

KIA SORENTO LAUNCH
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

The Kia Sorento Launch (“Promotion”) is sponsored by Kia Motors America, Inc. (“Sponsor”), 111 Peters Canyon Road, Irvine, CA 92606, and is administered by Prize Logic, LLC, (“Administrator”), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

- 1. PROMOTION PERIOD:** The Promotion begins on October 7, 2020 at 12:00 PM (noon) Eastern Time (“ET”) and ends on December 2, 2020 at 11:59:59 PM ET (“Promotion Period”). The Promotion includes four (4) entry periods (each an “Entry Period”) as set forth in the chart below:

Entry Period	Start Date (at 12:00 AM ET, except on 10/7/20)	End Date (at 11:59:59 PM ET)	Approximate Drawing Date
1	10/7/2020 (at 12:00 PM ET)	10/20/2020	10/21/2020
2	10/21/2020	11/3/2020	11/4/2020
3	11/4/2020	11/17/2020	11/18/2020
4	11/18/2020	12/2/2020	12/3/2020

Non-winning entries will carry forward into subsequent Entry Periods. The Administrator’s computer is the Promotion’s official clock.

- 2. ELIGIBILITY:** This Promotion is open only to individuals who are legal residents and physically located in one (1) of the fifty (50) United States and the District of Columbia and who are at least eighteen (18) years old at the date and time of entry. Employees, officers and directors of Sponsor, Administrator, Latcha + Associates, and any of their respective owners, parent companies, affiliates, subsidiaries, dealers, representatives, advertising, promotion and production agencies, and agents (collectively with Sponsor, the “Promotion Entities”) and each of such employees’, officers’, directors’ immediate family members (*i.e.*, spouse, parent, child, sibling, and the “steps” of each) and persons living in the same household of each (whether legally related or not) are not eligible to participate in the Promotion or win a prize. For purposes of this Promotion, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. Void where prohibited by law.

Participation constitutes entrant’s full and unconditional agreement to these “Official Rules” and Sponsor and Administrator’s decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and

eligibility as required by Sponsor or Administrator. For purposes of the Promotion, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Promotion at Sponsor's sole and absolute discretion. Entries submitted by entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void.

- 3. HOW TO PARTICIPATE:** During the Promotion Period, eligible entrants must visit <https://kiafrontrow.com/> ("Website") and complete and submit the registration form, including, but not limited to, his/her first and complete last name (no initials), valid e-mail address, and zip code. Entrants will also be required to opt-in to receive marketing and promotional emails from Sponsor. Entrants can opt-out at any time. After registering or logging-in to the Website, the entrant will be presented with a dashboard page of activities. Entrant may complete one (1) or more (subject to the limit identified) of the following activities to earn entries into the "Sweepstakes":

- a) Trivia:** During the Promotion Period, there will be two (2) trivia questions each Entry Period. For each correctly answered question, entrant will receive one (1) Sweepstakes entry. Regardless of providing the correct answer, entrant will receive one (1) Sweepstakes entry upon answering the two (2) questions. There is a limit of up to three (3) entries, per Entry Period, for a maximum of twelve (12) Sweepstakes entries, through this activity.
- b) Matching Game:** During the Promotion Period, entrant may complete a matching game. For each completed "match" entrant will receive one (1) Sweepstakes entry. Regardless of the number of "matches" received, entrant will receive one (1) entry upon completing the game. There is a limit of up to five (5) entries, per Entry Period, for a maximum of twenty (20) Sweepstakes entries, through this activity.
- c) Poll Question:** During the Promotion Period entrant may complete the online poll. Upon completing the poll, entrant will receive one (1) Sweepstakes entry. There is a limit of one (1) Sweepstakes entry per Entry Period, for a maximum of four (4) Sweepstakes entries through this activity.
- d) Complete a Survey:** During the Promotion Period entrant may complete an online survey. Upon completing the survey, the entrant will receive one (1) Sweepstakes entry. There is a limit of one (1) Sweepstakes entry per Entry Period, for a maximum of four (4) Sweepstakes entries through this activity.
- e) Share with friends:** During the Promotion Period, an entrant may obtain entries into the Sweepstakes by following the instructions on the Website and set forth below to share the Sweepstakes on Facebook and/or Twitter. Upon clicking the buttons to share the Sweepstakes, a message with a unique link will be posted to the entrant's choice of his/her Facebook Wall or Twitter Feed ("Invitation Post"). To obtain an entry, an entrant's Facebook "Friend" or Twitter follower must click on the unique link in the Invitation Post and complete and

submit the registration information requested, and enter the Sweepstakes. Upon the Friend's/follower's successful entry into the Sweepstakes, the original entrant will receive one (1) Sweepstakes entry. An entrant will receive one (1) entry for each Friend/follower who enters the Sweepstakes by following the unique link in his/her Invitation Post, up to maximum of ten (10) total entries through this method.

In the event that a household enters the Promotion using more than five (5) unique e-mail addresses, all of the entries associated with that household (determined by Sponsor or Administrator in their sole discretion) may be disqualified in Administrator's sole and absolute discretion.

- 4. RANDOM DRAWING:** On or around each drawing date in the chart in Section 1, Administrator will randomly select one hundred (100) potential winners from among all eligible entries received in each Entry Period. There will be a total of four hundred (400) potential winners. All selected winners are potential winners, pending verification of eligibility and compliance with these Official Rules, as determined by Sponsor and Administrator, in their sole and absolute discretion.
- 5. PRIZES, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE ("ARV"):**
 - A. Prizes (400 total, 100 per Entry Period):** Each prize is a \$50 Amazon.com Gift Card. ("Sweepstakes Prize"). The ARV of each Sweepstakes Prize is \$50. There will be four hundred (400) Sweepstakes Prizes. The total ARV of all Sweepstakes Prizes is: \$20,000.
 - B. Odds of Winning/Limit:** The odds of winning a Sweepstakes Prize depend on the total number of eligible Sweepstakes entries received during the applicable Entry Period. There is a limit of one (1) Sweepstakes Prize per person during the Promotion Period.
 - C. General Prize Restrictions:** Restrictions apply, see www.amazon.com/gc-legal. Reference to third parties in connection with prizes and/or third party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Sweepstakes. The use of the gift card is subject to the terms and conditions set forth thereon which shall govern the use of the gift card. Use of the gift card constitutes the user's acceptance of the terms and conditions so the winner should read the terms and conditions on the gift card carefully. Winners must protect the gift card and treat the gift card as he/she would any other valuable document. The gift card will not be redeemed or exchanged for cash, except where required by law. The gift card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the winner's permission and will be voided if altered or defaced.
- 6. HOW TO CLAIM A PRIZE:** After each random drawing, Administrator will notify the potential Sweepstakes Prize winners via e-mail at the e-mail address provided at the time of registration. All potential prize winners may be requested to provide additional documentation for verification purposes. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules or declines to accept a prize, the prize may be forfeited. If a prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries as determined by Sponsor in its sole

discretion. Non-compliance with the foregoing or with these Official Rules in any way, the inability to contact the potential winner (as specified above), or return of prize notification as undeliverable may result in disqualification and, at Sponsor's discretion and time permitting, Sponsor may award the prize to an alternate potential winner in a random drawing from among all remaining Entries. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may be forfeited and not be re-awarded. Prizes will be emailed to verified winners at the email address provided at the time of registration within approximately 6 to 8 weeks from the end of the Promotion. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any prize won.

All legal responsibilities of a minor winner (the age of majority is eighteen (18) in most states but is nineteen (19) in Alabama and Nebraska and twenty-one (21) in Mississippi) ("Minor"), as defined by his or her primary state of residence, under the Official Rules will be assumed by a parent or legal guardian ("Parent"), and Minor's prize will be awarded in the name of the Parent for the benefit of the Minor. Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including, without limitation, e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure, at Sponsor's sole and absolute discretion. Promotion Entities shall not be held responsible for any delays in awarding the prize for any reason. Prize details and availability are subject to change and prize provider's rules and restrictions.

- 7. WAIVERS AND RELEASES:** By participating in this Promotion, entrants agree that the Promotion Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, web masters and their respective officers, directors, employees, representatives, designees and agents (collectively, "Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Promotion-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting or using a prize. The Released Parties shall not be responsible or liable for entries that are entered by any automated computer, program, mechanism or device, for any entries in excess of the stated limit or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable including the selection of the winners from among eligible Sweepstakes entries and bonus Sweepstakes entries received prior to such cancellation, termination, modification or suspension. Sponsor additionally reserves the right, in its sole and absolute discretion: (a) to modify, suspend or terminate the Promotion should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Promotion; or (b) to disqualify any entrant found to be, or suspected of: (i) tampering with the entry process or the operation of the Promotion; (ii) acting in violation of these Official Rules; or (iii) acting in an un-sportsmanlike manner.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his or her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release, indemnify, defend and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion-related activity or element thereof, and the entrant's Sweepstakes entries, participation or inability to participate in the Promotion, (b) the violation of any third-party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including, but not limited to, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any Sweepstakes entry (including, without limitation, the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Promotion, the Website or any other Promotion-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Promotion and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of

any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), or (p) the negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Promotion, including the Website and prize components, are 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 exclusions 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.

- 8. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN (WITHOUT REGARD TO CONFLICTS OF LAWS PROVISIONS), AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE PROMOTION PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.**
- 9. PRIVACY:** Sponsor's privacy policy is available at <https://www.kia.com/us/en/privacy>. As a condition of entering the Promotion, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Promotion and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to this Promotion or on a Promotion winner's list.
- 10. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each winner irrevocably grants Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including, but not limited to, on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Promotion other than as described herein is void. If it is discovered or suspected in Sponsor's sole and absolute discretion that an entrant has registered or attempted to register more than once using multiple e-mail addresses, accounts, multiple identities, proxy servers or like methods, all of that entrant's Sweepstakes entries will be declared null and void, and that entrant will be ineligible to win a prize. Also, if it is discovered that any entrant attempts to receive additional Sweepstakes entries in excess of the stated limitation, that entrant may, in Sponsor's sole discretion, be disqualified from the Promotion. In the event of a dispute as to the identity of a winner, the winning Sweepstakes entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such Sweepstakes entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. Sponsor's and/or Administrator's interpretation of these Official Rules is final and binding in all matters related to the Promotion. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All Sweepstakes entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

12. WINNERS LIST: To obtain a list of winners, mail a self-addressed, stamped business-sized envelope to: Kia Sorento Launch - Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by February 2, 2021.

Customer Service inquiries may be made at [Contact Us](#).

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