

## **The “New York Treasure Hunt Contest” OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

The “New York Treasure Hunt Contest” (the “Contest”) may only be entered by legal residents in or from the fifty (50) United States, the District of Columbia (excluding all possessions and territories) during the Contest Period (the “Contest Territory”). Entries originating from any other jurisdiction are not eligible. You are not authorized to participate in the Contest if you are not located within the Contest Territory.

### **1. Eligibility.**

Participation in Contest is open only to legal residents of the Contest Territory who are the age of majority in their state of residence or older as of August 22, 2025. Void outside of the Contest Territory, and where prohibited, including, but not limited to, where taxed or restricted by law. Employees, officers and directors of The New York Treasure Hunt LLC (“Sponsor”), its parent company, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of Contest materials (“Contest Entities”) and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees, officers and directors are not eligible to enter.

### **2. Submission Period.**

The Contest will begin at 12:00 a.m. EST on August 22, 2025 and end on the sooner of confirming an eligible Winner or November 30, 2025 at 11:59:59 p.m. (“Contest Period”).

### **3. How to Enter.**

To enter the Contest, eligible individuals (“Entrants”) must navigate to [nyctreasure.com](https://nyctreasure.com) (“Contest Site”). Once on the Contest Site, Entrants will be provided nine (9) clues periodically throughout the Contest Period in order to decode the cipher which will indicate the physical location (“Contest Cipher”) of the scavenger hunt treasure chest located somewhere in the New York City metro area (“Prize Chest”).

In the event of a dispute concerning the identity of the person who submitted an Entry and the identity of the official entrant, the Entry will be deemed to have been submitted by the authorized account holder of the email account associated with the Entry. The “Authorized Account Holder” is the natural person to whom a social media account is assigned.

Entries which are mutilated, incomplete, illegible, inaccurate, forged, irregular in any way, or otherwise not in compliance with these Official Rules are also void. By entering, entrants agree to be bound by the decisions of the judges, and these Official Rules and to comply with all federal, state, and local laws and regulations. No automated entry devices and/or programs permitted. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled Entries, which will be disqualified. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

### **4. Prize.**

One (1) Winner will receive Twenty-Five Thousand Dollars (\$25,000.00).

(the "Prize"). The Approximate Retail Value (ARV) of the Prizes is Twenty-Five Thousand Dollars (\$25,000.00). That determination represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. Prize is non-transferable. No substitutions or cash redemptions provided that the Sponsor reserves the right to substitute the Prize in whole or in part for a Prize of equal or greater value in the event that any component of the Prize is unavailable for any reason. Prize may not be sold, bartered or transferred. Prize does not include any additional expenses, including, but not limited to incidentals, meals, telephone charges, travel insurance, souvenirs, transportation, federal, state and local sales or other taxes and surcharges which are the sole responsibility of the Winner.

The Winner must be at least the age of majority as of August 22, 2025, and will be required to sign, have notarized, and return an Affidavit of Eligibility and Liability/Publicity Release, as well as any other additional legal documents as required by the Sponsor, within two (2) calendar days of Prize notification. If a potential Winner rejects their Prize or in the event of noncompliance with these Contest Official Rules and requirements, such Prize will be forfeited and an alternate Winner may be selected from all remaining eligible Entries. Upon any Prize forfeiture, no compensation will be given.

## **6. Selection of Winner.**

The Winner of this Contest will be the first Entrant to a) solve all of the clues, b) decode the Cipher and c) physically reach the Prize Chest. For avoidance of doubt, if the Prize Chest is found by an individual prior to the Contest Period; by an ineligible individual; or by an Entrant who has not completed the first two steps outlined in the previous sentence, such individual shall not be deemed the Winner. **At the sole discretion of the Sponsor, if the Prize Chest has not been located at the termination of the Contest Period, the Contest Period may be extended as will be noted on the Contest Site. Sponsor reserves the right not to award the Prize if no Winner has been determined at the conclusion of the Contest Period.**

## **7. Conditions.**

Participation in this Contest and acceptance of Prize constitutes each Winner's permission for Sponsor to use their name, social media handle, city and state, likeness, photograph, picture, portrait, voice, biographical information and/or any statements made by Winner regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. BY PARTICIPATING, ENTRANTS AND WINNER AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, CONTEST ENTITIES AND THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, DEALERS, AND THEIR RESPECTIVE ADVERTISING AND PROMOTION AGENCIES AND THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS ("RELEASED PARTIES"), FROM ANY AND ALL LIABILITY, FOR LOSS, HARM, DAMAGE, INJURY, COST OR EXPENSE WHATSOEVER INCLUDING WITHOUT LIMITATION, PROPERTY DAMAGE, PERSONAL INJURY AND/OR DEATH WHICH MAY OCCUR IN CONNECTION WITH, PREPARATION FOR, TRAVEL TO, OR PARTICIPATION IN, THIS CONTEST, OR POSSESSION, ACCEPTANCE AND/OR USE OR MISUSE OF PRIZE OR PARTICIPATION IN ANY CONTEST-RELATED ACTIVITY AND FOR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY AND MERCHANDISE DELIVERY. Released Parties are not responsible if the Contest cannot take place or if any Prize cannot be awarded including, but not limited to, due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism. Entrants who do not comply with these Official Rules or attempt to interfere with this Contest in any way shall be disqualified. There is no purchase or sales presentation required to participate. A purchase does not increase odds of winning. If, for reasons beyond Sponsor's control (including, but not limited to, tampering or computer virus infection), the Contest is not capable of running as originally planned, Sponsor reserves the right, in its sole discretion, to cancel or modify the Contest, without liability. All taxes

(including, but not limited to, income taxes) are the sole responsibility of the Winner. All entrants agree to comply fully with each provision in these Official Rules. Any person attempting to defraud or in any way tamper with this Contest and any person who does not comply with these Official Rules, will be ineligible for any Prize and may be prosecuted to the full extent of the law.

## **8. Additional Terms.**

Any potential Winner may be requested to provide Sponsor with proof that such Winner is the Authorized Account Holder of the email account associated with the winning Entry. Any other attempted form of Entry is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. Released Parties are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of Entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to any entrant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right to cancel, terminate, modify, extend or suspend this Contest should it determine (in its sole discretion) that a virus, bug, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor will select the Winner from all eligible Entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or website. Sponsor may prohibit an entrant from participating in the Contest or winning a Prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor's representatives.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

## **9. Issues of Law.**

By entering, each entrant agrees that (a) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any Prize awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New York; (b) EACH ENTRANT EXPRESSLY WAIVES THE RIGHT TO HAVE ANY ACTION OR PROCEEDING RELATING TO THIS CONTEST HEARD BEFORE A JURY; (c) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, and in no event will contestant be entitled to received attorneys' fees or other legal costs; and (d) under no circumstances will entrant be permitted to obtain awards for, and contestant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of contestant and Sponsor in connection with this Contest, shall be governed by, and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New York or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New York. This Contest is void where prohibited or restricted by law.

**10. Use of Data.**

Sponsor may collect personal data about entrants in accordance with its privacy policy. Please review The New York Treasure Hunt LLC's privacy policy at [nyctreasure.com](http://nyctreasure.com). By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

**11. How to Get More Information.**

To obtain a list of Winners, send a self-addressed, stamped envelope addressed to The New York Treasure Hunt LLC, 144 N 7<sup>th</sup> St, #134 Brooklyn, NY, 11249-2920

"New York Treasure Hunt Contest" Winner's Name by January 30, 2026. To obtain a copy of these Official Rules, send a self-addressed, stamped envelope by December 15, 2025: The New York Treasure Hunt LLC, 144 N 7<sup>th</sup> St, #134 Brooklyn, NY, 11249-2920 "New York Treasure Hunt Contest" Official Rules.

**12. Sponsor.**

The New York Treasure Hunt LLC - 144 N 7<sup>th</sup> St, #134 Brooklyn, NY, 11249-2920