four (24) hours after Sponsor sends the email, or within any longer period stated in the email. Only Participants who were registered before cancellation and who timely complete the contingency procedure will be eligible for the drawing. Limit one contingency entry per eligible Participant. The potential contingency winner will be selected at random and will be subject to all eligibility, notification, verification, document, tax, release, and publicity requirements in these Official Rules. Odds of winning the contingency drawing will depend on the number of eligible contingency entries received.

Sponsor may instead select a winner or resolve the Promotion in another manner Sponsor determines is fair, equitable, legally compliant, and reasonably related to the circumstances. Sponsor shall have no obligation to reimburse travel, lodging, equipment, postage, E-book purchases, lost time, or any other expense incurred by a Participant.

7. PRIZE; ODDS; TAXES:

One (1) Prize is available. The Prize consists of Two Thousand Five Hundred Dollars (US $2,500.00), payable by check, electronic payment, or another method selected by Sponsor. The Prize constitutes full satisfaction of Sponsor’s prize obligation, and no other or additional compensation will be awarded. The Prize is non-transferable before verification and must be accepted as awarded. Sponsor will not replace any lost, stolen, uncashed, misdirected, or expired payment after delivery except as required by law.

For the physical Hunt, odds of winning depend on the number and skill of eligible Participants, the timing of participation, and each Participant’s ability to correctly interpret the clues, locate the Hunt Marker, and complete a valid claim before another eligible Participant. If a contingency drawing is conducted, odds depend on the number of eligible contingency entries received.

The Winner is solely responsible for all federal, state, and local taxes and any other expenses associated with acceptance or use of the Prize. Sponsor may require the Winner to provide a completed IRS Form W-9 and may issue an IRS Form 1099 or other tax document as required by law. The Winner should consult the Winner’s own tax adviser. Sponsor makes no representation regarding the tax treatment of the Prize.

8. CONDITIONS OF PARTICIPATION; RELEASES; PUBLICITY:

Sponsor, in its sole discretion, may designate an independent administrator to handle registration, communications, claim review, winner verification, contingency drawing, or prize fulfillment. All applicable federal, state, and local laws and regulations apply. By participating, each Participant agrees to be bound by these Official Rules and the decisions of Sponsor and any administrator, which shall be final in all respects.

By participating in the Promotion and/or accepting the Prize, each Participant agrees, to the fullest extent permitted by law, to release and hold harmless Sponsor and the other Promotion Entities, and each of their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies, prize suppliers, contractors, volunteers, landowners and land managers, and each of their respective officers, directors, owners, employees, representatives, and agents (collectively, the “Released Parties”), from and against any and all claims, demands, actions, causes of action, liabilities, losses, injuries, death, illness, disability, property damage, costs, and expenses arising directly or indirectly from participation in the Promotion, travel to or from any search location, presence at or use of any search area, search activities, reliance on or interpretation of clues, contact with other

Participants or members of the public, acceptance, possession, use, misuse, or taxation of the Prize, or any Promotion-related activity, except to the extent a release is prohibited by applicable law.

Each Participant acknowledges that Sponsor does not own, control, maintain, supervise, inspect, warrant, or guarantee any road, trail, public land, private property, park, forest, parking area, business, cellular network, GPS system, website platform, social-media platform, mail carrier, weather condition, wildlife condition, or emergency service that may be encountered or used in connection with the Promotion. The appearance or mention of a location in a clue does not constitute a representation that the location is open, safe, accessible, suitable, or lawful to enter at any particular time.

Each Participant authorizes Sponsor and its designees to use the Participant's submitted entry materials, claim photographs and videos, social-media profile image, name, likeness, voice, statements, biographical information, city and state of residence, and account of participation for administration, security, verification, advertising, marketing, public relations, editorial, documentary, programming, social-media, and promotional purposes worldwide, in perpetuity, in any media now known or later developed, without further compensation, notification, review, or approval, unless prohibited by law. As a condition of receiving the Prize, the Winner may be required to participate in reasonable photography, filming, interviews, or announcement activities. Sponsor is not obligated to use any material and may edit it in Sponsor's discretion.

The Released Parties shall not be liable for: (i) injuries, death, losses, liabilities, or property damage arising from participation or the Prize; (ii) telephone, cellular, GPS, internet, website, email, hardware, software, platform, or transmission failures; (iii) inaccurate, delayed, unavailable, corrupted, stolen, destroyed, intercepted, or altered registrations, clues, communications, submissions, photographs, metadata, or claim materials; (iv) late, lost, delayed, stolen, misdirected, postage-due, incomplete, unreadable, inaccurate, garbled, or unintelligible mail or electronic communications; (v) inability to participate, locate the Hunt Marker, submit a claim, receive a notification, or accept or use the Prize; (vi) errors in printing, typography, administration, human judgment, clue wording, mapping, coordinates, GPS accuracy, or technology; or (vii) unauthorized disclosure, copying, removal, theft, damage, or relocation of the Hunt Marker or clues by a third party.

Any map, distance, direction, landmark description, coordinate, mileage, image, or location reference supplied by Sponsor is approximate unless Sponsor expressly states otherwise. GPS receivers, mapping services, compasses, odometers, signs, road markers, and cellular devices may be inaccurate or unavailable. Participants must not rely on any single device or clue in a manner that compromises safety.

Sponsor is not responsible if the Promotion cannot proceed or the Prize cannot be awarded because of acts of God, acts of war or terrorism, acts of government or civil authority, natural disasters, wildfire, smoke, flood, weather, epidemics, labor disputes, utilities or communications failures, closures, threats, criminal conduct, or any cause beyond Sponsor's reasonable control. Sponsor may cancel, modify, suspend, or terminate the Promotion as provided in Section 6.

Sponsor may disqualify any Participant if Sponsor determines that the Participant is attempting to undermine the legitimate operation of the Promotion through cheating, hacking, deception, collusion, threats, harassment, intimidation, stalking, doxxing, violence, destruction of property, interference with other Participants, unauthorized access, publication of confidential verification information, or other unfair, unsafe, illegal, or abusive conduct. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE A WEBSITE, HUNT MARKER, LOCATION, PERSON, OR PROPERTY, OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION, MAY VIOLATE CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES, INJUNCTIVE RELIEF, ATTORNEYS' FEES WHERE AVAILABLE, AND CRIMINAL PROSECUTION TO THE FULLEST EXTENT PERMITTED BY LAW.

BY PARTICIPATING, EACH PARTICIPANT AGREES THAT, TO THE EXTENT PERMITTED BY LAW: (1) ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION OR ANY PRIZE WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS, COLLECTIVE, CONSOLIDATED, OR REPRESENTATIVE ACTION; (2) ANY CLAIM, JUDGMENT, OR AWARD WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, IF ANY, NOT TO EXCEED TWO HUNDRED FIFTY DOLLARS ($250.00), AND ATTORNEYS' FEES WILL NOT BE AWARDED OR RECOVERABLE EXCEPT WHERE REQUIRED BY LAW; AND (3) UNDER NO CIRCUMSTANCES WILL A PARTICIPANT BE PERMITTED TO OBTAIN, AND EACH PARTICIPANT WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, OR SPECIAL DAMAGES, LOST PROFITS, LOSS OF OPPORTUNITY, OR MULTIPLIED OR INCREASED DAMAGES. SOME JURISDICTIONS DO NOT ALLOW CERTAIN LIMITATIONS OR EXCLUSIONS, SO SOME OF THE ABOVE MAY NOT APPLY. WITHOUT LIMITING THE FOREGOING, THE PROMOTION, CLUES, HUNT MARKER, WEBSITE, AND PRIZE ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, ACCURACY, SAFETY, OR NON-INFRINGEMENT.

9. INDEMNITY:

To the fullest extent permitted by law, each Winner shall indemnify, defend, and hold harmless the Released Parties from and against any claims, damages, actions, liabilities, losses, injuries, judgments, settlements, costs, or expenses, including reasonable attorneys' fees and costs, arising out of or connected with: (a) the Winner's participation in the Promotion or any search activity; (b) the Winner's breach, or allegation that if true would constitute a breach, of any representation, warranty, obligation, or provision of these Official Rules; (c) the Winner's violation of law or infringement of another person's rights; or (d) acceptance, possession, use, misuse, transfer, or taxation of the Prize, including personal injury, death, or property damage arising therefrom.

10. GOVERNING LAW; ARBITRATION:

The Promotion is governed by United States law and is subject to all applicable federal, state, and local laws and regulations. Void where prohibited. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Participants, Sponsor, and the Promotion Entities in connection with the Promotion, shall be governed by and construed in accordance with the laws of the State of Colorado, without giving effect to any choice-of-law or conflict-of-law rule that would cause the application of another jurisdiction's laws.

Except for claims eligible for small-claims court and requests for temporary or preliminary injunctive relief concerning intellectual property, safety, threats, harassment, or unauthorized interference with the Promotion, any dispute, claim, or controversy arising out of or relating to the Promotion, these Official Rules, the Hunt Marker, any clue, winner determination, or the Prize shall be resolved individually and exclusively by final and binding arbitration administered by the American Arbitration Association ("AAA") under its then-current Consumer Arbitration Rules, before one arbitrator. The arbitration shall take place in Denver, Colorado, or remotely by video or telephone if permitted by the applicable rules or agreed by the parties. The arbitrator shall apply these Official Rules and Colorado law and shall have authority to award only relief available on an individual basis and consistent with the limitations in Section 8.

NO ARBITRATION OR CLAIM MAY BE BROUGHT OR RESOLVED ON A CLASS, COLLECTIVE, CONSOLIDATED, MASS, OR REPRESENTATIVE BASIS. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF DIFFERENT PERSONS OR PRESIDE OVER ANY FORM OF REPRESENTATIVE OR CLASS PROCEEDING. If any portion of this arbitration provision is found invalid, illegal, or unenforceable, the remaining portions shall remain effective to the fullest extent permitted by law. Any matter not subject to arbitration and any action to enter judgment on an arbitration award shall be brought exclusively in the state or federal courts located in Denver, Colorado, and each Participant consents to personal jurisdiction and venue there.

11. PRIVACY:

Personal information supplied by a Participant will be used for Promotion administration, communications, safety, fraud prevention, claim and winner verification, prize fulfillment, tax reporting, legal compliance, publicity as authorized by these Official Rules. By participating, each Participant authorizes Sponsor to collect, use, store, and share the Participant's personal information with Promotion Entities, service providers, professional advisers, governmental authorities, and law enforcement as reasonably necessary for those purposes. Participants acknowledge that email and text communications may not be secure and that Sponsor cannot guarantee the security of third-party systems.

12. WINNER LIST; SPONSOR:

To obtain the name of the Winner, visit www.TraciBrown.com/the-hunt

Sponsor: Traci Brown, Inc., Questions concerning the Promotion may be directed through the contact method posted on the Promotion Website. Sponsor is not required to respond to requests for hints, confirm or deny proposed locations, evaluate individual clue interpretations, or provide individualized search advice.