

RUNNINGMAN x TEMPUR-PEDIC SLEEP SYSTEM SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited by law, in Alaska and Hawaii, and outside the United States. Subject to all federal, state, and local laws, regulations and ordinances. The Runningman x Tempur-Pedic Sleep System Sweepstakes (the “**Sweepstakes**”) begins on September 18, 2026 at 12:00pm Eastern Time (“**ET**”) and ends on September 20, 2026 at 12:00pm ET (the “**Sweepstakes Period**”). Administrator’s computer is the official timekeeping device for this Sweepstakes.

BY PARTICIPATING IN THIS SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE PARTICIPATING. WITHOUT LIMITATION, THIS CONTRACT PROVIDES FOR AN ARBITRATION CLAUSE, A CLASS ACTION AND JURY TRIAL WAIVER, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. SPONSOR AND ADMINISTRATOR: The Sponsor for this Sweepstakes is Tempur-Pedic North America, LLC (“**Sponsor**”), 1000 Tempur Way, Lexington, KY 40511. The Administrator for this Sweepstakes is Runningman Festival LLC (“**Administrator**”), 4279 Roswell Road, Suite 100 #356, Atlanta, GA 30342.

2. ELIGIBILITY: The Sweepstakes is open only to legal U.S. residents of the 48 continental U.S. (excluding Alaska and Hawaii) who (a) are 18 years of age or older at the time of entry and (b) who are in attendance of the Runningman Festival in Kingston Downs in Rome, Georgia during the Sweepstakes Period. This Sweepstakes is void in Alaska and Hawaii. Employees, officers, directors and agents of Sponsor and Administrator, any other company involved in the presentation, administration or fulfillment of the Sweepstakes, and/or their respective subsidiaries, affiliated companies and divisions (collectively, the “**Sweepstakes Entities**”), and each of their immediate family members (defined as any spouse, partner, parent, legal guardian, sibling, child, legal ward, grandparent, or grandchild, regardless of where they reside) and/or those living in the same household are not eligible to enter or win. Sponsor and Administrator reserve the right to verify the eligibility of winner. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and to Sponsor’s and Administrator’s decisions, which are final and binding in all matters related to the Sweepstakes.

3. HOW TO ENTER: During the Sweepstakes Period, eligible individuals may scan the Sweepstakes QR code displayed at Runningman Festival to be redirected to the digital Sweepstakes entry form, and complete and submit all required information. Upon submission of an entry in this Sweepstakes, you agree that Sponsor and Administrator may contact you via social media, including on Instagram, by sending you a direct message, tagging you, posting to your social media page, or naming you on Sponsor’s or Administrator’s social media page. Normal Internet access, phone, and usage charges imposed by your online or phone service may apply. If you are entering via a mobile device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply.

Limit one (1) entry per person throughout the Sweepstakes Period. Automated and/or third-party entries are prohibited and will be disqualified. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the permitted number of entries by using multiple and/or different identities, email addresses, or any other method will void all of that entrant’s entries, and that entrant may be disqualified at Sponsor’s and Administrator’s discretion. Incomplete, illegible, corrupted, or untimely entries are void and will be disqualified. Sponsor, Administrator, and their agencies are not responsible for lost, late, incomplete, damaged, stolen, misdirected, or illegible entries; lost, interrupted or unavailable network, server or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user’s computer equipment (software or hardware), or other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise. Proof of sending or submission will not be deemed to be proof of receipt by Administrator. In the event of a dispute as to the identity of an entrant, the authorized account holder of the email address associated with the Instagram account used to enter will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization (which may include an employer) responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder.

4. SELECTION OF WINNERS: On or about September 21, 2026, Administrator will select the name of the potential winners of the prizes in a random drawing from among all eligible entries received. The odds of winning are based on the number of eligible entries received. The potential winners will be contacted by Administrator via the telephone number and/or email address provided at the time of entry. Potential winners do not need to be physically present at the Runningman Festival at the time of winner selection.

Administrator may also randomly select alternate potential winners in ranked order at the time of the drawing. An alternate may be contacted if an initially selected potential winner is determined to be ineligible, cannot be contacted, fails to respond within the required period, declines the prize, or otherwise fails to satisfy these Official Rules.

Each potential winner must respond within forty-eight (48) hours of the initial notification unless otherwise specified in the notification in order to remain eligible to win a prize. Except where legally prohibited, each potential prize winner must also sign and return, within seven (7) days of being notified, a Declaration of Eligibility, Liability & Publicity Release ("Declaration"), agree to provide their social security number or tax identification information to Sponsor/Administrator for tax reporting purposes, and provide reasonable documentation necessary to verify eligibility, including age, identity, state of residence, and attendance at Runningman Festival during the Sweepstakes Period in order to claim their prize. If a potential winner cannot be contacted after the first attempt to contact them, or if they fail to sign and return the Declaration or any documentation that Sponsor may require and/or provide their social security number or tax identification information within the required time period, if potential winner is unable or unavailable to claim prize within any time period specified by Sponsor or Administrator, or in the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner selected by a random drawing from among all remaining eligible entries. If Sponsor and Administrator are unable to determine and verify a potential winner after repeated alternate drawings or if they fail to receive a sufficient number of entries to correspond to the number of prizes available to be awarded, Sponsor and Administrator reserve the right to not award any or all of the prizes.

Verification of Potential Winner: THE POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR AND ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

5. **PRIZES:** Three (3) prize winners will each be awarded one (1) prize. Each prize consists of one (1) eligible Tempur-Pedic sleep system of the winner's choice, consisting of one (1) adjustable base, one (1) mattress, and two (2) pillows offered by Tempur-Pedic, and subject to product availability online at <https://tempurpedic.com> or in any Tempur-Pedic store, and the limitations set forth in these Official Rules (each, a "**Tempur-Pedic Sleep System**"). Each winner may select an eligible Tempur-Pedic Sleep System with a combined total retail value of up to \$19,000 per Tempur-Pedic Sleep System, subject to available products, models, sizes, configurations, and other restrictions established by Sponsor. Approximate Retail Value ("ARV") of each Prize: up to \$19,000. Total ARV of all three (3) prizes: up to \$57,000. **Limit one (1) prize per person.**

PRIZE RESTRICTIONS: Any and all applicable federal, state and local taxes and all fees and expenses related to acceptance and use of prize not specifically stated herein are the responsibility solely of winner. If a winner selects a sleep system with an actual retail value of less than \$19,000, the winner will not receive the difference in cash, credit, additional products, or any other consideration. Prize cannot be substituted, assigned, transferred or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at their discretion. Sponsor will not replace any lost or stolen prizes. Prize cannot be used in conjunction with any other promotion or offer. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, prize winner(s) will be selected in accordance with the winner selection method described above from among all eligible claimants making purportedly valid claims to award the advertised number of prizes available. Sponsor is not responsible for any delay or cancellation of the prize delivery due to unforeseen circumstances or those outside of their control. If the fulfilling merchant cancels the order for reasons out of Sponsor's control, the prize will not be delivered and no additional compensation will be provided.

Delivery and installation: Once a winner has been confirmed and has selected their Tempur-Pedic Sleep System, upon Sponsor's approval of availability and delivery options, the prize will be delivered to the winner within approximately three (3) weeks of such prize selection and confirmation by Sponsor. Prizes cannot be delivered to a P.O. box, and must be received by the winner.

6. **GENERAL CONDITIONS:** Sweepstakes participation constitutes entrant's full and unconditional agreement to these Official Rules and to Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. In the event there is a discrepancy or inconsistency between disclosures or other statements (in any and/or all media) in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Proof of sending or submission of entry will not be deemed proof of receipt by Sponsor or Administrator. Sponsor's or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND ADMINISTRATOR RESERVE THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY

LAW. Sponsor and Administrator reserve the right to disqualify any individual it finds to be attempting to tamper with or to undermine the entry process, any website associated with the Sweepstakes, and/or the legitimate operation of the Sweepstakes; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten or harass any other person. Sponsor's or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor, Administrator, and their agents are not responsible for (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error that may occur in the administration of the Sweepstakes or the processing of entries; or (5) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. Sponsor and Administrator reserve the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any factor beyond Sponsor's or Administrator's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor or Administrator. If, for any reason, the Sweepstakes cannot be run as planned, Sponsor and Administrator may disqualify any suspect entries and (a) suspend the Sweepstakes and modify the Sweepstakes to address the impairment, then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; and/or (b) terminate the Sweepstakes and award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment.

7. LIMITATION OF LIABILITY AND RELEASES: BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANT AGREES THAT SWEEPSTAKES ENTITIES AND THEIR RESPECTIVE PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, REPRESENTATIVES, CONSULTANTS, CONTRACTORS, LEGAL COUNSEL, ADVERTISING, PUBLIC RELATIONS, PROMOTIONAL, FULFILLMENT AND MARKETING, WEBSITE PROVIDERS, WEB MASTERS, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS (THE "RELEASED PARTIES") WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE, ENTRY OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY SWEEPSTAKES-RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF THIS SWEEPSTAKES CANNOT BE ADMINISTERED OR CONDUCTED OR ANY PRIZE CANNOT BE AWARDED DUE TO CANCELLATIONS, DELAYS, OR INTERRUPTIONS RESULTING OR ARISING FROM ACTS OF GOD, WAR, OR TERRORISM, CIVIL UNREST, STRIKES, SUPPLY SHORTAGES, NATURAL DISASTERS, WEATHER, PANDEMICS, EPIDEMICS, WIDESPREAD ILLNESS, COMPLIANCE WITH ANY LAW OR ORDER OF A GOVERNMENTAL AUTHORITY, OR ANY OTHER SIMILAR ACT, EVENT OR OCCURRENCE BEYOND THE REASONABLE CONTROL OF THE SPONSOR OR ADMINISTRATOR. BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANT AGREES THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SUCH SITE.

8. PUBLICITY AND INTELLECTUAL PROPERTY RELEASE: EXCEPT WHERE PROHIBITED BY LAW, PARTICIPATION IN THE SWEEPSTAKES CONSTITUTES WINNER'S PERMISSION AND GRANT TO SPONSOR AND ADMINISTRATOR (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF SPONSOR OR ADMINISTRATOR) AND ITS DESIGNEES THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING, BUT NOT LIMITED TO, THE WORLD WIDE WEB, AT ANY TIME OR TIMES, THE WINNER'S ENTRY, NAME, PORTRAIT, PICTURE, VOICE, LIKENESS, OPINIONS AND BIOGRAPHICAL INFORMATION (INCLUDING, BUT NOT LIMITED TO, HOMETOWN AND STATE), PRIZE INFORMATION, QUOTES ATTRIBUTABLE TO WINNER, AND ANY OTHER ELEMENTS OF ENTRANT'S PERSONA FOR ADVERTISING, TRADE AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF HIS OR HER NAME ON TELEVISION OR RADIO BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION OR NOTIFICATION, INCLUDING IN A LIST TO BE USED BY SPONSOR, ADMINISTRATOR, AND THEIR DESIGNEES AND ITS PARTNERS TO RE-TARGET ENTRANTS VIA EMAIL OR ANY SPONSOR OR ADMINISTRATOR APP, UNLESS PROHIBITED BY LAW. WITH THE EXCEPTION OF STANDARD MANUFACTURER'S WARRANTY APPLICABLE TO THE PRIZE, AND WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING EACH WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES AND ALL PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION

OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

- 9. DISPUTES.** Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.
- 10. CHOICE OF LAW:** This Sweepstakes and its Official Rules are governed by US law and are subject to all applicable federal, state and local laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of the Sweepstakes Official Rules, or the rights and obligations of entrants, Sponsor, and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of Kentucky, without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 9 of these Official Rules and/or for entering any judgment on an arbitration award, shall take place in Kentucky.
- 11. SEVERABILITY:** If any term or provision of these Official Rules is found under the law to be invalid or unenforceable, then such specific term or provision shall be of no force and effect and shall be severed, and the remainder of these Official Rules shall continue in full force and effect.
- 12. PRIVACY:** Information collected from entrants is subject to the Sponsor's Privacy Policy, which can be found at <https://www.sealy.com/customer-service/privacy-policy-general/>. Administrator, Sponsor, and Sponsor's agents, affiliates, subsidiaries, representatives or service providers may use entrants' personal information submitted with entry for purposes of administering the Sweepstakes, including verifying eligibility and attendance at the Runningman Festival, conducting the random drawing, contacting potential winners, and fulfilling prizes.
- 13. OFFICIAL RULES AND WINNERS LIST:** You may request the names of the winners and a copy of the official rules by emailing bianca@runningmanfestival.com with the subject line "Runningman x Tempur-Pedic Sleep System Sweepstakes – Winners List/Official Rules Request". Requests for Official Rules and the Winners List must be received by October 20, 2026.

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