

CONTEST TERMS AND CONDITIONS

1. Eligibility

The “MRCOOL Comfy Clash Video Contest” (hereinafter, the “Contest”) is open to all legal residents of the United States and Canada, and over the age of eighteen (18) on March 1st, 2024. No purchase necessary. All federal, state, local, and municipal laws and regulations apply. Any persons under contract with or employed by MRCOOL are ineligible to enter the Contest. Internet access, a valid e-mail address, access to a phone in operation and a social media account on Facebook, Instagram, TikTok or Youtube are required to enter the Contest. All finalists must submit an original video file to MRCOOL upon request before they are deemed semi-finalists. To receive prizes a Contest semi-finalist must complete all relevant US tax documents as required by MRCOOL. Void where prohibited. No consideration will be given to the race, color, religion, sex, national origin, disability, marital status or political affiliation of a contest participant.

2. Agreement to Rules:

By participating, you agree to be fully and unconditionally bound by these rules (the “Rules”), and you represent and warrant that you meet the eligibility requirements set forth herein. In addition, you agree to accept the decisions of MRCOOL as final and binding as it relates to the Contest. The Contest is subject to Applicable Law.

3. Contest period

Entries will be accepted online starting March 1, 2024 and ending July 12, 2024. All online entries must be received by July 12th, 2024 at 11:59PM CST.

4. How to Enter:

Any eligible contest participant may create a video about a specific MRCOOL product or the overall MRCOOL brand. The video must be posted on a personal and public Facebook, Youtube, Instagram or TikTok account with the requisite MRCOOL official handle for that social media platform included in the original post (Facebook: @MRCOOL, Instagram and Youtube: @MRCOOLCOMFORT, TikTok: @MRCOOLDIY). The post also must include the hashtag #mrcoolcomfy clash. Failing to include the hashtag will result in your video being deemed ineligible. The entry must be posted publicly and it must be shareable.

The entrant must then complete a submission form from mrcool.com/contest. The submission form requires the entrant’s name, email address, a URL link to the post, a valid phone number and how the person heard about the contest.

Copyrighted materials are prohibited in video submissions. Inclusion of copyrighted materials will render an entrant ineligible.

The entrant must warrant that their video submission is an original work created by them and does not infringe on the intellectual property rights of any third party. Any entrant that violates this clause will be disqualified.

Limit one (1) submission per valid email address. The entry must fulfill all Contest requirements, as specified, to be eligible to win a prize. Entries that are not complete or do not adhere to the Rules or specifications may be disqualified at the sole discretion of MRCOOL.

If an entrant submits a content that is ineligible for any reason, MRCOOL reserves the right to reach out and explain the reason why an entrant is ineligible in the hopes the entrant will resubmit with disqualifying features withheld.

5. Prize

The contest will be broken into two (2) categories (Creative, Practical). Each of those categories will have three (3) semi-finalists chosen from them. Each semi-finalist is guaranteed \$1,250 (USD). There will be one (1) winner from each category who will then compete for the Grand Prize worth \$35,000 (USD). The overall winner will receive \$35,000 (USD) total and the runner-up \$10,000 (USD).

Breakdown

Overall Winner: \$35,000 (USD)

Second Prize (winner of other category but not overall winner): \$10,000 (USD)

Four Semi-finalists: \$1,250 (USD) each

The prize is non-transferrable.

6. Winner Selection and notification

Finalists will be chosen by an impartial jury from the MRCOOL marketing team. No entrants personally familiar with MRCOOL staff will be eligible to avoid conflicts of interest with potential jurors. All entrants will be judged on two criteria: 'Brand Light' and 'Fun'. 'Brand Light' is a gauge of positivity the brand is put in by the video. 'Fun' is simply how enjoyable the video is to watch.

The contest consists of two categories: 'Creative' and 'Practical'.

'Creative' is simply a story, skit or idea that is executed featuring a perk or feature of a MRCOOL product or the brand as a whole. 'Practical' showcases the actual use of the product, the installation of the product, the effect the product has on your energy bill or any 'real world' information shared with the viewer. All entrants

will be categorized by the contest moderator into one of the two categories. Each category will be given equal consideration for the grand prize.

Semi-finalists will be selected on July 26, 2024, and the grand prize winner will be announced on August 16, 2024.

In the event of a tie, the designated administrator will recount the votes simply using the 'brand light' scores. If a tie persists, the administrator will then use simply the 'fun' scores to tally a new score sheet. If a tie still persists, the administrator will then vote for their favorite based on the judging criteria listed above.

Semi-finalists will be notified via provided email. A list of semi-finalists and winners will also be posted to the MRCOOL social media pages.. MRCOOL shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, or fails to claim the prize within fifteen (15) days from the time award notification was sent, the prize may be forfeited and an alternate winner selected. Upon notification of win, the contestant must be able to provide an address to send the prize to as well as be able to fill out a W9 form that will be provided.

7. General Conditions

MRCOOL reserves the right, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest; to be acting in violation of these Official Rules; to be acting in a unethical or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person, as determined by MRCOOL.

Except where prohibited, by participating in the Contest and winning any prize, winner consents to the use of his/her name, photo and/or likeness, biographical information, entry and statements attributed to winner (if true) for advertising, marketing, testimonial, and promotional purposes, including without limitation, inclusion in MRCOOL's newsletters, and on the MRCOOL website located at www.mrcool.com, without additional compensation. All finalists must be able to send an original copy of the submission to the MRCOOL marketing department upon request.

By participating in this Contest, you acknowledge that you have read these Rules and agree to abide by them and by the decisions of MRCOOL, which are final and binding on all matters pertaining to the Contest.

Participation is void where prohibited by law. MRCOOL reserves the right to cancel, modify or suspend the contest in such cases.

All entrants hold the company harmless from any claims, damages, or liabilities arising out of or related to their participation in the contest or the use of their video submissions.

Contest administered by MRCOOL LLC located at 48 Remington Way, Hickory, KY 42051.

8. Limitations of Liability

MRCOOL is not responsible for late, lost, illegible, misdirected entries and MRCOOL does not assume responsibility for any error, omission, interruption, or deletion on submission.

9. Taxes and Duties

MRCOOL is not responsible for payment of the duties, taxes or other financial obligations related to the prizes awarded, which are in charge of the winning natural or legal persons.

10. Privacy

Participation in the campaign involves the participants expressing acceptance that their personal data is to be stored and processed by MRCOOL. View MRCOOL's [privacy policy](#) for more information.