

**Pittsburgh Area Lexus Dealers Association
"2026 Penguins Ultimate Goal" Sweepstakes
OFFICIAL RULES ("Official Rules")**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. VOID OUTSIDE THE COMMONWEALTH OF PENNSYLVANIA AND WHERE PROHIBITED OR RESTRICTED BY LAW. THIS SWEEPSTAKES (DEFINED BELOW) IS INTENDED FOR ENTRY FOR LEGAL RESIDENTS RESIDING WITHIN A SEVENTY-FIVE (75) MILE RADIUS OF PPG PAINTS ARENA AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND RESIDING IN THE COMMONWEALTH OF PENNSYLVANIA AT THE TIME OF ENTRY.

GRAND PRIZE WINNER MUST BE AVAILABLE TO ATTEND THE GAME ON APRIL 11, 2026 OR GRAND PRIZE WILL BE FORFEITED.

DATES OF SWEEPSTAKES: The "2026 Penguins Ultimate Goal" sweepstakes (the "Sweepstakes") begins at 12:00:00 a.m. Eastern Time ("ET") on February 16, 2026, and ends at 11:59:59 p.m. ET on April 5, 2026 (the "Sweepstakes Period"). Entries submitted outside of the Sweepstakes Period will not be accepted or be eligible to win.

ELIGIBILITY: The Sweepstakes is open only to persons who are legal residents residing within a seventy-five (75) mile radius of PPG Paints Arena (located at 1001 Fifth Ave, Pittsburgh, PA 15219) and are at least eighteen (18) years of age at time of entry (each, an "Entrant"). The Entrant who is selected as the official grand prize winner ("Official Grand Prize Winner") must have a unique, personal and valid Social Security number (so that Sponsor (defined below) can report the tax liability associated with acceptance of the grand prize ("Grand Prize") to the Internal Revenue Service ("IRS"). Valid Social Security numbers will be determined by IRS requirements as further defined in the "PRIZE CLAIMS" section of these Official Rules.

Officers, directors, managers and employees of Eastern Area Lexus Dealer Advertising Association, Inc. ("Sponsor"), Toyota Motor Sales U.S.A., Inc., Pittsburgh Penguins LP, Team One, a division of Saatchi & Saatchi North America, LLC ("Team One"), NHL Entities (defined below) and each of their respective parent companies, subsidiaries, affiliates, and related companies, dealers, dealership associations, advertising and promotion agencies, consultants and agents, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person, and any others engaged in the development, production, execution or distribution of this Sweepstakes are not eligible to participate. The "NHL Entities" shall mean the National Hockey League, its member professional hockey teams and NHL Enterprises, LP., each of their respective parent, subsidiaries, affiliates, shareholders, officers, directors, agents, representative and employees. Sweepstakes is subject to all applicable federal, state and local laws and regulations. Sweepstakes is void outside the Commonwealth of Pennsylvania and wherever else restricted or prohibited by law. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. Entrants who have previously won a prize in any Toyota Motor Sales U.S.A., Inc., or Lexus sponsored sweepstakes and/or contest in the twelve (12) months prior to the start of the Sweepstakes Period are ineligible to participate in this Sweepstakes. Eligibility will be determined by Sponsor and/or independent administrator in its/their sole discretion.

HOW TO ENTER: Visit <https://www.nhl.com/penguins/lexus> (the "Website") during the Sweepstakes Period. Then, complete the official online entry form (the "Entry Form") in its entirety including your first name, last name, zip code, telephone and email. Upon checking the box indicating if you wish to be contacted by the Sponsor and clicking the "Submit" button, Entrants will receive one (1) entry into the Sweepstakes. The submission of false, misleading or profane information will be grounds for disqualification. Determination of information to be profane, false, or misleading is at the sole discretion of the Sponsor. Sponsor reserves the right in its sole discretion to disqualify any individual that Sponsor or independent administrator find to be acting in violation of these Official Rules or in a disruptive manner.

There is a limit of one (1) entry per Entrant during the Sweepstakes Period. Any attempt by an Entrant to obtain more than the stated number of entries by using multiple/different identities, and/or any other methods will void that Entrant's entry and that Entrant may be disqualified from the Sweepstakes. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the authorized account holder of the e-mail address corresponding to the Entry Form ("Authorized Account Holder") and such individual must comply with these Official Rules. The Authorized Account Holder is defined as the natural person who is assigned to the e-mail address by a wireless service provider, Internet access provider, Internet service provider or other organization (e.g. business, educational, institution, etc.) that is responsible for assigning e-mail addresses. If the Sponsor cannot determine the identity of the person based upon the information submitted via the Entry Form, the respective Entrant will be disqualified. No mechanically or programmatically reproduced

entries are permitted. Sponsor will not verify receipt of entries for Entrants. All entries submitted become the sole property of Sponsor and will not be returned. Released Parties (as defined below) are not responsible for lost, late, misdirected, illegible, or damaged entries. By entering, each Entrant: (a) represents that he/she is at least eighteen (18) years of age and otherwise eligible to participate in the Sweepstakes; and (b) fully and unconditionally agrees to and accept these Official Rules and the decisions of Sponsor, which are final and legally binding in all respects. Any person who tampers with the entry process in any way will be disqualified.

WINNER SELECTION/NOTIFICATION: On or about April 6, 2026, one (1) potential grand prize winner (the "Potential Grand Prize Winner") will be selected at random from among all eligible entries received during the Sweepstakes Period. Odds of being selected as the Potential Grand Prize Winner are based upon the total number of eligible entries received during the Sweepstakes Period. The random drawing and determination of the Potential Grand Prize Winner will be conducted by a Sponsor representative whose decisions are based upon their sole discretion of these Official Rules and are final and binding in all respects.

The Potential Grand Prize Winner will be notified by the independent administrator by telephone/or email following the random drawing. **Notifications will not be left on answering machines / voice messaging services.** The Potential Grand Prize Winner must be able to attend PPG Paints Arena on April 11, 2026 in order to be considered as an Official Prize Winner. Potential Grand Prize Winner must agree to come down onto the ice and may be recorded receiving the Grand Prize. Sponsor representative will make one (1) attempt to reach the Potential Grand Prize Winner by telephone during business hours. If the Potential Grand Prize Winner cannot be reached, if he/she is otherwise ineligible as determined by the Sponsor or the independent administrator in their sole discretion, or if he/she refuses to accept the Grand Prize, then Potential Grand Prize Winner will be disqualified and the Grand Prize will be forfeited and an alternate Potential Grand Prize Winner will be selected from among the remaining non-winning eligible entries received during the Sweepstakes Period, and he/she will be notified as outlined above until one (1) Official Grand Prize Winner is determined, time permitting.

To become the Official Grand Prize Winner, the Potential Grand Prize Winner must comply with these Official Rules, and upon notification from the independent administrator via email, must complete and return "Required Documents" as further detailed in the "PRIZE CLAIMS" section below.

GRAND PRIZE: One (1) Grand Prize of i) two (2) tickets to the April 11, 2026 game at PPG Paints Arena, ii) Lexus Club Reservation for two (2) on April 11, 2026, iii) one (1) autographed jersey (exact autograph to be determined by Sponsor), iv) Pre-game Selfie Experience for two (2) on April 11, 2026 (exact details to be determined by Sponsor), v) one (1) person to participate in Lexus GM Intermission vehicle on ice experience on April 11, 2026, vi) interview on video board at the game on April 11, 2026, and vii) two (2) 2026/2027 Lower Level Season Tickets for the Pittsburgh Penguins regular home games at PPG Paints Arena (not inclusive of playoff games).

The approximate retail value ("ARV") of the Grand Prize is \$13,050 value of autographed jersey may vary depending on market fluctuations.

Official Grand Prize Winner must be available to attend the game associated with the Grand Prize (April 11, 2026) or Grand Prize Winner will be disqualified and an alternate Potential Grand Prize Winner will be selected, time permitting, even if the disqualified Potential Grand Prize Winner's name may have been publicly announced. **Travel expenses are not included in the Grand Prize. Official Grand Prize Winner is solely responsible for all federal, state and local taxes and all other expenses not specifically mentioned herein, including transportation, parking, accommodations, meals and beverages, incidental expenses and gratuities.** Tickets are subject to terms and conditions specified thereon. Released Parties are not responsible if the game is delayed, postponed or cancelled for any reason; no substitution will be provided except as in Sponsor's sole discretion, and winner will not be reimbursed for tickets. Raincheck policy may apply. Grand Prize is subject to availability and, if any element of the Grand Prize is not awarded for any reason, Sponsor shall only be responsible for any remaining available elements of the Grand Prize. Seating to be determined in the sole discretion of Sponsor. Grand Prize Winner and guest agree to abide by all venue rules and regulations. Failure to do may result in forfeiture of prize. No substitution, transfer or cash redemption of Grand Prize is permitted except at the sole discretion of the Sponsor. No responsibility is assumed by the Released Parties for any cancellation or rescheduling of any Grand Prize related event in whole or in part. In the event of cancellation or rescheduling no alternate or substitute Grand Prize for such cancellation or rescheduling will be awarded. Official Grand Prize Winner may bring one (1) guest. Event may be subject to change due to impracticability or unavailability, or for any other reason as determined necessary by Sponsor or its designee, and are subject to any and all applicable health and safety protocols (which may be dictated by provider/location policies and/or state and/or local government requirements – all of which are subject to change at any time, including as the result of the COVID-19 pandemic). Official Grand Prize Winner and guest must adhere to the requirements of the PPG Paints Arena for any vaccinations/testing in order to attend

the game. Guest must execute liability/publicity releases (except where prohibited) prior to attending the game. If guest is a minor (based on age of majority in jurisdiction of residence), he/she must be accompanied by his/her parent or legal guardian (i.e., the Official Grand Prize Winner), and his/her parent/legal guardian must sign releases on his/her behalf. Grand Prize is not transferable and may not be resold. Sponsor reserves the right to substitute a prize (or portion thereof) of comparable or greater value if the Grand Prize (or any portion thereof) becomes unavailable due to reasons beyond the control of the Sponsor. No more than the one (1) Grand Prize set forth in these Official Rules will be awarded. The difference in value of the Grand Prize as stated herein and value at time of notification, if any, will not be awarded. Official Grand Prize Winner is required to comply with any and all applicable federal, state and local laws, rules and regulations. Any taxes imposed, including income taxes, on the Grand Prize Winner as a result of winning and accepting the Grand Prize and all other expenses not specifically mentioned herein as part of the Grand Prize are solely the responsibility of the Grand Prize Winner.

GRAND PRIZE CLAIM: Potential Grand Prize Winner will be required to complete, execute and return an Affidavit of Eligibility, Liability and Publicity Release (the "Release"), Guest Waiver form (completed by guest) and an IRS Form W-9 ("W-9 Form") and any other documents required by Sponsor (collectively, the "Required Documents") within one (1) business day from receipt of notification from the independent administrator. If Potential Grand Prize Winner fails to return the Required Documents within time period required, such Potential Grand Prize Winner forfeits his/her right to the Grand Prize and another Potential Grand Prize Winner will be selected from among all remaining non-winning eligible entries received during the Sweepstakes Period. **Potential Grand Prize Winner must report income to the IRS. In the event it is deemed during the verification process that the Potential Grand Prize Winner does not have a unique, personal and valid Social Security number for Sponsor to report the tax liability associated with acceptance of the Grand Prize, Potential Grand Prize Winner will be disqualified and another Potential Grand Prize Winner selected as outlined above. Valid Social Security numbers will be determined by IRS requirements.**

If it is determined by the independent administrator, in its sole discretion, that the Potential Grand Prize Winner is not eligible or otherwise not in compliance with these Official Rules, the Potential Grand Prize Winner forfeits his/her right to the Grand Prize and an alternate will be selected as outlined above, time permitting, even if the disqualified Potential Grand Prize Winner's name may have been publicly announced. In the event that the Potential Grand Prize Winner is disqualified for any reason, Sponsor and independent administrator shall have no liability or obligation to such individual.

Official Grand Prize Winner hereby grants to Sponsor, Toyota Motor Sales U.S.A., Inc., and Pittsburgh Penguins LP, its advertising agencies, and those acting under their authority, the irrevocable, royalty-free, fully paid up right and license to use his/her name, likeness (photograph and/or video), biographical information, and voice in advertising/publicity/trade without territorial or time limitations and without compensation, notice or approval; and, Official Grand Prize Winner disclaims any ownership rights of such advertising/publicity/trade material. Sponsor and independent administrator are not responsible for any change of telephone number of Entrants.

THE SWEEPSTAKES AND GRAND PRIZE AND MATERIALS PROVIDED ON OR THROUGH THE SWEEPSTAKES AND THE WEBSITE ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LITIGATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU.

GENERAL CONDITIONS: Should any portion of the Sweepstakes be, in Sponsor's sole discretion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole discretion of the Sponsor, corrupts or impairs the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes in a manner which in its sole discretion is fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted at the Website. In such event, Sponsor reserves the right to award the Grand Prize at random from among the eligible non-suspect entries received up to the time of the impairment or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Sponsor reserves the right to disqualify or reject any incomplete, inaccurate or false entry. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THESE PROVISIONS.**

RELEASE: By participating in this Sweepstakes, Entrants hereby release and hold harmless Sponsor, Toyota Motor Sales, U.S.A., Inc., Pittsburgh Penguins LP, Team One, the NHL Entities, and each of their respective officers, directors, managers, employees, parents, subsidiaries, affiliates, agents, members, shareholders, insurers, servants, divisions, predecessors, successors, representatives, dealers, dealer associations, distributors, advertising, promotion, and fulfillment agencies, including the independent administrator, consultants and legal advisors (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt, redemption or use of the Grand Prize, including, but not limited to any travel thereto.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (a) unauthorized human intervention in any part of the entry process or the Sweepstakes; (b) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; (c) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes; (d) any printing or typographical errors or other incorrect or inaccurate entry information in any Sweepstakes-related materials; (e) stolen, lost, late, misdirected, corrupted, incomplete, or indecipherable entries, telephone calls, or other communications of any kind or the unavailability or inaccessibility of any transmissions, telephone, wireless device carrier networks or Internet Service (as applicable); or (f) technical failures of any kind, including but not limited to the malfunctioning of any computer, mobile device, cable, network, hardware, software (including Entrant's particular wireless device carrier network, if applicable), or the Website.

ENTRANTS PERSONAL INFORMATION: Except where prohibited, participation in the Sweepstakes constitutes Official Grand Prize Winner's consent to Sponsor, Pittsburgh Penguins LP, Toyota Motor Sales U.S.A., Inc. and their parents, subsidiaries and affiliated companies to use his/her name, likeness, photograph, voice, opinions, biographical information, hometown and state for promotional purposes in any media without further payment or consideration. Toyota Motor Sales, U.S.A., Inc. and its affiliates and dealers may disclose the information submitted by an Entrant, including e-mail addresses, to third parties, including independent contractors, vendors, suppliers, affiliates, advertising and promotion agencies, and service providers in order to provide Entrant with information regarding Toyota or Lexus products and services and send or inform Entrants of offers, services, advertising and promotions regarding such products and services. All information submitted as part of the Sweepstakes will be treated in accordance with these Official Rules or with the Lexus Privacy Policy, which can be viewed at <http://www.lexus.com/privacy>.

NHL Rules: These Official Rules shall in all respects be subject to and subordinate to each of the following, as such may be amended from time to time: (a) the NHL Constitution; (b) the NHL By-laws; (c) all other rules, regulations and policies of the NHL and the resolutions of its Board of Governors; (d) any collective bargaining agreement between the NHL and/or its member clubs and other parties; (e) all consent decrees and settlement agreements entered into, between or among the NHL and its member clubs or the NHL, NHL member clubs and/or other persons in furtherance of NHL business or interests or as otherwise authorized directly or indirectly by the NHL Board of Governors, the NHL Commissioner, or the NHL Constitution; (f) any television or cable, radio, or other media network agreements between the NHL and third parties; and (g) any national corporate marketing, licensing, sponsorship or similar agreements between the NHL (or NHL affiliates) and third parties, all as the same may now exist or hereafter be amended or enacted or as they may be interpreted by the Commissioner.

DISPUTES: Entrant agrees that; (a) any and all disputes, claims, and causes of action arising out of, or connected with, this Sweepstakes (including without limitation, any alleged violation of these Official Rules, any controversy relating to the arbitrability of any dispute, or any claim that these Official Rules (or any part thereof) are invalid, illegal, or otherwise voidable (or void) shall be resolved individually, without resort to any form of class action, and exclusively by arbitration to be held solely in New York, New York under the auspices of the American Arbitration Association and pursuant to its Commercial Dispute Resolution Rules and Procedures; (b) any and all claims, judgments, liabilities, and/or awards shall be limited to actual out-of-pocket costs incurred, including costs associated with Entrant's participation in this Sweepstakes or otherwise accessing this Sweepstakes, and in no event will Entrant be entitled to receive attorneys' fees or other legal costs; and (c) under no circumstances will you be permitted to obtain awards for, and Entrant hereby waives, all rights to claim, punitive, special, incidental, and/or consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** Judgment upon the arbitration award may be entered in any court having jurisdiction thereof. This arbitration provision shall be deemed to be self-executing, and in the event that either party fails to appear at any properly noticed arbitration proceeding, an award may be entered against such party notwithstanding said failure to appear. In no event shall entrant seek or be entitled to rescission, injunctive, or other equitable relief or to enjoin or restrain the operation of this Sweepstakes, exploitation of any advertising or other materials issued in connection therewith, or exploitation of this Sweepstakes or any content or other material used or displayed on this Sweepstakes. All issues and questions concerning the construction, validity, interpretation and

enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

WINNER'S LIST: For the name of the Official Grand Prize Winner, please submit a self-addressed, stamped envelope by July 5, 2026 to "2026 Penguins Ultimate Goal Sweepstakes", PO Box 458, Newark, NY 14513.

OFFICIAL RULES: A copy of these Official Rules may be obtained at the Website during the Sweepstakes Period.

SPONSOR: Eastern Area Lexus Dealer Advertising Association, Inc., c/o Team One, 375 Hudson Street, New York, NY 10014

This Sweepstakes shall not be published without the written permission of the Sponsor.