

Official Rules for the 2020 Direct Auto Insurance "UFC 249" Sweepstakes

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

THIS SWEEPSTAKES IS INTENDED FOR PLAY ONLY IN THE SPECIFIC STATES OF THE UNITED STATES DESIGNATED IN THE ELIGIBILITY SECTION. IT WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT LOCATED IN THE UNITED STATES AND ELIGIBLE AT THE TIME OF ENTRY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

BY SUBMITTING AN ENTRY TO THIS SWEEPSTAKES DURING THE PROMOTION PERIOD, YOU AGREE TO THESE OFFICIAL RULES. SO READ THEM CAREFULLY BEFORE ENTERING. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE SWEEPSTAKES ENTITIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

NOTE THE PRIZE IS TIME-SENSITIVE.

- Sponsor:** The "UFC-249" Sweepstakes is sponsored by Direct General Insurance Agency, Inc. d/b/a Direct Auto Insurance, 1281 Murfreesboro Road, Nashville, TN 37217 ("Sponsor"). The Sweepstakes is subject to these Official Rules and to all applicable federal, state and local laws. The Sweepstakes is in no way sponsored, endorsed or administered by Facebook or any other entity not specifically identified here. Questions regarding this Sweepstakes should be directed to Sponsor, attention Marketing Director.
- Eligibility:** The Sweepstakes is open only to legal residents of Alabama, Arkansas, California, Florida, Georgia, Illinois, Mississippi, North Carolina, Ohio, South Carolina, Tennessee, Texas, Virginia and Washington who are at least 18 years of age or the age of majority in their state of residence, whichever is older at the time of entry. VOID WHERE PROHIBITED. Employees of Sponsor, Zuffa, LLC, d/b/a Ultimate Fighting Championship ("UFC" or "Zuffa") their respective affiliates, parents, subsidiaries, contractors, their marketing firms and promotion agencies and all other service agencies involved with the Sweepstakes (collectively the "Sweepstakes Entities"), as well as the immediate family (spouse, parents, siblings, and children and their respective spouses) and household members of those employees (i.e., people who share the same residence at least three (3) months out of the year, whether or not related), are not eligible to enter. An individual may win a Contest or Sweepstakes sponsored by Sponsor only once per six (6) month period unless otherwise specifically stated.
- Promotion Period:** The Sweepstakes begins at 6:00 AM Central Time on Monday, May 4, 2020 and ends at 5:00 PM Central Time on Friday, May 8, 2020 (the "Entry Period"). Entries submitted before or after the Entry Period will not be eligible. Sponsor's (or Sponsor's designated representative's) computer is the official time-keeping device for the Sweepstakes.
- How to Enter:** Two (2) methods of entry. (a) You may enter by clicking on the Direct Auto Insurance "UFC-249" promotion link on any participating UFC or Direct Auto Insurance internet/social media site and then completing a free no-obligation on-line quote. (b) To enter without a quote complete the entry form located at: <http://blog.directauto.com/news-events/ufc-sweepstakes> by providing your full name, age, address, email, phone number, whether or not you are a current Direct Auto customer, and who you think will win the UFC 249 event between Ferguson and Gaethe. There is a limit of one (1) entry per person regardless of the method of entry, and you may not use multiple e-mail addresses to enter. The use of an agency or any automated system to enter is prohibited. Sponsor reserves the exclusive right to disqualify any entries received through prohibited methods or that are otherwise noncompliant. The authorized account holder of an email address shall mean the natural person assigned to such account by the Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with such account. All entries become the property of Sponsor and will not be acknowledged or returned to entrant. By entering, you indicate your full agreement to these Official Rules and Sponsor's decisions regarding the Sweepstakes, which are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.
- Prize:** The following are the Sweepstakes prizes and the approximate retail value ("ARV") of each: Fifty (50) grand prizes, each consisting of a UFC TV pay-per-view code for the UFC 249 Event on May 9, 2020 (ARV of each is \$64.99). In addition, each winner will receive a cash amount (payable in form of a prepaid electronic-Card) sufficient to cover a two (2) month subscription to ESPN+ (ARV of each is \$10.00). Total ARV for each prize is \$75.00. PPV codes are valid only for the May 9, 2020 UFC 249 Event. ESPN+ subscription and activation of PPV Code are required to watch the Event. Follow the instructions which accompany the PPV code to activate the code. Any prize details not specified above will be determined by Sponsor, in its sole discretion. A prize may not be transferred and must be accepted as awarded. A winner may not request cash or a substitute prize; however, any difference between the stated ARV of a prize and the actual value of a prize will not be awarded. Any portion of a prize not accepted by winner will be forfeited. All other expenses on the receipt and use of a prize not specifically mentioned herein are solely the responsibility of the winner. Unclaimed prizes will not be awarded. Sponsor is not responsible for any prize that is not redeemed for any reason. Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason.

6. **Drawing and Notification:** At or about 6:00 PM Central Time on Friday, May 8, 2020, Sponsor will select or cause to be selected the fifty (50) potential winners by random drawings from all eligible entries received during the Promotion Period. Drawings will be done in immediate succession. Odds of winning depend on the number of eligible entries received at time of drawing. **Limit one prize per household.** Drawings will be conducted by Sponsor or Sponsor's representative, whose decisions are final and binding in all matters relating to this Sweepstakes. Sponsor will notify each winner on or about May 8, 2020 by email at the address provided. If selected, a potential winner may be required to provide identification sufficient to show that he/she was the authorized account holder of such email address.
7. **Requirements of Potential Winners:** Potential winners are subject to verification, including verification of age, and may be required to complete and return an affidavit of eligibility, a liability release and (where legal) a publicity release, which must be returned within the time period specified with such materials or Sponsor, in its sole discretion, may select an alternate potential winner. If a potential winner is found to be ineligible, or if he/she cannot or does not comply with these Official Rules, that winner may be disqualified and an alternate winner may be selected from the remaining eligible entries. Sponsor reserves the right to award the prize to an alternate entrant even if the disqualified potential winner's name may have been publicly announced. Sponsor is not responsible for any change of contact information for entrants. By accepting any prize, winner grants to Sponsor the right to use his/her name, likeness, hometown and biographical information, for any lawful purpose (including but not limited to advertising and promotion), in perpetuity, in any media now known or hereafter developed, worldwide and on the Internet and World Wide Web, without further permission or compensation, except where prohibited by law.
8. **General Conditions:** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes; or (b) award the prizes at random from among the eligible entries received up to the time of the impairment; or (c) terminate the Sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Sweepstakes, violates these Official Rules, or acts in a disruptive or unsportsmanlike manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by email shall not be deemed proof of receipt of that communication. In the event of a dispute as to the owner of an online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the owner. The Sweepstakes is subject to federal, state, and local laws and regulations and is void where prohibited.
9. **Indemnification and Limitations of Liability:** By participating in the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators to release and indemnify and hold the Sweepstakes Entities, Facebook, and their respective officers, directors, employees and representatives harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Sweepstakes. By participating in this Sweepstakes, each entrant agrees to abide by and be bound by these Official Rules, and to waive any right to claim any ambiguity or error herein or in the Sweepstakes itself, and to be bound by all actions of the Sponsor and/or Sponsor's representative, whose decisions are binding and final on all matters related to this Sweepstakes. By accepting any prize, each winner agrees for himself/herself and for their heirs, executors and administrators to release and indemnify and hold the Sweepstakes Entities and their respective officers, directors, employees and representatives harmless from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death, arising out of participating in this Sweepstakes, or the acceptance, possession, use or misuse of any prize, or while preparing for, participating in and/or traveling to or from any prize related activity and claims based on rights of publicity, rights of privacy, defamation or prize delivery.

Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate registration or entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the internet; or (e) any injury or damage to participant's or to any other person's computer or cell phone which may be related to or result from any attempt to participate in the Sweepstakes. Sponsor has not made and/or is not responsible for, and hereby disclaims, any representation, warranty or guaranty, express or implied, in fact or in law, relative to the prizes.

If, in the Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of the Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, Sponsor reserves the right to void suspect entries and/or terminate the Sweepstakes (or any portion of the Sweepstakes) and conduct a random drawing to award the prizes using all known eligible non-suspect entries received as of the date of termination. Sponsor may prohibit entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair practices or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives. Any attempt by an entrant to deliberately undermine the legitimate operation

of the Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from any such entrant to the fullest extent permitted by law. Sponsor is not responsible for typographic or printer's errors. In no event will more than the number of prizes stated in these Official Rules be awarded.

WAIVER. BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANTS AGREE, TO THE FULLEST EXTENT PERMITTED BY LAW, THAT (1) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZES OR OFFERS AWARDED, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THE SWEEPSTAKES (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEY'S FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES AND/OR ANY OTHER DAMAGES (OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES) AND/OR ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW CERTAIN LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE FOREGOING MAY NOT APPLY TO EVERY ENTRANT.

10. **Governing Law. Governing Law. ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THE OFFICIAL RULES, OR THE RIGHTS AND OBLIGATIONS OF ENTRANT AND SPONSOR IN CONNECTION WITH THE SWEEPSTAKES, SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF TENNESSEE WITHOUT GIVING EFFECT TO THE CONFLICT OF LAWS RULES THEREOF, AND ANY MATTERS OR PROCEEDINGS SHALL TAKE PLACE IN THE STATE OF TENNESSEE, IN THE COUNTY OF DAVIDSON.**
11. **Use of Information:** Any information you provide when you enter the Sweepstakes will be used in accordance with Sponsor's Privacy Policy which can be found on its website <https://www.directauto.com/privacy-and-security>.
12. **Results:** For the name of the winner, please send a self-addressed stamped envelope to Direct Administration, Inc., 1281 Murfreesboro Road, Nashville, TN 37217, Attn: Sweepstakes Sponsor-Marketing Dept. Requests must include the name of the Sweepstakes and be received within 30 days after the Sweepstakes end date.