

Drop Movie Contest
Official Rules
March 23, 2025 – April 12, 2025

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void where prohibited. The Drop Movie Contest (“Contest”) will begin on March 23, 2025 at 12:00 P.M. PT and end on April 12, 2025 at 12:00 P.M. PT (“Contest Period”). All times in the Contest refer to Pacific Time (“PT”). Contest is subject to all applicable federal, state and local laws.

ELIGIBILITY: Open only to permanent, legal United States residents who are physically residing in one (1) of the forty-eight (48) continental United States or the District of Columbia (excluding Alaska, Hawaii, Puerto Rico, Guam, the Virgin Islands and other United States territories), and who are eighteen (18) years of age or older and of the age of majority in their state of residence as of the start of the Contest Period and are physically present at certain screenings of the motion picture entitled “Drop” as set forth by Sponsor in its sole discretion. Officers, directors, and employees of Contest Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Contest. Contest Entities, as referenced herein, shall include Universal Pictures Marketing, a division of Universal Film Exchanges LLC, 100 Universal City Plaza, Bldg. 2375, Universal City, CA 91608 (“Sponsor”) and each of its respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Contest.

As part of your Entry (defined below), you will be required to submit an original review (“Review”) of the motion picture entitled “Drop” (2025) on the following theme: “opinion and reviews of the motion picture entitled “Drop” (2025)”. Review may be referred to herein as “Submission” or “Submissions.” Submission must have been created by you. If any minors appear in a Submission, the entrant must be that minor’s parent and/or legal guardian. Submission cannot have been created professionally or through the use of artificial intelligence (AI). Submissions with watermarks are not eligible. You must submit the Submission according to the instructions provided on the applicable website. You must have the permission of any person who appears or is identified or otherwise referred to in your Submission.

To enter the Contest, during the Contest Period, use your personal Instagram account to upload your Review with the hashtag “#DropMovieContest” and tag the account “@DroptheMovie” (the “Entry”). **Entry must include “DropMovieContest” and tag “@DroptheMovie” or Entry will not be valid.** An Instagram account is required to enter the Contest. If you do not already have an Instagram account, you can go to <https://www.instagram.com> to create a free Instagram account. **If your Instagram account is set to the “Posts are Private” setting, your Entry may be disqualified and rejected as ineligible for consideration in the Contest. You must follow @DroptheMovie throughout the Contest Period and for at least fifteen (15) days thereafter (for potential notification purposes) to participate in the Contest and be eligible to win. You may unfollow @DroptheMovie after the fifteen (15) day notification period.**

If you choose to submit your Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities. All Entries become the property of Sponsor and will not be acknowledged.

You must submit the Submission as part of your Entry to enter the Contest. By entering the Contest, entrants grant Sponsor the non-exclusive, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, modify, and otherwise exploit the Submissions and to incorporate the Submissions in other works in any and all markets and media worldwide in perpetuity. Entrants warrant that they have the sole and exclusive right to grant such rights to Sponsor and that Sponsor's reproduction, publishing, displaying, and/or other use of the Submissions will not infringe on any rights of third parties, including, without limitation, copyright, trademark, privacy, or publicity, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or breach of contract. If any Submission contains material that is violent, pornographic, obscene, illegal, inappropriate, or racially or morally offensive or if any Submissions do not comply with these Official Rules or meet Sponsor's standards for any reason, as determined by Sponsor in its sole discretion, such Submissions (and the related Entries) may be rejected as ineligible for consideration and/or deleted from the Website. Entries must comply with all applicable laws, rules, and regulations. Sponsor shall have no obligation to copy, publish, display, or otherwise exploit the Submissions. Sponsor may choose to display on the Website or on other media a selection of Submissions as determined by Sponsor in its sole discretion. By entering the Contest, each entrant agrees to the posting of such entrant's name and Submission on the Website and/or on Sponsor's social media pages, including, but not limited to, X, Instagram, and Facebook.

Limit seven (7) Entries per person during the Contest Period. Multiple Entries received from any person beyond this limit will void all such additional Entries. Entries generated by a script, macro, or other automated means or by any means that subverts the entry process will be disqualified. **Entries must be received before April 12, 2025 at 12:00 P.M. PT be eligible for the Contest.** Sponsor's computer shall be the official timekeeper for all matters related to this Contest. Entries that are incomplete, garbled, corrupted, fraudulent, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized account holder of the Instagram account used to enter will be deemed to be the entrant. "Authorized account holder" of an Instagram account is defined as the person assigned to the Instagram account by Instagram. Entry constitutes permission (except where prohibited by law) to use entrant's name, Instagram username, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

JUDGING AND WINNER NOTIFICATION: On or about April 14, 2025, one (1) or more qualified judges selected by Sponsor ("Judges") will review all eligible Entries received during the Contest Period and select up to fifty (50) potential winners (collectively, "Winners", each a "Winner") based on the following judging criteria ("Judging Criteria"): Originality (33.3%), Creativity (33.3%), and Appropriateness to Theme (33.3%). The selection and review process may occur on a rolling basis as Entries are received. In the event of a tie, the Judges will break the tie by selecting the tied entrant who received the highest points from the Judges for Originality as the potential Winner. In the event a tie remains, the tied entries will be judged by an additional tie-breaking judge, using the Judging Criteria, to determine which of the tied entrants will be the potential Winner.

Decisions of Sponsor and Judges are final and binding with respect to all matters related to the Contest. Winning is subject to verification of eligibility. Sponsor reserves the right to select fewer than fifty (50) Winners (or none at all) or to extend the Contest Period if the Contest does not receive a sufficient number of eligible and qualified Entries, as determined by Sponsor in its sole discretion. Sponsor will make two (2) attempts to notify potential Winner via direct message to the

Instagram account submitted at the time of Entry. **Sponsor may share each potential Winner's name and contact information with Contest Entities and/or any prize supplier, as applicable, if necessary.** Potential Winner(s) may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, "Contest Documents") within one (1) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsor's sole discretion an alternate potential Winner may be selected from the remaining eligible Entries based on the Judging Criteria. If any potential Winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if Prize (as defined below) or Prize notification is returned as undeliverable, such potential Winner will be disqualified and time permitting, at Sponsor's sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries. **Limit one (1) Prize (defined below) per family or household.**

PRIZE: Each of the fifty (50) Winners will receive one (1) prize (collectively, "Prizes", each a "Prize"). Prize will consist of the following: Winner's Review will be included in advertising creative for the motion picture entitled "Drop" (2025) in Times Square.

Estimated Retail Value ("ERV") of each Prize is zero dollars (\$0). Actual Retail Value ("ARV") of Prize may vary. Any difference between ERV and ARV will not be awarded.

All details of Prize will be determined in Sponsor's sole discretion. Sponsor reserves the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Prize cannot be transferred by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. If Prize is unclaimed within a reasonable time after notification from Sponsor, as determined in Sponsor's sole discretion, it will be forfeited, and time permitting, an alternate Winner may be selected from the remaining eligible Entries at Sponsor's sole discretion.

CONDITIONS: By entering the Contest, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Contest Entities, Instagram, and each of their respective officers, directors, agents, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Contest and/or entrant's acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Contest and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name and/or Instagram username, on the Website and the use by Released Parties of such name, Instagram username, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Contest itself, and to be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Contest at Sponsor's sole discretion.

ADDITIONAL TERMS: Sponsor reserves the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately

damage the Contest or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, Sponsors' reasonable determination of a risk to public health or safety, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Contest. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of Entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. **Sponsor reserves the right to cancel, modify, or suspend the Contest or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules).** In the event of cancellation, modification, or suspension, Sponsor reserves the right to select Winners in a random drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the Website. Sponsor may prohibit any Entrant or potential entrant from participating in the Contest, if such Entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other Entrant, Sponsor, or Sponsor's agents or representatives; or behaves in any other disruptive manner (as determined in Sponsor's sole discretion). Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

DISPUTES: THE CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF CALIFORNIA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN LOS ANGELES, CALIFORNIA. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN CALIFORNIA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF LOS ANGELES, CALIFORNIA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

WINNER ANNOUNCEMENT: For the names of the Winners, available after April 21, 2025, send a self-addressed, stamped envelope to be received by June 16, 2025 to: Drop Movie Contest, 100 Universal City Plaza, Bldg. 2375, Universal City, CA 91608, Attn: Katie Hawkins.

This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. Entrants are providing information to Sponsor and not to Instagram.