

**The Price Is Right Live™ Stage Show**  
**OFFICIAL RULES**  
**SPRING 2022**

**NO PURCHASE NECESSARY TO PARTICIPATE IN THIS PROMOTION. PURCHASE OF A TICKET WILL NOT IMPROVE YOUR ODDS OF (i) BEING SELECTED AS A CONTESTANT OR (ii) WINNING A PRIZE. FOR FREE METHOD OF ENTRY, PLEASE SEE REGISTRATION SECTION BELOW.**

**THE PRICE IS RIGHT LIVE™ STAGE SHOW IS BASED ON, BUT IS NOT IN ALL RESPECTS THE SAME AS, THE PRICE IS RIGHT® TELEVISION PROGRAM. THESE OFFICIAL RULES ARE THE SOLE RULES THAT GOVERN THE PRICE IS RIGHT LIVE™ STAGE SHOW.**

BY PARTICIPATING IN THIS PROMOTION (AS DEFINED BELOW), YOU HEREBY AGREE AND CONSENT TO THE FOLLOWING OFFICIAL RULES ("**OFFICIAL RULES**"), AND ACKNOWLEDGE THAT YOUR PARTICIPATION IN THIS PROMOTION SHALL BE GOVERNED BY THE FOLLOWING:

Sponsor: THE PRICE IS RIGHT LIVE™ is produced by, and the Promotion is sponsored by GOOD GAMES LIVE, INC., 2900 W. Alameda Ave., Suite 800, Burbank, CA 91505.

**Definitions, Overall Rules and Eligibility**

1. Definitions:
  - a. "**Venue**" shall mean the specific location where the individual attends the Show and/or registers for the Promotion. No Venue is a sponsor of the Promotion.
  - b. "**Producer**" shall mean Good Games Live, Inc.
  - c. "**Show**" shall mean THE PRICE IS RIGHT LIVE™ stage show, based on the television program THE PRICE IS RIGHT®.
  - d. "**Promotion(s)**" shall include all on stage game play associated with the Show, as well as any audience giveaways as may be provided by Sponsor in its sole discretion.
  - e. "**Eligible Individual**" shall mean individuals who meet all criteria as set out in Official Rule #8 below.
  - f. "**Contestant(s)**" shall mean Eligible Individuals selected to participate as a contestant in game play for the Show.
  - g. "**Random Selection Process**" shall mean the process of selecting Eligible Individuals as Contestants, as set out in Official Rules #26 through 30 below.
  - h. "**Registration Form**" shall mean the registration form that each Eligible Individual who wishes to enter the Promotion must complete, which includes the Eligible Individual's full name and date of birth.
2. The purpose of these Official Rules is to govern the Promotion associated with the Show through which Eligible Individuals can receive prizes through the game play described in Official Rules # 45 – 52 below. Although the Show is based on the THE PRICE IS RIGHT® television program, to the extent there are differences between the format of the television program and the Promotion, the Official Rules of the Promotion are as stated herein and govern the Show.
3. Each Show, including audience warm-up, will run approximately ninety (90) minutes.
4. All prize values in these Official Rules are listed in US dollars for Promotions taking place in the United States and all prize values are listed in Canadian dollars for Promotions taking place in Canada.

5. The Promotion is subject to applicable federal, state, and municipal rules and regulations and all aspects of the Promotion are subject to the approval of the appropriate regulatory authorities. Void where prohibited or restricted by law.
6. **There is no ticket purchase required to participate in the Promotion, and the purchase of a ticket will not be considered a factor in determining Show Contestants. Only those who possess a valid ticket will be allowed into the Venue to watch the Show. Eligible Individuals selected to compete as Contestants in the Show who do not otherwise possess a valid ticket will be provided with a complimentary ticket in order to enter the theatre space to compete as a Contestant.**
7. All Show times are approximate. Venue and Producer reserve the right to modify Show times when there are extenuating and/or unforeseen circumstances.
8. **Eligibility Requirements**
  - a. **“Eligible Individual”** shall be defined as an individual resident of Canada or the fifty (50) United States (including Washington D.C., but specifically excluding any territories or possessions and residents from provinces/states listed in Official Rule # 8.b.v below) who has registered with the Producer who:
    - i. is 18 or older, and the age of majority in the state where the Show is held;
    - ii. is not deemed ineligible under Official Rule # 9.b;
    - iii. has and presents on request a valid form of government issued photo ID, such as passport, driver’s license, or other identification; and
    - iv. has not attended the Show at any venue more than four (4) times in the past calendar year AND has not participated as a Contestant in the Show at any Venue at any point during the past calendar year.
  - b. **The following individuals are not eligible:**
    - i. A) employees or former employees (within the past year), directors or officers of Good Games Live, Inc., FremantleMedia North America, Inc., THE PRICE IS RIGHT Live, any Venues, and/or booking agent(s) for any Venues or any promotional agency, advertising agency or prize supplier involved with the Show or any of their respective parent companies, subsidiaries, or affiliates; B) immediate Family Member(s) (as defined below) of these directors, officers, agents or employees; and C) individuals sharing the same residence with any director, officer, employee, or agent involved in coordinating/executing Promotions or tournaments. As used herein, “Immediate Family Member” is defined as mother, father, spouse, domestic partner, children, son-in-law, daughter-in-law, mother-in-law, father-in-law, step-parents, step-children, sister, brother, grandmother, grandfather, grandchildren, and any relative or other person residing in the employee’s place of residence. Vendors, partners or anyone having a business relationship with Producer, FremantleMedia North America, Inc. or anyone Producer, in its sole discretion, deems to have an unfair advantage in connection with participating in the Promotion are also ineligible to participate in the Promotion;
    - ii. any members of the media associated with advance press and reviews to promote the Show;
    - iii. any individuals who have received complimentary tickets in exchange for any good, service and/or pre-existing relationship, provided, however, any individual who may have won complimentary tickets in connection with sponsorships or promotions shall be eligible to participate provided he/she meets all other eligibility requirements;
    - iv. those who have been prohibited from entering the Venue and/or any other properties owned or operated by the Venue; and

v. **individuals who are residents of Quebec and Puerto Rico, and other US territories, commonwealths and possessions (however, individuals residing in these provinces/territories may attend the Show as non-participating ticket holders).**

9. Any prize winners who are determined not to be Eligible Individuals by Producer must forfeit any prize(s) that he/she would otherwise have won while participating in the Promotion and such prize(s) will not be awarded. All decisions of Producer regarding the interpretation of Official Rules, eligibility, game play, the order in which Contestants compete, or any other aspect of the Show shall be made in Producer's sole discretion and will be final and binding on all Contestants without appeal. Prize(s) may only be awarded to Eligible Individuals.
10. Venue and Producer reserve the right to modify or cancel the Promotion at any time, for any reason, subject to any applicable regulatory approval, if required.
11. Eligible Individuals are responsible for any and all applicable taxes as may arise from participation in the Promotion and/or winning a prize.
12. Venue and Producer are not responsible for lost, stolen, late, mutilated, or illegible Registration Forms nor for electronic transmission errors or delays resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, hardware, software, or telephone failures of any kind, lost or unavailable connections, fraud, incomplete, garbled, or delayed computer transmissions, whether caused by Venue, Producer, users, or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of submissions which may limit, restrict, or prevent an Eligible Individual's ability to participate in the Promotion. All Registration Forms are the property of the Sponsor and will not be returned.
13. If for any reason the Promotion and/or Show is not capable of running as planned, or an event beyond the control of Venue or Producer corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Promotion, Venue and Producer reserve the right at their sole discretion to cancel, terminate, modify or suspend the Promotion.
14. Any attempt by any person to deliberately damage any program or to undermine the legitimate operation of the Promotion and/or Show may be in violation of criminal and/or civil laws and should such an attempt be made, Venue and Producer reserve the right to seek damages from any such person to the fullest extent of the law.
15. Venue and Producer are not liable for injuries or losses arising or resulting from participation in the Promotion and/or Show, are not liable for events or errors by its respective employees or independent contractors for negligent conduct, and are not liable for any equipment or software malfunction or the outcome of such malfunction.
16. By participating in the Promotion, Eligible Individuals agree to these Official Rules. Venue or Producer may disqualify any person based on fraud, dishonesty, violation of Official Rules or other misconduct, whether or not directly related to the Promotion.
17. Without express authorization from Producer, attendees shall not be allowed to take pictures, videos, or take any other form of recordings via any other audiovisual means while in the theatre space. Producer and Venue reserve the right, in their sole discretion, to eject individuals found violating this rule from the Venue.

### **Attending the Show**

18. Each person who enters a Venue's theatre space to watch the Show must have a valid ticket. Eligible Individuals selected to compete as Contestants in the Show who do not otherwise possess a ticket shall be provided with a complimentary ticket in order to enter the theatre space.

19. Ticket holders must register separately and in person to be possibly selected as a Contestant in the Show. The purchase of a ticket does not constitute registration into the Contestant pool, nor does it guarantee that a ticket holder will be selected to play as a Contestant.
20. Tickets are non-transferable and non-replaceable. Venue and Producer are not responsible for lost, forgotten or stolen tickets. Tickets are subject to review and verification.
21. Venue and Producer reserve the right to distribute additional tickets via advertising, direct mail or other promotional means.

### **Registration**

22. Only Eligible Individuals are allowed to register to enter the Promotion. Each Eligible Individual who wishes to enter the Promotion must: a) complete a Registration Form (as set forth below), which includes the Eligible Individual's full name and date of birth; and b) present at the Venue before the beginning of the Show the Eligible Individual has registered for. Eligible Individuals may only register once for each Show.

#### **23. How to Register**

- a. In-Person Registration: The registration window at the Venue will open approximately three (3) hours before scheduled Show time and will close at the scheduled Show time. The closing of the registration window can be extended at the discretion of Producer. No Eligible Individuals will be allowed to register after the registration window closes. Registration will be held at or near the Venue box office.
  - For illustration purposes only, if the scheduled Show time is at 8:00pm, the registration window will open at 5:00pm and close at 8:00pm and no registrations will be accepted after 8:00pm, except for registrations from Eligible Individuals who were in line prior to 8:00pm.
  - **PLEASE CHECK YOUR TICKET OR THE VENUE WEBSITE FOR THE SCHEDULED SHOW TIME AS IT MAY DIFFER FROM THE ILLUSTRATION ABOVE.**
- b. Electronic Pre-Registration: For certain Shows, Eligible Individuals may pre-register for the Show and such Show's Venue shall provide information on how to pre-register. Eligible Individuals who pre-register electronically must still check-in with the registration staff at the Venue at or prior to the scheduled Show time in order to complete their registration.
24. Show times are subject to change. An Eligible Individual may only register once. An admission ticket is not required to register.
25. An Eligible Individual who does not have a ticket and who has registered must be present in the designated registration area when his/her name is called in order to be confirmed as a Contestant in the Show. In the event a non-ticket holder is randomly selected as a Contestant and makes it known that he/she are present within the time period specified below and confirms he/she wishes to participate as a Contestant, Producer will provide him/her with a complimentary ticket to enter the Venue's theatre space.

### **Contestant Selection**

26. The Contestant selection process shall be random ("Random Selection Process"), and Producer reserves the right to modify the Random Selection Process at its discretion. When registration is completed, all completed registrations (regardless of ticket purchase) will be eligible for selection. In the event electronic registration is used, names shall be randomly selected from the database; in the event registration cards are used, all cards shall be pooled together and individual cards shall be selected.
27. Regardless of the method of registration used, Producer or Producer's designee will then draw sixty (60) names at random. Not all sixty (60) selected names may be called to play. All registered Eligible

Individuals are eligible to be selected for the Showcase round. Eligible Individuals who are selected to participate in the Showcase round shall also be eligible to be selected as One Bid or Big Wheel Contestants. Eligible Individuals who are selected as One Bid Contestants will be ineligible to play the Big Wheel round or subsequent One Bid rounds. Contestants who are selected for the Big Wheel round will be ineligible to participate in any One Bid rounds. This rule does not apply to a Proxy Player, as defined below.

28. When a selected name is announced, the Eligible Individual named must immediately make it known that he/she are present. If, after fifteen (15) seconds, the Producer is unable to readily identify the person whose name was called as being present in the auditorium, the Eligible Individual will be deemed absent and another card will be drawn and a new Eligible Individual will be selected as the Contestant. If the new Eligible Individual is absent, the process described above will be repeated until an Eligible Individual who is present is selected as the Contestant.
29. In the event that an Eligible Individual is chosen by having his/her name randomly drawn, and does not wish to play the game, he/she may forfeit his/her participation in the Show, and Producer shall randomly select another Eligible Individual.
30. In the event that an Eligible Individual is unable to play due to physical injury, illness, infirmity or incapacity, said Eligible Individual may designate a proxy player to play on his/her behalf, provided such designated proxy player also meets the eligibility criteria set forth herein (the "Proxy Player"). All prizes won by the designee are the property of the original person whose name was selected.

**Conditions for the Awarding of and Winning of Prize(s):**

31. Awarding of prizing is contingent on verification that Contestant was an Eligible Individual by verifying age, residency, and that the Eligible Individual was not deemed "ineligible" by virtue of past participation in the Promotion or Show or under any terms as set out in Official Rule # 8 above. In the event that an ineligible person participates in the event and is potentially eligible for prizing, this person will be disqualified from winning the prize and the prize will be forfeited and will not be played for again.

**AWARDING OF PRIZES FOR SHOWS IN THE UNITED STATES (OFFICIAL RULE #32 APPLIES TO UNITED STATES ONLY)**

32. In order to be confirmed as the winner of any prize, Eligible Individuals must also complete and sign a standard release form, including a publicity release (where permitted by law), confirming compliance with these Official Rules, accepting the prize as awarded and indemnifying and releasing FremantleMedia North America, Inc., Good Games Live, Inc., Venue and their respective parent companies, affiliates, subsidiaries, agencies, agents, respective directors, officers, employees, representatives, sponsors, successors and assigns ("Released Parties") from any liability for any loss, harm, damages, claims, costs, causes of action or injury whatsoever including, but not limited to, personal injury, accident or death, property damage, disappointment or inconvenience arising from any act, omission or negligence whatsoever relating to this promotion as a result of participation in the event and/or the receipt, ownership, possession, use or misuse of any prize.

**AWARDING OF PRIZES FOR SHOWS IN CANADA (OFFICIAL RULES #33 AND 34 APPLY TO CANADA ONLY)**

33. In order to be confirmed as the winner of any prize, the Eligible Individual must first correctly answer unaided and without the benefit of any calculating devices, a time limited mathematical skill-testing question. Failure to correctly answer the question will result in forfeiture of the prize. All answers to skill testing questions are final. Potential winners must comply with the Official Rules before being declared a winner. Should a potential winner incorrectly answer the skill testing question, or otherwise fail to comply with all the promotion rules, the potential winner will be disqualified, will not receive any prize, the prize will be forfeited and will not be played for again (i.e., no Eligible

Individual will be able to receive such prize). **FOR THE AVOIDANCE OF DOUBT, ALL POTENTIAL WINNERS, INCLUDING ELIGIBLE INDIVIDUALS WHO MAY HAVE QUALIFIED FOR A CONSOLATION PRIZE OR A RANDOM GIVEAWAY PRIZE MUST ANSWER THE TIMED SKILL BASED QUESTION. THERE ARE NO EXCEPTIONS.**

34. In order to be confirmed as the winner of any prize, Eligible Individuals who have correctly answered the skill based question must also complete and sign a standard release form, including a publicity release (where permitted by law), confirming compliance with these Official Rules, accepting the prize as awarded and indemnifying and releasing FremantleMedia North America, Inc., Good Games Live, Inc., Venue, Venue booking agent(s) and any other parties and their respective parent companies, affiliates, subsidiaries, agencies, agents, respective directors, officers, employees, representatives, sponsors, successors and assigns ("Released Parties") from any liability for any loss, harm, damages, claims, costs, causes of action or injury whatsoever including, but not limited to, personal injury, accident or death, property damage, disappointment or inconvenience arising from any act, omission or negligence whatsoever relating to this promotion as a result of participation in the event and/or the receipt, ownership, possession, use or misuse of any prize.

### **Show Details**

35. Each Show will run approximately ninety (90) minutes.
36. During each Show, a selected Contestant will have a chance to win cash and prizes through the game play described below.
37. Cash prizes will be paid either in the form of checks issued by the Producer and sent by mail to address provided by a winning Contestant in cash or as cash vouchers/winners tickets redeemable through the Venue.
38. All winning Contestants will complete a prize redemption form following the Show.
39. Each Show will follow the basic format in the order below:
  - One Bid #1
  - Game #1: Punch a Bunch
    - The winner of One Bid #1 will play Game #1: Punch A Bunch.
  - One Bid #2
  - Game #2: Any Number or Clock Game
    - The winner of One Bid #2 will play Game #2: Any Number or Clock Game
  - One Bid #3
  - Game #3: Cliffhangers
    - The winner of One Bid #3 will play Game #3: Cliffhangers.
  - *The Big Wheel*
    - Three (3) randomly selected Eligible Individuals will play The Big Wheel.
  - One Bid #4
  - Game #4: Check Out
    - The winner of One Bid #4 will play Game #4: Check Out.
  - One Bid #5
  - Game # 5: Plinko® Game
    - The winner of One Bid #5 will play Game #5: Plinko® Game.
  - Showcase.
    - Two (2) Contestants will participate in the Showcase: the one (1) Eligible Individual who wins the Big Wheel, as set forth in Official Rule # 49 and one (1) Eligible Individual who will be randomly selected as set forth in Official Rules # 26 – 30.

Producer reserves the right to alter the order in which games are played during the Show. In certain Venues, due to space limitations or other factors, certain games may not be playable. In these cases, "Range Game", "Clock Game" or an additional "Big Wheel" round shall be substituted for the non-playable game(s). "Range Game" and/or "Clock Game" may also be added to the Show at the Producer's discretion, at any point during the Show, for any reason at all, including in the event of a technical delay.

40. Matching Audience Winner: Throughout the Show, Producer may also, in its sole discretion, identify a Contestant from the audience to be an "Audience Matching Winner". The Audience Matching Winner will win the exact same prize, or its cash equivalent, as a Contestant actually playing a game. Such Audience Matching Winner(s) will be selected as part of the random selection process detailed in Official Rules # 26 – 30. Producer will identify the Audience Matching Winner(s) as a Contestant participates in the Game Processes (as defined below).
41. Contestants who participate in any of the Game Processes, One Bid, Big Wheel or Showcase and who do not win a prize, shall receive a consolation prize, with a minimum value of ten US dollars (\$10.00 USD) if the Promotion is held in the United States or ten Canadian dollars (\$10.00 CAD) if the Promotion is held in Canada (the "Consolation Prize(s)"). The total number of Consolation Prizes awarded in any given Show shall vary depending on the number of non-winning Contestants per Show, with each Show having a maximum of twenty-five (25) available Consolation Prizes.

### **Pricing + Prizes**

42. For Shows performed in the United States, all prices and cash prizes shall be in US dollars (USD). For Shows performed in Canada, all prices, prize values and cash prizes shall be in Canadian dollars (CAD). Approximate total retail value of potential prizes to be won per Show is forty thousand US dollars (\$40,000.00 USD). Producer reserves the right, in its sole discretion, to increase or decrease the total value of prizes, as well as the total number of prizes to be awarded in any given Show.
43. The prices listed for items used for game play throughout the Show are obtained from Walmart, Amazon, Brookstone, Best Buy, manufacturers and other authorized dealers or suppliers. Prices for items for Shows in the United States will be based on US prices, while prices for items for Shows in Canada will be based on either Canadian prices (where available) or on the US price converted into the price in Canadian dollars at the currency conversion rate, which rate shall be obtained no more than seven (7) days prior to the date of the Show. Prices for some or all grocery items are obtained from the producers of The Price Is Right television show and, for Shows performed in the US, are based on US prices and are listed in US dollars. For Shows performed in Canada, prices are based on Canadian prices where available or on the US price converted into the price in Canadian dollars at the currency conversion rate, which rate shall be obtained no more than seven (7) days prior to the date of the Show. Prices for publicly traded stock are based on the opening or current price or value of the stock in US dollars on the morning of the day of the Show. If the stock market is closed day of Show, the price or value used shall be the current price or value on record in US dollars.
  - Prices from Amazon are defined by Amazon as follows: "Except where noted otherwise, the List Price displayed for products on our website represents the full retail price listed on the product itself, suggested by the manufacturer or supplier, or estimated in accordance with standard industry practice. The List Price is a comparative price estimate and may or may not represent the prevailing price in every area on any particular day. For certain items that are offered as a set, the List Price may represent 'open-stock' prices, which means the aggregate of the manufacturer's estimated or suggested retail price for each of the items included in the set. Where an item is offered for sale by one of our merchants, the List Price may be provided by the merchant."

- Prices for Best Buy items are prices published by Best Buy or obtained from Best Buy.
- Prices for Brookstone items are prices published by Brookstone or obtained from Brookstone.
- Prices for Walmart items are prices published by Walmart or obtained from Walmart.

44. Prices for trips are updated at least weekly and are based on the current market value for such a trip. The value of a trip shall be determined by such trip's current market value on a selected date within six (6) months of the date of the Show. Prices for automobiles, boats, ATVs and their respective options are MSRP prices published or obtained from authorized dealers or from the manufacturer. Prices for trips for Shows in the United States will be based on US prices, while prices of trips for Shows in Canada will be based on Canadian prices (where available) or on the US price converted into the price in Canadian dollars at the currency conversion rate, which shall be obtained no more than seven (7) days prior to the date of the performance. For bidding purposes, the MSRP of the automobile is based upon information read by the announcer during the Show, and not by the demonstration vehicle used on stage or appearing on the screens. Options appearing on the item on stage are only included in the MSRP if the announcer reads those options during the Show.

## **One Bid, Game Process**

### **45. One Bid Process**

- The One Bid takes place with selected eligible audience members adjacent to the stage in an area known as "Contestant's Row. The One Bid game is used to determine which one (1) of the four (4) Contestants at Contestant's Row will have the chance to participate in the Game Processes (as defined below) described below. Each respective Contestant will have his/her own microphone and numerical display on Contestants' Row.
- An item is described by the Show announcer and displayed on stage. All four (4) Contestants on Contestants' Row bid on the price of the item, which is graphically displayed on each Contestant's respective numerical display. No Contestant may bid the exact same price on the same item as another Contestant.
- The Contestant who bids closest to the retail price of the item (without exceeding the price of the item) wins the chance to come on stage to participate in the game process for Punch A Bunch, Any Number, Cliff Hangers, Check Out, Plinko® Range Game (if applicable) or Clock Game (if applicable) (individually or collectively, the "Game Process(es)"). Contestants, including any Contestant who wins the chance to participate in the Game Processes described here, do not win the item(s) described and displayed in any One Bid.
- The three (3) remaining Contestants return to their seats with a Consolation Prize.
- Should a Contestant bid the exact retail price of the item, he/she will receive a one-hundred-dollar (\$100.00) cash bonus. Any cash paid immediately on stage to the Contestant is for display purposes only, to be replaced by a check issued by the Producer and sent by mail to address provided by winning Contestant.
- In the event that all of the Contestants have overbid, a buzzer will sound. The host will then ask each of the Contestants to make another bid lower than the lowest of the previous bids. The Contestants will place their second bids in the same order they placed their original bids. This process continues in this manner until there is at least one (1) Contestant who has NOT overbid. If the price of the One Bid is accidentally or inadvertently revealed before the Contestants can place new bids, the Contestant whose bid was closest to the price of the One Bid item will play the applicable Game Process on stage.
- If a Contestant on stage is found to be ineligible, the Contestant from the remaining three (3) One Bid players whose bid was next closest to the price of the One Bid item, without exceeding the price of the item, will play the Game Process on stage. If all three (3) remaining

Contestants have overbid, the Contestant whose bid was closest to the price of the One Bid will play the Game Process on stage.

- In the event of an error in a One Bid, the Game Process prize that would have been played for by the Contestant shall be awarded to the Contestant who bid closest to the price of the item, without exceeding the item's price.

#### **46. Punch A Bunch Game Process**

- The Contestant playing Punch A Bunch may win up to five thousand dollars (\$5,000.00).
- The game involves a punchboard with 50 paper-covered holes, each containing a card with a dollar value in the amount of one hundred dollars (\$100.00), two hundred dollars (\$200.00), three hundred dollars (\$300.00), five hundred dollars (\$500.00), seven hundred fifty dollars (\$750.00), one thousand dollars (\$1000.00) or five thousand dollars (\$5,000.00). The Producer reserves the right to alter the dollar values on the cards.
- The Contestant is shown four (4) grocery items, each tagged with an incorrect price.
- The announcer describes the first item and the Contestant states whether the correct price for the item is higher or lower than the price displayed. If the Contestant is correct, he/she earns one (1) "punch" at the board and will make a punch wherever he/she chooses. The card inside the punched hole remains inside the hole and is not revealed. If the Contestant is incorrect, no hole is punched. The announcer then describes the second item and the Contestant states whether the correct price for the item is higher or lower than the price displayed. If the Contestant is correct, he/she earns one (1) punch at the board, as described above. This process continues one (1) item at a time, until the prices of all four (4) items have been revealed and the Contestant makes a punch for each correctly guessed price.
- The card in the first hole punched is removed and shown to the Contestant. The Contestant then decides whether to keep the cash amount shown on the card and end the game or to give back the card and continue. If the Contestant elects to keep the amount shown on the card, the game is over. If the Contestant chooses to continue, he/she returns the card to the host. The amount on that card is thereby forfeited. Then the card in the second hole punched is revealed and the Contestant again chooses whether to quit and keep the amount on the card that has just been revealed, or to return the card and continue playing. This continues until the Contestant either accepts the cash amount shown on a card or has no more holes to look in. If there are no remaining punched holes, the Contestant wins the amount of money shown on the card found in the final hole. The dollar amounts from all of the punches are NOT cumulative; the Contestant is only able to win the cash amount shown on the sole punch card he/she selects.
- If one (1) of the holes punched does not contain a card, the game is stopped and the cards are reshuffled and reset. The process will then continue from the point left off at prior to the empty hole being punched.

#### **47. Any Number Game Process**

- The Any Number game board contains ten (10) spaces representing the dollar amount of two (2) prizes and the amount of money in a Piggy Bank, represented in numerical digits. The spaces on the game board are distributed in the following manner: four (4) spaces represent the digits for Prize #1, three (3) spaces represent the digits for Prize #2, and three (3) spaces represent the digits for the Piggy Bank. The Piggy Bank amount is not a whole dollar value and has a decimal point. The price of Prize #1 and Prize # 2 are represented in a whole dollar amount.
- The Contestant chooses a digit zero (0) through nine (9). Each digit appears on the board only once. The digit the Contestant chooses lights up, revealing its location on the game board.

The Contestant then chooses another digit and its location on the game board is revealed. The Contestant continues calling out digits, one (1) at a time. The process continues until the Contestant correctly calls out all of the digits of either Prize #1, Prize #2, or the Piggy Bank first. The process ends after the first of all of the digits of Prize #1, Prize #2, or the Piggy Bank are correctly guessed by the Contestant.

- If the Contestant correctly guesses the price of either Prize #1 or #2 first, he/she will receive the prize he/she correctly guessed the price for. If the Contestant correctly guesses the amount in the Piggy Bank first, then the Contestant will win the dollar amount in the Piggy Bank.
- If a total equipment failure occurs, which prevents the Contestant from being able to play or to complete playing the game, the Contestant shall be awarded Prize #1 and Prize #2.

#### **48. Cliff Hangers Game Process**

- The Contestant comes on stage to play Cliff Hangers for a prize.
- The game is played on a graphic representation of a mountain which ascends to an abrupt cliff. At the base of the mountain stands a mountain climber whose pickaxe marks his position on the mountain. The mountain is divided into twenty five (25) steps from the base to the edge of the cliff. The Contestant wins the prize package if the mountain climber does not move more than twenty five (25) steps, and remains on the mountain.
- Three (3) small items are displayed on stage and described by the announcer.
- The Contestant bids on the price of the first item presented. If the Contestant correctly bids the price, the mountain climber does not move. If the Contestant does not bid the exact price of the item (whether higher or lower than the correct price) the mountain climber must ascend the mountain. The mountain climber ascends one (1) step along the mountain for every dollar the Contestant's bid differs from the price of the item. If the mountain climber falls off the mountain, the game is over and the Contestant does not win the prize package or any other prizes.
- If the mountain climber has not fallen off of the mountain after the Contestant's first bid, then the Contestant bids on the price of the second item presented. The process for the first item described above is repeated for the second item.
- If the mountain climber has not fallen off of the mountain after the Contestant's second bid, then the Contestant bids on the price of the third item presented. The process for the first item described above is repeated for the third item.
- If an error that would have changed the final outcome of the game is discovered following the conclusion of the game, the Contestant shall be awarded the prize package.
- If a total equipment failure occurs which prevents the Contestant from being able to play or to complete playing the game, the Contestant shall be awarded Prize package.

#### **49. The Big Wheel Process**

- Producer will randomly select three (3) Eligible Individuals who were not selected to participate in the One Bid Process (and therefore did not have the opportunity to play a Game Process), as Contestants to spin the Big Wheel. If any of the three (3) Eligible Individuals selected is not present in the showroom when his/her name is called or is in the showroom but doesn't make his/her presence known when his/her name is called, he/she forfeits the opportunity to play the Big Wheel and another Eligible Individual will be called. This process will continue until an Eligible Individual makes his/her presence known when his/her name is called.
- The Big Wheel is a wheel with twenty (20) numbered spaces. The numbering system begins at 5 cents (\$.05) and increases by 5-cent (\$.05) increments, until the amount reaches one dollar (\$1.00).

- The Contestant who gets closest to one dollar (\$1.00) without exceeding one dollar (\$1.00), using one (1) spin or a combination of two (2) spins, wins the Big Wheel game and shall be selected for the Showcase.
- The Contestants spin the wheel in the order in which they were selected.
- Each Contestant must spin the wheel for at least one (1) full revolution. If a Contestant does not spin the wheel one (1) full revolution, that spin is invalid and the Contestant must spin again. If the Contestant still cannot spin the wheel one (1) full revolution, the host may assist the Contestant with his/her spin. In the event that a Contestant is not physically able to spin the wheel for at least one (1) full revolution, he/she may designate a Proxy Player to spin the wheel for him/her. The Proxy Player shall not be eligible to win any money or prizes as a result of being selected by the Contestant to spin the wheel in his/her place.
- Before the first Contestant spins the Big Wheel, the wheel is set to the one dollar (\$1.00) space.
- Each Contestant spins the wheel. The amount that the wheel lands on is the Contestant's score for the first spin. Once the wheel has stopped for three (3) seconds, the spin is considered final, even if the wheel should subsequently move to an adjacent space. After his/her first spin, the Contestant must decide if he/she would like to spin the wheel one (1) more time. If the Contestant decides not to spin the wheel again, his/her final score is the score from his/her first spin. If the Contestant decides to spin the wheel again, he/she spins the wheel and the amount that the wheel lands on is the Contestant's score for the second spin. If the Contestant decides to spin the wheel twice, his/her score from the first and second spin are added together to determine the Contestant's final score.
- The Contestant whose final score is closest to one dollar (\$1.00) without exceeding one dollar (\$1.00) is the winner of the Big Wheel game and shall advance to the Showcase. If the Contestant's final score is over one dollar (\$1.00), the Contestant will not be able to win any money or prizes and will no longer be able to participate in the Big Wheel process or advance to the Showcase.
- If any Contestant spins exactly one dollar (\$1.00) in one (1) or a combination of two (2) spins, he/she wins one hundred dollars (\$100.00) and will receive a bonus spin. For the bonus spin, the wheel is reset to the 5-cent (\$.05) space. The Contestant will spin the wheel one (1) time. If the Contestant does not spin the wheel one (1) full revolution, the spin is invalid and the Contestant will not receive an additional bonus spin (if a Contestant is not physically able to spin the wheel, he/she may designate a Proxy Player to spin for him/her as described above). If the wheel lands on the 5-cent or 15-cent (\$.05 or \$.15) sections, the Contestant will win an additional one thousand dollars (\$1,000.00). If the wheel lands on the one dollar (\$1.00) space, the Contestant will win an additional bonus cash prize of two thousand five hundred dollars (\$2,500.00).
- In the event that at least one (1) or more Contestants have the same final score, a spin-off is held. Each Contestant with the highest final scores will be allowed one (1) additional spin of the wheel. The order in which the Contestants spin the wheel shall remain the same as initially determined. Whoever achieves the highest amount on the spin-off spin is the winner of the Big Wheel game and shall advance to the Showcase. If a Contestant participating in the spin-off lands on the one dollar (\$1.00) spot during the spin-off, he/she will win one hundred dollars (\$100.00) and will earn a bonus spin. For the spin-off bonus spin, the wheel shall be reset to the 5-cent (\$.05) space. The Contestant will spin the wheel one (1) time. If the Contestant does not spin the wheel one (1) full revolution, the spin is invalid and the Contestant will not receive an additional bonus spin (if a Contestant is not physically able to spin the wheel, he/she may designate a Proxy Player to spin for him/her as described above). If the wheel lands on either

- the 5-cent or 15-cent (\$.05 or \$.15) sections, the Contestant will win an additional bonus cash prize of one thousand dollars (\$1,000.00). If the wheel lands on the one dollar (\$1.00) space, the Contestant wins an additional bonus cash prize of two-thousand five hundred dollars (\$5,000.00).
- In the event that at least two (2) Contestants have the same final score and that final score is one dollar (\$1.00), each Contestant will be awarded one hundred dollars (\$100.00) and a bonus spin-off will take place. For the bonus spin-off, each Contestant will be allowed to spin of the wheel one (1) additional time. The order in which the Contestants spin the wheel shall remain the same as initially determined. The wheel shall be reset to the five-cent (\$.05) space prior to each Contestant's bonus spin. If a Contestant spins and the wheel lands on the five-cent (\$.05) or fifteen-cent (\$.15) space, the Contestant will win an additional one thousand dollars (\$1,000.00). If a Contestant spins and the wheel lands on the one dollar (\$1.00) space, the Contestant will win an additional two-thousand five hundred dollars (\$2,500.00). If a Contestant does not spin the wheel for at least one (1) full revolution for the bonus spin-off, he/she must spin the wheel again (if a Contestant is not physically able to spin the wheel, he/she may designate a Proxy Player to spin for him/her as described above). However, that spin will no longer be considered a bonus spin, and the Contestant will not be eligible to win the bonus cash prizes from the spin-offs and bonus spin-offs described above. Whoever achieves the highest score on the bonus spin-off spin is the winner of the Big Wheel game and shall advance to the Showcase.
  - In the event that a Contestant has the same final score as another Contestant during the bonus spin-off, a final spin-off will occur. The Contestant who spins the highest amount will win the final spin-off. The final spin-off will not be considered a bonus spin, and the Contestant will not be eligible to win the bonus cash prizes from the spin-offs and bonus spin-offs described above. In the event the Contestants tie during the final spin-off, the Contestants will engage in additional final spin-offs as set forth above until there is no longer a tie. For the avoidance of doubt, for any additional final spin-offs, Contestants will not be eligible to win the bonus cash prizes from the spin-offs and bonus spin-offs described above. The winning Contestant in the final spin-off (or any subsequent final spin-off, per the preceding sentence and as applicable) will win the Big Wheel game and shall advance to the Showcase.
  - In the event the Big Wheel malfunctions in a way in which Producer, in its sole discretion, determines could affect fairness, each Contestant who is still participating in the Big Wheel process will receive two hundred fifty dollars (\$250.00). The game prize described above will go to the Contestant who spun the highest amount on his/her previous spin of the Big Wheel. In the event at least two (2) Contestants are tied for the highest amount spun, the game prize described above will go to the first Contestant who was selected to participate in the Big Wheel. In case a malfunction of this nature should occur during a spin-off or a bonus spin-off, each Contestant who is still participating in the Big Wheel Process will receive a cash prize of one thousand dollars (\$1,000.00).
  - Any cash handed to Contestant(s) on stage by Producer, Host or any of their designees or representatives, shall be for display purposes only, to be returned to Producer or Producer's representative or designee immediately upon leaving the Show stage, and shall be replaced by cash or cash voucher after the Show ends. Non-winners will receive a Consolation Prize.

#### **50. Check Out Game Process**

- A Contestant will come on stage to play Check Out for a prize package. If the Contestant can price five (5) grocery items and guess the total actual price of the five (5) items within two

dollars (\$2.00) of the price of the five (5) items (whether higher or lower than the actual cost), he/she will win the prize package.

- Five (5) grocery items are shown on stage and described by the announcer.
- One (1) at a time, the Contestant guesses the price of each item.
- The total sum of the five (5) prices guessed by the Contestant is then displayed on the screen on stage.
- The actual price of each item is revealed one (1) at a time. After each reveal, the cumulative sum of the actual prices of the items are displayed on screen.
- After the actual price of the fifth item is revealed, the final actual total is displayed. If the Contestant's total is within two dollars (\$2.00) (whether higher or lower) than the actual total, the Contestant will win the prize package.
- If any errors that would change the outcome of the game are made by the Producer or Show staff, the Contestant will be awarded the prize package.

**51. Range Game Game Process**

- The Contestant comes on stage to play Range Game for a prize.
- The Contestant will be shown the prize which they can win.
- A \$500 range of numbers is displayed to the contestant.
- A \$100 rangefinder begins to travel over the numbers.
- The Contestant must stop the rangefinder when it covers the price of a prize. If successful, the Contestant wins the prize.
- If any errors that would change the outcome of the game are made by the Producer or Show staff, the Contestant will be awarded the prize.

**52. Clock Game Process**

- A Contestant shall come on stage to play Clock Game for prize(s).
- Two (2) items shall be presented to the Contestant and displayed on the stage at the same time. A thirty (30) second countdown clock will also be on the stage and visible to the Contestant.
- The Contestant shall attempt to correctly guess the exact price of the two (2) items one (1) at a time, in the order designated by the host, within the allotted thirty (30) seconds. The countdown clock will commence as soon as the Contestant starts guessing the price.
- After each guess per item, the host shall inform the Contestant whether the price of the item is higher or lower than their last guess.
- If the Contestant is able to correctly guess the exact price of the first item within the allotted thirty (30) seconds, then the Contestant shall win the first item as a prize and the countdown clock will stop. The Contestant shall then have to attempt to guess the exact price of the second item with the allotted time remaining. The countdown clock will immediately resume after the Contestant begins to guess the price of the second item.
- If the Contestant is able to correctly guess the exact price of the first and second item within the allotted thirty (30) seconds, then the Contestant shall win the first item, second item and a bonus item as a prize.
- Non-winners will receive a Consolation Prize.

**53. The Plinko® Game Process**

- The Plinko® game is played on a tall rod-studded game board that is almost upright. Discs are dropped one (1) at a time from a position above the multi-rodded surface. Each disc falls down the game board by gravity and each disc bounces off rods in its path until it reaches the bottom of the game board and drops into one (1) of nine (9) receptacles. The nine (9) receptacles are worth dollar values ranging from zero dollars (\$0.00) to five hundred dollars (\$500.00). The value of the receptacles are, from left to right, fifty dollars (\$50.00), one hundred dollars

(\$100.00), two hundred fifty dollars (\$250.00), zero dollars (\$0.00), five hundred dollars (\$500.00), zero dollars (\$0.00), two hundred fifty dollars (\$250.00), one hundred dollars (\$100.00), and fifty dollars (\$50.00). The Producer reserve the right to alter the dollar values on the receptacles.

- The Contestant is awarded one (1) disc upon starting the game and then can win up to four (4) more discs during the course of the game process, for a total of up to five (5) discs.  
A Contestant can win additional discs by guessing one (1) of the digits corresponding to the price of a small item. The Contestant will be presented with four (4) small items, one (1) at a time. Each item will be displayed with two (2) numerical digits alongside it. One (1) of the two (2) digits is a digit that is a part of the item's price while, the other digit is a false number, which is not a part of the item's price. The Contestant must select the digit that is part of the item's price. If he/she is correct, the Contestant wins a disc. If he/she is wrong, then the true digit is revealed and that opportunity is lost. For example, a rice cooker valued at fifty dollars (\$50.00) is shown with these two (2) digits: 8 0. The second digit is the correct digit and selecting the zero (0) wins the player a disc. The first digit is false and by selecting the eight (8), the Contestant loses the opportunity to get a disc.
- Contestants do NOT win any of the items that they price in this game.
- If a graphics error occurs while the Contestant is shown the digits for an item, and such error would change the outcome of the Game Process, the Contestant will be awarded the disc he/she would have won for that item.
- If a disc gets stuck on the peg, the host may use The Plinko® game stick to free the disc. However, this will nullify the outcome of that disc. The stuck disk will be returned to the Contestant, who will drop the disc again.
- The collective dollar amounts the disc(s) land on is the cash prize amount the Contestant shall receive as a prize (i.e., if a Contestant receives two (2) discs and one (1) lands on a fifty dollar (\$50.00) receptacle and one (1) lands on the one hundred dollar (\$100.00) receptacle, the Contestant will win one hundred fifty dollars (\$150.00) as a cash prize).

#### 54. Showcase Process

- Producer will randomly select one (1) Contestant as set forth in Official Rules # 26 – 30 to participate in the Showcase
- One (1) winner of the Big Wheel game, as set forth in Official Rule # 48 will participate in the Showcase (or, as set forth in Official Rule # 48, in the event the Big Wheel malfunctions in a way in which Producer, in its sole discretion, determines could affect fairness, one (1) randomly selected Contestant as set forth in Official Rules # 26 – 30).
- Two (2) Contestants, chosen as described above, play the Showcase, competing for a prize package. The Contestants are shown the Showcase prize package, which is described by the announcer. After the entire Showcase prize package has been revealed, each Contestant secretly writes down what he/she believes to be the total price of the Showcase prize package. This is the Contestant's bid.
- Contestants cannot not confer with anyone while determining his/her bid (including, but not limited to, members of the audience) nor can they look at each other's bids; to do so results in disqualification from the Showcase.
- The host will ask each Contestant to verbally state his/her written bid. If the Contestant states a different bid than the written bid, only the written bid will be considered valid. If a Contestant has not written down a bid in the time allotted, he/she will be disqualified from the Showcase.

- The host then announces which Contestant's bid (if either) is closest to the price of the Showcase prize package, without exceeding its price (provided that both Contestants have placed valid bids).
- If the winning Contestant's bid is under the actual price of the entire Showcase prize package, that winning Contestant shall win a prize, pre-selected by the Producer, as described by the announcer in-Show. If the winning Contestant's bid is under the actual value of the Showcase and within one hundred dollars (\$100.00) of the price of the Showcase prize package, that Contestant shall win all items featured in the Showcase.
- In the event that both Contestants' bids are greater than the price of the Showcase prize package, no prizes from the Showcase prize package will be awarded to either Contestant, and each non-disqualified Contestant shall receive a Consolation Prize.
- At the Producer's discretion, in the event that the bids of both Contestants are greater than the price of the Showcase prize package, a pre-selected prize may be given to a randomly selected Eligible Individual from the audience.
- In the event that both Contestants have the exact same written bid, have not overbid, and are not disqualified, both Contestants shall win one (1) pre-selected prize from the Showcase prize package as set forth above and which shall be the same for both Contestants. If both bids are within one hundred dollars (\$100.00) without going over, but are different from each other, the Contestant whose bid is closest to the actual prize package price shall be the sole winner, and shall win the entire Showcase prize package.

## **55. GENERAL CONDITIONS**

- **Privacy**
  - By participating in the Promotion, the individual grants to the Producer the right to use his/her likeness and registration information, including first name, last name and province/state of residence ("Personal Information") without further permission or compensation for the purpose of administering the Promotion. The Producer will use Personal Information to conduct the random Contestant selection drawing and to confirm each selected individual's eligibility, including by "scrubbing" his/her name against Producer's internal databases to ensure that he/she is eligible to play. After the drawing and eligibility verification, Producer shall promptly destroy all Registration Forms containing any Personal Information of registrants other than major prize winners whose Registration Forms will be destroyed once eligibility is confirmed.
  - By participating in the Promotion, individuals grant to Producer the right to use his/her Personal Information for the purposes set forth above and acknowledges that the Sponsor may disclose the Personal Information to third parties or service providers of the Sponsor in connection with the foregoing.
  - Unless prohibited by law, Producer may require an individual who has won a prize to complete and sign a publicity release granting Producer the right to use additional personal information, including, without limitation, name, likeness, city/province, photographs or comments (collectively, "Additional Personal Information") for publicity and promotional purposes relating to the Show without compensation or further permission. Said release may also give Producer the right to license or permit third parties to use the individual's Personal Information or Additional Personal Information for matters relating to or associated with the Promotion or the Show.

- Individuals may also opt-in to receive mailings or promotional materials from the Venue. Such use of information will be governed by Venue's privacy policy, available for public review at the Venue's website.
- **General Release**
  - By participating in the Promotion, each individual releases and holds harmless the Released Parties from any and all liability for any loss, harm, damages, claims, costs, causes of action or injury whatsoever including, but not limited to, personal injury, accident or death, property damage, disappointment or inconvenience arising from any act, omission or negligence whatsoever relating to the Promotion or the receipt, ownership, possession, use or misuse of any prize.
- **Regulatory Oversight**
  - This Promotion is subject to all applicable state and municipal laws where the Venue is located and federal laws of the United States.
  - In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and any disclosures or other statements contained in any related materials including, but not limited to, any entry form or advertising collateral, the terms and provisions of these Official Rules shall prevail.