

JOSTENS, INC.
NATIONAL YEARBOOK WEEK SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. THIS SWEEPSTAKES IS SUBJECT TO ALL APPLICABLE FEDERAL, PROVINCIAL, STATE AND LOCAL LAWS.

THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY OR ASSOCIATED WITH FACEBOOK, INSTAGRAM, PINTEREST, OR TWITTER. BY ENTERING, ENTRANTS RELEASE FACEBOOK, INSTAGRAM, PINTEREST AND/OR TWITTER FROM ANY AND ALL LIABILITY RESULTING FROM THIS SWEEPSTAKES.

- 1. Sponsor:** Jostens, Inc., 7760 France Avenue South, Suite 400, Minneapolis, MN 55435 (“Sponsor”).
- 2. Entry Period:** National Yearbook Week Sweepstakes (“Sweepstakes”) begins at 12:00 a.m. Central Time on October 5, 2025 and ends at 11:59 p.m. Central Time on October 11, 2025 (“Entry Period”).
- 3. Eligibility:** Entrants must be, as of the date of entry, (a) a legal resident of the fifty (50) United States or the District of Columbia and (b) age 13 or over. Anyone between the ages of 13 and 17 or who is under the age of majority in their state, province or territory of residence (a “Minor”) must obtain the permission of their parent or legal guardian (“Guardian”) to enter. Void in Puerto Rico, the U.S. Virgin Islands, U.S. military installations in foreign countries and where prohibited or restricted by law. Directors, officers and employees and sales representatives of Sponsor and its affiliates, parents, subsidiaries and advertising and promotion agencies and their respective immediate families (spouse, parents, siblings and children) and those living in their same households are not eligible to enter or win this Sweepstakes. Entry constitutes entrant’s full and unconditional agreement to these official rules (“Official Rules”) and to Sponsor’s decisions. The decisions of Sponsor in regard to all matters related to this Sweepstakes are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules.
- 4. How to Enter; Entry Requirements:**
 - A. There are two (2) different ways to enter this Sweepstakes:**
 - (i) Purchase a yearbook on Sponsor’s website at www.jostens.com during the Entry Period, and you will automatically receive one (1) entry in the Sweepstakes; or
 - (ii) Send an email to sweepstakes@jostens.com during the Entry Period, and you will receive one (1) entry in the Sweepstakes. The subject line of the email must be “NYW Yearbook Sweepstakes,” and the email must include the following information:
 - a. Entrant’s name;

- b. Entrant's email address;
 - c. Entrant's phone number; and
 - d. Entrant's home address.
- B. Limit one (1) entry per entrant. Multiple entries from any entrant and/or duplicate entries will be deemed automatically void. Only the first entry received from any entrant will be eligible; additional entries received from such entrant thereafter will be deemed automatically void. Proof of submission of entry does not constitute proof of delivery of entry during the Entry Period. The computer clock of the Sponsor hosting the Sweepstakes is the official timekeeping device. All entries become the property of Sponsor and will not be returned or acknowledged. Entries generated by script, macro or other automated means or entries that do not fully comply with these Official Rules or which subvert the entry process, in the sole discretion of Sponsor, will not be eligible.

5. Winner Selection:

On or about October 20, 2025, Sponsor will randomly select ten (10) entries, from all eligible entries received throughout the Entry Period, to receive the below defined prize (the "Prize"). Decisions of the Sponsor will be final and binding on all matters relating to this Sweepstakes. If a potential winner does not respond within five business days of the first notification attempt, is found to be ineligible, does not comply with these Official Rules or declines to accept any prize, the potential winner may be disqualified in Sponsor's sole discretion, and in such case Sponsor may select an alternate winner based on a random drawing.

6. Claiming the Prize:

Each potential winner will be notified by e-mail (if provided) and/or mail or phone. In the event that Sponsor cannot contact a potential winner of any Prize despite reasonable (in its sole discretion) attempts, Sponsor may, in its sole discretion, randomly select a new, alternate potential winner from the remaining eligible entries received. In the event that a potential winner does not respond to Sponsor's initial notification and meet all eligibility requirements within seventy-two (72) hours Sponsor reserves the right to disqualify such Potential Winner and select an alternate Potential Winner (in which case the initial Potential Winner will forfeit his or her prize. Return of any Prize or prize notification as undeliverable will result in disqualification and an alternate potential winner may be selected in Sponsor's sole discretion. In the event that three (3) or more potential winners do not respond to Sponsor's initial notification and meet all eligibility requirements within seventy-two (72) hours, or if the prize/prize notification to three (3) or more potential winners (with respect to the same prize) is returned as undeliverable, Sponsor will not be obligated to select any additional alternate potential winner, and if Sponsor so elects, that prize will not be awarded. The potential winner will be required to complete, sign and return to the address requested an Affidavit and Liability/Publicity Release within fourteen (14) days of receipt of the Prize Claim Documents. If such documents are not returned to Sponsor prior to such deadline, any Prize may be forfeited in Sponsor's sole discretion, such potential winner shall be disqualified, and an alternate winner selected by Sponsor in a new random drawing from the remaining eligible entries. Except where prohibited by law, each winner also grants Sponsor and its designees the right to use the winner's full name, hometown, images and likenesses for advertising, publicity and promotion purposes, including print, broadcast and on-line announcements, without further compensation than the said prize and at no expense to the winner, and Sponsor shall not be obligated to make any such use.

7. Prizes:

The following prize, listed along with its respective approximate retail value (“ARV”), is available to be awarded:

- i. One (1) of Ten (10) \$100.00 Visa® Gift Cards

Total ARV of the prizes: \$1000.00 U.S. Dollars

VISA® is a trademark of VISA International Service Association in the United States and other countries. Visa International Service Association has neither endorsed nor is a sponsor of or affiliated with this Sweepstakes.

Prizes are not transferable. No substitution of any Prize, or any portion thereof, is allowed, except at the sole discretion of the Sponsor. Sponsor reserves the right to substitute any Prize with another prize of equal or greater value. Sponsor is not responsible for any inability of any winner to accept or use any Prize (or portion thereof) for any reason. No more than the stated Prize(s) will be awarded. Limit of one (1) Prize per family/household/address. Winner is solely responsible for all unspecified costs and expenses associated with Prize acceptance and use. Prizes are awarded “as is” with no warranty, representation or guarantee of any kind by Sponsor. Transfer of Prize is not permitted without the permission of Sponsor which may be granted or withheld in its sole discretion and without liability of any kind. A Prize value as stated represents Sponsor’s good faith determination of approximate retail value of prizes. Any difference between approximate retail value and actual value of any prize will not be awarded. Sponsor will not be obligated to select any additional alternate Potential Winner, and if Sponsor so elects, that prize will not be awarded. Winner may not substitute, assign or transfer any prize or redeem any prize for cash, but Sponsor reserves the right to substitute a prize with a prize of equal or greater value if the advertised prize becomes unavailable. actual value of any prize will not be awarded.

8. Odds of Winning. Odds of winning each Prize depend upon the total number of eligible entries received during the Entry Period.

9. Taxes: Each winner is responsible for all applicable local, state and federal taxes. Winner agrees to fully cooperate in complying with applicable governmental reporting requirements. If requested by Sponsor, the potential winner will be required to complete, sign and return to Sponsor an IRS Form W-9 prior to receiving the Prize. Failure to complete, sign and return a W-9 will result in the winner being disqualified, and in such case Sponsor may, in its sole discretion, select an alternate winner in a random drawing from remaining eligible entries.

10. General. Each entrant agrees to, accepts and shall abide by these Official Rules and agrees that any disputes shall be resolved by Sponsor, in its sole discretion. Sponsor reserves the right to cancel/terminate, modify, amend or suspend the Sweepstakes if in Sponsor’s sole determination it believes that the integrity of the Sweepstakes has been, or could be, compromised or that the Sweepstakes is not capable of running as planned or fairly, including without limitation due to tampering, unauthorized intervention, fraud, or force majeure or any other causes beyond Sponsor’s control. Sweepstakes void where prohibited or restricted. If any provision of this Sweepstakes shall be deemed to violate any federal, state or municipal law, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. Sponsor is not responsible for any typographical or other errors in the printing of

these Official Rules, administration of this Sweepstakes or in the announcement of any winner(s) or Prize(s).

Neither Sponsor nor its agents are responsible for lost, late, incomplete or misdirected entries or other errors of any kind, including (without limitation) incorrect or inaccurate capture of entry or other information or the failure to capture any such information. Neither Sponsor nor its agents are responsible for technical, hardware or software failures of any kind or other errors or problems which may occur in connection with or relating to the Sweepstakes, whether human, computer, network, technical, mechanical, typographical, printing or otherwise, including (without limitation) errors or problems which may occur in connection with the administration of the Sweepstakes, the processing or judging of entries or the announcement of the prizes or that may occur in any Sweepstakes-related materials or limit prize fulfillment or a participant's ability to enter the Sweepstakes. Sponsor further assumes no liability for the cancellation, modification or premature conclusion of the Sweepstakes for any reason or through the acts or defaults of any company or person providing any prize. All such losses or expenses must be borne by the affected participant, entrant and/or winner. Sponsor reserves the right, in its sole discretion, to suspend, cancel, modify or prematurely conclude the Sweepstakes should any computer virus, malfunction, fraud, tampering, unauthorized intervention or other cause beyond its control corrupt the administration, security or proper operation of the Sweepstakes or should any portion of the Sweepstakes be compromised for any reason. By way of illustration and not limitation, Sponsor may at its sole discretion select winner from entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor in the event of such compromise or corruption. False or deceptive entries or acts will render the entrant ineligible, and Sponsor reserves the right to disqualify any entrant (and void his/her/its entry) who attempts to undermine the legitimate operation of the Sweepstakes or violates these Official Rules.

In the event this Sweepstakes is cancelled for any reason, Sponsor reserves the right to conduct a random drawing to award the prizes from among all eligible, non-suspect, entries received prior to the time of the action or event warranting such cancellation.

11. DISPUTES RESOLUTION. THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES OF AMERICA AND THE STATE OF MINNESOTA WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in the Sweepstakes, the entrant agrees that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with the Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Minneapolis, Minnesota having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental, or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

12. Release. By participating, each entrant agrees to hold harmless Sponsor and its employees, officers, directors, shareholders, representatives, agents, successors and assigns, from any liability whatsoever, and waive and release such parties from any and all causes of action, for any claims, costs, injuries, losses, or damages of any kind (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional) arising out of or in connection with the event or acceptance, possession, or use/misuse of any prize, participation in any promotion-related activity, or participation in the Sweepstakes, whether under a theory of contract, torts (including, without limitation, negligence), warranty, or any other theory or cause of action.

13. Winners List: The names of the Winners may be obtained by sending a written request along

<http://www.jostens.com/sweepstakes>

with a self-addressed stamped envelope to Jostens, Inc., Attn: Yearbook Consumer Marketing, 7760 France Avenue South, Suite 400, Minneapolis, MN 55435. Requests must be received by April 30, 2026. Vermont residents may omit return postage.

14. Privacy. Information submitted in connection with the Sweepstakes will be treated in accordance with these Official Rules and Sponsor's Privacy Policy (as may be amended from time to time), currently located at <https://www.jostens.com/about/legal/privacy-policy>; provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail only with respect to the conduct of this Sweepstakes.

© Jostens, Inc. 2025. All rights reserved. Sweepstakes entrants are hereby authorized to copy these Official Rules on the condition that it will be for the entrant's personal use and not for any commercial purpose whatsoever.