

Medicare Early Bird Rewards Sweepstakes Rules

Contest Rules:

1. **Eligibility:** The Medicare Early Bird Rewards Sweepstakes (the “Promotion”) is open only to brokers who are appointed and certified to sell Anthem plans. The Promotion excludes employees of Anthem and any of its affiliates. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes drawing (the “Sweepstakes”).
2. **Sponsor:** Anthem Blue Cross and Blue Shield
3. **Timing:** The Medicare Early Bird Rewards Sweepstakes begins on June 28, 2023 at 12:00 a.m. Eastern Time (“ET”) and ends on July 31, 2023 at 11:59 p.m. Pacific Time (“PT”) Sponsor’s computer is the official time-keeping device for this Promotion.
4. **How to Enter:** External Anthem Blue Cross and Blue Shield brokers (FMO/MGA/PPA brokers only) who successfully complete all Medicare Product Training and other certification modules between June 28, 2023 and July 31, 2023 are automatically entered once into the Medicare Early Bird Rewards Sweepstakes.
5. **Limit:** Brokers certified to sell in more than one state receive no more than one sweepstakes entry. A broker is limited to winning one Medicare Early Bird Rewards Sweepstakes prize per year.
6. **Sweepstakes:** Administrator’s decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. The Sweepstakes Administrator will randomly select the Medicare Early Bird Rewards Sweepstakes winners.
7. **Winners** are chosen from a list of certified and qualified brokers after July 31, 2023 from all eligible entries, by mid-August 2023.
8. **All potential winners** are subject to verification by sponsor or administrator, whose decisions are final and binding in all matters related to the Promotion. An entrant is not a winner of any prize, even if the sweepstakes should so indicate, unless and until entrant’s eligibility/license/appointment/certification completion, and the potential Sweepstakes winner is verified in good standing and notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any entry that occurs after the system has failed for any reason is deemed a defective entry, is void and will not be honored.

9. Verification of Potential Winner: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by mail, email or phone. The potential Medicare Rewards Sweepstakes winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent in order to claim the prize. If a potential winner of prize cannot be contacted or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of the Sweepstakes is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain un-awarded. Prize will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.
10. Prizes for Medicare Early Bird Rewards Sweepstakes: Eligible brokers are entered into a random drawing where they are eligible to win one \$500 American Express eGift Card. Approximate Retail Value ("ARV") of the Medicare Early Bird Rewards Sweepstakes Prize is \$500. Odds of winning the Sweepstakes Prize depend on the number of brokers who complete certification by July 31, 2023 and are entered into the prize drawing during the Promotion. Winners cannot win more than one prize. For Prizes: No cash equivalent, and prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Winner is responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF PRIZE: \$500.
11. Release: By receipt of prize, winner agrees to release and hold harmless Sponsor and its subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.
12. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.
13. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prize at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and should an attempt be made, Sponsor reserves the right to seek

damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

14. **Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) 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 Promotion or receipt or use or misuse of prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

15. **Disputes:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

16. **Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy and Administrator's Privacy Policy.

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), CompCare Health Services Insurance Corporation (CompCare) and Wisconsin Collaborative Insurance Company (WCIC). BCBSWI underwrites or administers PPO and indemnity policies and underwrites the out-of-network benefits in POS policies offered by CompCare or WCIC; CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.