

Denim Days Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Important: These official rules (the “Official Rules”) incorporate and are made subject to the [Simon Terms of Use](#), which require resolution of certain disputes by individual arbitration and includes a waiver of your and Simon’s rights to have any such disputes determined by a court, jury, or by class action, as described in the “Disputes” section of these Official Rules below. Furthermore, other sections below contain warranty disclaimers, releases, and limitations on liability that you should review.

Eligibility:

Denim Days Sweepstakes (the “**Sweepstakes**”) is open only to legal residents of the 50 States and the District of Columbia of the United States of America (the “**U.S.**”) (i.e., not including any U.S. territories such as Puerto Rico), not including any commercial entity. Any person who enters or attempts to enter this Sweepstakes is referred to as an “**Entrant**”, “**you**”, or “**your(s)**” in these Official Rules. Any capitalized terms used in these Official Rules that are not otherwise defined in these Official Rules have the meanings given them in the [Simon Terms of Use](#) or, if you sign-up or use your Simon+ Member Account to enter, the [Simon+ Rewards Program Terms](#) (collectively, the “**Terms**”). Entrants must be 18 years or older at the time of submitting an entry in this Sweepstakes (each an “**Entry**” and collectively, “**Entries**”) by one of the Entry Methods (defined in the “**How to Enter**” section below). Employees of ShopSimon, LLC and Simon Media Properties, LLC (collectively, “**Sponsor**”), Merkle Inc. (“**Administrator**”), and Perfect Gift, LLC (“**Prepaid Card Vendor**”), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible.

Agreement to Official Rules; Entrants will be Disqualified for Violations:

Participation constitutes each Entrant’s full and unconditional agreement to these Official Rules and the Terms. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Sweepstakes. Winning a Prize is contingent upon fulfilling all the requirements set forth in the Official Rules. In the event there is a discrepancy or inconsistency between any other statements contained in any Sweepstakes-related materials and these Official Rules, these Official Rules shall prevail, govern and control.

Entrants may not attempt to obtain more than the permitted number of Entries by any and all Entry Methods (as defined in the “**How to Enter**” section below), including but not limited to by using multiple names, Simon+ Member Accounts, email addresses, other identifying information or electronic account identities, or by using any third-party artificial intelligence sites or applications, or robotic, automated, or programmed methods. Entrants may not tamper with the entry process including, without limitation, any of the Entry Methods, or any Sweepstakes or Sponsor-related website or network; circumvent any security measures; act in an unsportsmanlike or disruptive manner; or take any other action that in any way

undermines the operation of the Sweepstakes or otherwise violate these Official Rules. Sponsor may, in its sole discretion, disqualify any Entrant who engages in the conduct referenced in the immediately preceding sentence and void all associated Entries. Any attempt to deliberately undermine the Sweepstakes may violate criminal and civil law, and Sponsor reserves the right to seek damages to the fullest extent permitted by law. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

Sponsor/Administrator:

Sponsor:

- ShopSimon, LLC, 281 Summer Street, 4th Floor, Boston, MA 02210; and
- Simon Media Properties, LLC, 225 West Washington Street, Indianapolis, IN 46204.

Administrator:

- Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Sweepstakes begins on July 31, 2026 at 10:00 a.m. Eastern Time ("ET"), ends on September 8, 2026 at 11:59 p.m. ET (the "**Promotion Period**") and consists of 6 "**Weekly Entry Periods**" as well as the "**Grand Prize Entry Period**," each associated with a Prize drawing, as set forth in the table below. Sponsor's servers are the official time-keeping devices for the Sweepstakes.

Entry Period	Begins (all times ET)	Ends (at 11:59 p.m. ET)	Approximate Drawing Date
Week 1	July 31, 2026 at 10:00 a.m.	August 5, 2026	August 10, 2026
Week 2	August 6, 2026 at 12:00 a.m.	August 12, 2026	August 17, 2026
Week 3	August 13, 2026 at 12:00 a.m.	August 19, 2026	August 24, 2026
Week 4	August 20, 2026 at 12:00 a.m.	August 26, 2026	August 31, 2026
Week 5	August 27, 2026 at 12:00 a.m.	September 2, 2026	September 8, 2026
Week 6	September 3, 2026 at 12:00 a.m.	September 8, 2026	September 14, 2026

Entry Period	Begins (all times ET)	Ends (at 11:59 p.m. ET)	Approximate Drawing Date
Grand Prize	July 30, 2026 at 12:00 a.m.	September 8, 2026	September 21, 2026

How to Enter:

You must submit a valid Entry in the Sweepstakes by providing certain information or by performing certain actions utilizing only 1 of the following methods (each an “**Entry Method**”) during the Promotion Period:

Method 1 – Join Simon+ to Enter:

If you are not yet a Simon+ Member, take the following actions during the Promotion Period to join Simon+ and get 1 “**Entry**” into the Weekly Entry Period drawing associated with the date and time you join Simon+, 1 Entry into all subsequent Weekly Entry Period drawings, and 1 Entry into the Grand Prize drawing. Visit the [Simon+ Sign Up Page](#) and follow the links and instructions to accurately complete and submit the form to create your Simon+ Member Account. Simon+ is free to join but is subject to the [Simon+ Rewards Program Terms](#), which includes the [Simon+ Privacy Policy](#) (please read them carefully before joining). Only new (non-duplicate) Simon+ Member Accounts completed and confirmed during the Promotion Period will receive the number of Entries into the Sweepstakes referenced in this paragraph above.

Method 2 – Email an Entry Request:

To enter the Sweepstakes, you may, alternatively (and **not** in addition to using Method 1 above) send 1 e-mail to atthemall@simonmalls.com with the subject line “Denim Days Sweepstakes” with your (i) full legal (first and last) name; (ii) mailing address; (iii) mobile phone number; (iv) the following (required) text: “Denim Days Sweepstakes Entry. I have read and agree to the Official Rules of the Sweepstakes.” and (v) if you would like to receive our email newsletters, include the following text (not required): “I want to receive Simon’s electronic newsletters and promotions by email and mobile text message.” Upon receipt of your email that meets all of the above requirements, you will receive 1 Entry into the Weekly Entry Period drawing associated with the date and time your email was received, 1 Entry into all subsequent Weekly Entry Period drawings, and 1 Entry into the Grand Prize drawing. All Entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, or misdirected Entries, which will be disqualified.

You agree that by performing any of the actions stated above for any Entry Method to submit an Entry, that your name, email address, ZIP code, and any other pertinent profile characteristics you provide in your Simon+ Member Account or in your emailed Entry will be shared with Sponsor and Administrator for the purpose of conducting the Sweepstakes.

Entry Limits:

Each Entrant is limited to 1 Entry per Weekly Entry Period drawing (beginning with the Weekly Entry Period in which the Entrant joins Simon+ or submits an email Entry and continuing through all subsequent Weekly Entry Periods) and 1 Entry into the Grand Prize drawing during the Promotion Period. Multiple

Entrants are not permitted to share the same email address or Simon+ Member Account. In the event of a dispute as to the identity of an Entrant, Sponsor and Administrator will rely on the information submitted by the Entrant in Entrant's valid Entry or available in the Entrant's Simon+ Member Account (if applicable). If any additional information provided by Entrant is inconsistent with the information provided in the Entry for this Sweepstakes or in the Entrant's Simon+ Member Account, the Sponsor or Administrator may disqualify such Entrant, and such disqualification may result in the forfeiture of any Prizes won. Sponsor, in its discretion, may require additional documentation from Entrant to show proof of Entrant's identity.

Winner Determination and Verification:

Administrator is an independent organization whose decisions as to the selection of the Potential Winners (as defined in this paragraph below) are final and binding. Potential Winners must continue to comply with all terms and conditions of these Official Rules and winning any Prize is contingent upon Potential Winner fulfilling all requirements stated in these Official Rules. Administrator will randomly select 1 eligible Entrant to be the potential winner of a First Prize for each Weekly Entry Period or the Grand Prize for the Promotion (each a "**Potential Winner**") on or about the relevant Approximate Drawing Date shown above in the "**Timing**" section from all eligible Entries received during the applicable Weekly Entry Period or, for the Grand Prize, during the Promotion Period (each a "**Drawing**"). Administrator will notify each Potential Winner of their selection by email at the email address submitted in their Entry (or associated with their Simon+ Member Account if applicable) after each Drawing. To be declared the Winner (as defined below in this paragraph) of any Prize, the Potential Winner will be required to confirm their legal name and provide their home mailing address (P.O. Boxes not permitted), date of birth and, if requested by Administrator, a copy of valid state identification to confirm eligibility and for purposes of Prize fulfillment within 3 days of the date notice or attempted notice is sent to the Potential Winner of being selected in the Drawing for the applicable Prize. To be declared the Winner of the Grand Prize (or, if the Potential Winner of a First Prize has been identified as a person who has received prizes or gifts from Sponsor of significant value [as determined by Sponsor] in other promotions within the same calendar year), the Potential Winner (or parent or legal guardian if the Potential Winner is a minor in their state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a Publicity Release (collectively, the "**Declaration**") and an IRS Form W-9, all of which must be received by Administrator within 3 days of the date notice or attempted notice is sent to the Potential Winner of being selected in the Drawing for the applicable Prize. Only the Potential Winners that meets all eligibility requirements, complete all the documentary requirements within the time periods expressed in these Official Rules, and receives the Prize without the Prize being returned to Administrator as undeliverable, will be declared the "**Winner**." If a Potential Winner of any Prize cannot be contacted, fails to provide any information or documentation required or requested by the Administrator pursuant to these Official Rules within the required time period set forth in these Official Rules, or the relevant Prize is returned as undeliverable, the Potential Winner forfeits all claims, right, and title to the relevant Prize and the opportunity to be declared the Winner of such Prize. Receiving a Prize is contingent upon compliance with these Official Rules. If a Potential Winner is disqualified for any reason or forfeits the Prize, Sponsor will award the applicable Prize to an alternate Potential Winner determined by random drawing from among all remaining eligible Entries for the applicable Weekly Entry Period (or the entire Promotion

Period for the Grand Prize) (each an “**Alternate Drawing**”). Only up to 3 Alternate Drawings for each Prize will be held to declare the Winner of such Prize, after which such Prize will remain un-awarded.

Prizes:

Quantity, Description and Approximate Retail Value (“ARV”):

- **1 Grand Prize:** 1 Winner will receive 1 \$5,000 prepaid card. ARV: \$5,000.
- **6 First Prizes (1 per each Weekly Entry Period):** 6 Winners will each receive 1 \$500 prepaid card. ARV: \$500 each.

For All Prizes: Your use of the prepaid card is governed by the [Cardholder Agreement](#), and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card. For avoidance of doubt, this Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, the card network, issuing bank, and the Prepaid Card Vendor that sold Sponsor the prepaid cards given as part of the Prize pursuant to this Sweepstakes.

Total ARV:

The total ARV of all available Prizes offered in the Sweepstakes is \$8,000.

Odds of Winning:

The odds of winning a Prize depend on the total number of valid Entries by all Entry Methods received during the Promotion Period. Valid Entries received under all Entry Methods will be given equal weight in the Drawing.

Additional Prize Terms:

Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the Prize become unavailable. In this case, a Prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with receipt or use of any Prize. ARVs are determined as of the time these Official Rules were published and the value of a Prize may fluctuate. A Winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is received by the Winner. All other costs and expenses associated with acceptance or use of the Prize that are not expressly set forth in these Official Rules shall be solely the Winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Prizes will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes. **Limit** of 1 Prize per person.

Release:

By receipt of any Prize, Winners agree to release and hold harmless Sponsor, Administrator, Prepaid Card Vendor, and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and Prize suppliers and each of their respective parent companies and each such

company's officers, directors, employees and agents (collectively, the "**Released Parties**") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and acceptance, use, inability to use, misuse or redemption of a Prize (including any injury or harm related to such acceptance, use, inability to use, misuse, or redemption).

Publicity:

Except where prohibited, participation in the Sweepstakes constitutes Winner's consent and grant to Sponsor and its agents to use the following information about the Winner (to the extent provided by Winner as part of the Entry or Winner confirmation process): Winner's name, city, state, likeness, photograph, Sweepstakes Entry, social handle and photo, voice, opinions, and Prize information ("**Bio Information**") for promotional advertising or other purposes, in any media without further notice, review, approval, payment, or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials in Sponsor's sole discretion, without further obligation or compensation to the Winner. Sponsor will not use any of the Bio Information in a manner that is inconsistent with the relevant Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel: Sponsor reserves the right to cancel, suspend, or modify the Sweepstakes, including but not limited to fulfillment of the relevant Prize(s), where any of the following "**Issues**" occur:

- Fraud;
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Sweepstakes; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Sweepstakes, as determined by Sponsor in its sole discretion.

Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award the relevant Prize(s) by conducting the Alternate Drawings referenced above.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will Sponsor be obligated to award more than the stated number and value of Prizes set forth in these Official Rules. In the event that more than 1 Potential Winner is notified of a Drawing selection for, or attempts to claim, the same Prize due to a printing, production, seeding, computer, or other error of any kind, Sponsor reserves the right to award such Prize to only 1 of these Potential Winners based on the Winner determination process described in these Official Rules or, if necessary, through an additional random drawing from among those Potential Winners who were notified, confirmed to be eligible, and,

where applicable, timely completed the required documentation and action(s) to be declared the Winner of the Prize.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by Entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Sweepstakes, including but not limited to the Entry process;
- Technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of Entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected Entries or failure to receive Entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, Entrants' sole remedy is to take the required actions to receive another Entry(s) in the Sweepstakes, if it is possible; or
- Any 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 Sweepstakes or to the receipt, use, inability to use or misuse of any Prize.

Disputes:

Governing Law.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Entrants, Sponsor, and Administrator in connection with this Sweepstakes are governed by and construed in accordance with the laws of the State of Indiana ("**Governing Law**") without giving effect to any choice of law or conflict of law rules (whether of the jurisdiction of Governing Law or any other jurisdiction) that would cause the application of any other jurisdiction's laws. You agree that all Disputes (as defined in Section 18 of the Simon Terms of Use) that may be submitted to a court pursuant to the next paragraph of these Official Rules and Section 18 of the Simon Terms of Use must be filed in a United States District Court or state court location in Marion County, Indiana and you agree not to challenge or seek to remove any litigation initiated by us in such jurisdiction on the basis of lack of jurisdiction, forum non conveniens, or any other legal theory. In the

event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control. If any state or territory laws or rules apply to this Sweepstakes for eligible residents of such jurisdiction and are more restrictive than these Official Rules, such more restrictive applicable law or rule shall automatically control over the relevant less restrictive term in these Official Rules.

Dispute Resolution (Arbitration); Limitation of Liability.

You agree that to the extent permitted by applicable law: 1) any and all disputes arising out of or connected with the Sweepstakes, or any Prize, including, without limitation, any claims, demands, losses, damages, fines, or penalties, will be resolved pursuant to [Section 18 of the Simon Terms of Use](#), which includes provisions requiring resolution of certain of these disputes individually, without resort to any form of class action or award, without a jury, and by binding arbitration; 2) any and all claims, judgments, settlements, and awards will be limited to actual third-party, out-of-pocket costs incurred by you (if any) not to exceed the ARV of the relevant portion of the Prize, but in no event will your attorneys' fees be awarded or recoverable; 3) under no circumstances will you be able to obtain any award for, and you hereby knowingly and expressly waive all right to seek, punitive (including, without limitation, any right to have any damages multiplied or otherwise increased), incidental, consequential or special damages, lost profits or any other damage, other than actual third-party out-of-pocket costs incurred by you (not including any attorneys' fees), if any; and 4) your remedies will be limited solely to a claim for money damages, if any, and you irrevocably waive any right to seek injunctive or equitable relief. Where the exclusions contained in this paragraph are not permitted by applicable law, they do not apply.

Severability:

If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal, or unenforceable by a court, arbitration panel, or other tribunal of competent jurisdiction, then:

- The validity, legality, and enforceability of such provision as applied to any other particular facts or circumstances shall not in any way be affected or impaired and shall be enforced to the maximum extent allowed by applicable law; and all remaining provisions of these Official Rules shall not in any way be affected or impaired and shall be enforced to the maximum extent allowed by applicable law.

In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity, or subject, such provision shall be construed by limiting and reducing such provision so as to be enforceable to the extent compatible with applicable law.

Entrant's Personal Information:

Entrant understands and agrees that Sponsor and Administrator will obtain and store certain personal information, including but not limited to the full legal name, address, email address, phone number, and, if required to be provided to Sponsor on IRS Form W-9 to be declared a Winner, a Social Security Number of such Entrant, along with general information about the Entrant for (a) the purpose of administering, managing, publishing, and promoting the Sweepstakes including, without limitation, contacting you about your Entry in the Sweepstakes as well as complying with applicable laws, regulations, and rules; (b) for

producing reports on the performance of, and Entrant's activities related to, the Sweepstakes; and (c) if you have opted-in during the process of submitting an Entry or submitted an Entry via your Simon+ Member Account, for the purpose of sending electronic promotional messages to the Entrant from the Released Parties. You understand that your personal information may be transferred for processing or storage to a jurisdiction outside of the state in which it was collected for the purposes stated in this paragraph. You have the right to request your personal information not be used for the purposes of administering, managing, publishing, and promoting the Sweepstakes and understand that such a request will cause you to be automatically disqualified from this Sweepstakes, as well as potentially other existing or future promotions offered by Sponsor. To engage in this privacy request, or any other similar request related to the privacy of your personal information, Entrant should contact the Sponsor in writing at the address specified by [Simon's Privacy Policy](#).

Winner List:

See this [Winner list](#) for the Sweepstakes Winner. The Winner list will be posted after Winner confirmation is complete.

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