

Green View Contest Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN.

1. **Eligibility:** No purchase is necessary, and entrants do not have to be a customer of Madison Gas and Electric Company (MGE) to enter or win. MGE's "December 2022 Green View Contest" (the "Contest") is open only to legal residents of the United States who are 18 years of age or older at the time of entry. Employees of MGE, its advertising and promotion agencies and any of their respective parent companies, subsidiaries, affiliates and agents and their immediate families (spouse, parents, siblings and children) and household members of such employees are not eligible. The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law.
2. **Administrator:** The Contest is administered by Madison Gas and Electric Company, 623 Railroad Street, Madison, Wisconsin ("Administrator").
3. **Agreement to Official Rules:** By entering the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules, the additional terms and conditions found at <https://www.mge.com/terms.htm> and the decisions of the Administrator, which are final and binding in all matters related to the Contest.
4. **Promotion Period:** The Contest begins at 12:01 a.m. central time on December 8, 2022, and ends at 11:59 p.m. central time, December 21, 2022 (the "Promotion Period").
5. **How to Enter:** During the Promotion Period, visit <https://www.mge.com/greenview> and enter the Contest by entering name, email address and a comment on the featured video page following the listed instructions.
6. **Limit:** One (1) Contest entry per person for the duration of the Contest.
7. **Winners:** Selection of the winners by Administrator is final and binding. Winners will be notified by email and posted on the MGE Green View website. Winners may choose to pick up the Prize at MGE's front desk or have MGE ship the Prize to them. All potential winners are subject to verification at MGE's sole discretion. Limit of one Prize per household or per email, Facebook, YouTube, Twitter, Instagram, or other electronic media account.
8. **Odds of Winning:** Odds of winning are based on the number of entries Administrator receives.
9. **Requirements of Potential Winner:** Potential winners must continue to comply with the Official Rules, and winning is contingent upon fulfilling all requirements.
10. **Prize:** Two (2) winners will each receive one (1) BYBLIGHT F18 Rechargeable Clip Flashlight with a retail price of \$19.99 ("Prize"). No substitution, exchange or transfer of Prize by any winner is permitted. Administrator reserves the right to substitute any prize for one of equal or greater value. The winner is responsible for all taxes and fees associated with Prize receipt and/or use. Winner is responsible for any and all local, state and/or federal taxes incurred. Other restrictions, conditions and limitations may apply. BYBLIGHT is not a sponsor, owner, affiliate, promoter or administrator of the Contest. No more than the stated number of prizes will be awarded. In the event that production, technical, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available, Administrator reserves the right to award only the stated number of prizes. Any unclaimed Prize will be returned to inventory and may be offered as a prize in another contest at a later date.
11. **Publicity:** Except where prohibited, participation in the Contest or acceptance of Prize constitutes entrant's consent for Administrator and its designees to use entrant's name, email address and electronic posting information for promotional purposes in any media without further consideration.

12. **Disputes:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with the Contest or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Western District of Wisconsin - Madison division, or Dane County Circuit Court of Madison Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.
13. **Internet Caution:** Any attempt by any person to deliberately damage any website or otherwise undermine the legitimate operation of the Contest may be a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such person to the fullest extent of the law. Administrator reserves the right to cancel or modify the Contest if fraud, misconduct or technical failures destroy the integrity of the Contest or if a computer virus, bug or other technical problem corrupts the administration, security or proper administration of the Contest as determined by the Administrator in its sole discretion.
14. **Copyright and Intellectual Property:** Entrants are responsible for their own communications and are responsible for the consequences of their entry. Entrants agree not to violate any laws while entering the Contest including, but not limited to: Posting material that is copyrighted, unless entrant is the copyright owner or entrant has the permission of the copyright owner to post it; post material that reveals trade secrets, unless entrant owns them or has the permission of the owner; post material that infringes on any other intellectual property rights of others or on the privacy or publicity rights of others; post material that is obscene, defamatory, threatening, harassing, abusive, hateful or embarrassing to any other person or entity; post a sexually explicit image; post advertisements or solicitations of business; post chain letters or pyramid schemes; or impersonate another person. Entrant guarantees and warrants that entrant is solely responsible for the content of any entry and the consequences of submitting and publishing the entry. Entrant affirms, represents and warrants that entrant owns or has the necessary licenses, rights, consents and permissions to submit any entry and to use any content contained therein; and entrant grants a limited license to MGE regarding all patent, trademark, trade secret, copyright, intellectual or other proprietary rights in and to such entry solely for purposes of entering the Contest and for publication of any results related to the Contest. By entering the Contest, entrant grants MGE a limited, nonexclusive, royalty-free, and transferable license to use, reproduce, distribute, prepare derivative works of and display the entry in any media formats and through any media channels. The above licenses granted by entrant shall terminate within a commercially reasonable time after conclusion of the Contest. Entrant understands and agrees, however, that MGE may retain but not display or distribute server copies of entries beyond such date. The above limited licenses granted by entrant are perpetual and irrevocable.
15. **Release and Limitations of Liability:** Except where prohibited, by participating in the Contest, entrant agrees to release and hold harmless MGE, and its respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) technical errors related to computers, servers, Internet or data providers, printers or telephone or network lines; (b) errors in the administration of the Contest or the processing of entries; (c) late, lost or undeliverable mail; or (d) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, direct, indirect, incidental, special, exemplary or consequential damages (including, but not limited to, procurement or substitute goods or services; loss of use, data or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability or tort (including negligence or otherwise). By accepting Prize, winner agrees to release and hold Administrator and the Released Parties harmless against any and all

claims, damages, losses, expenses and liability arising out of the use/acceptance of Prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize.

16. **General Conditions:** In the event that the operation, security or administration of the Contest is impaired in any way for any reason, including, but not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules, or (b) cancel the Contest. The Administrator reserves the right in its sole discretion to disqualify any entrant or individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or to be acting in an unsportsmanlike or disruptive manner. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Administrator is not responsible for: lost, late, delayed or incomplete entries; entries not received by the entry deadline; interrupted or unavailable networks; server problems or other connection malfunctions or miscommunications; failed telephone connections; computer hardware, software errors or malfunctions and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in the Contest; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a person's ability to participate in the Contest, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any attempt by any entrant to obtain more than one entry by using multiple/different email addresses, identities, registrations or logins or any other methods will void that entrant's entries and that entrant may be disqualified from the Contest. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant and may void the entire Contest at the sole discretion of the Administrator. In the event of a dispute as to any online entry, the authorized account holder of the email address 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 or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder. Administrator reserves the right to prohibit the participation of an entrant if fraud or tampering is suspected or if the entrant fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. MGE and the Released Parties do not endorse any content submitted on any entry, or any opinion, recommendation or advice expressed therein. Reference in any entry to any specific commercial products, process or service by trade name, trademark, manufacturer or otherwise, does not constitute or imply its endorsement or recommendation by MGE or any Released Party.