

TCC AND WIRELESS ZONE CONTEST
“GOLDEN RULER”
TERMS AND CONDITIONS

1. **NO PURCHASE NECESSARY TO WIN** per the terms and conditions stated below.
2. **ELIGIBILITY:** This “Golden Ruler” Contest (the “Contest”) is open to all students who will be entering grades Kindergarten thru 12th grade in Fall 2026 (“Eligible Students”), and who personally visit one of our retail stores owned and operated by either The Cellular Connection, LLC (“TCC”) or Wireless Zone, LLC (“WZ”)(collectively, the “Company”) during the Company’s July 26, 2026 “Backpack Giveaway”. Company employees, as well as family members living in the same household, are not eligible to participate.
3. **HOW TO ENTER:** Eligible Students must visit a Company store during the Company’s July 26, 2026 “Backpack Giveaway”.
4. **CONTEST DETAILS:** All Company stores are participating in the Company’s July 26, 2026 “Backpack Giveaway”. As part of the Company’s 2026 “Backpack Giveaway”, the Company is conducting a separate exclusive event for which the Company selected forty eight (48) Company stores in advance and assigned each of these forty eight (48) Company stores a “Golden Ruler” (hereinafter, “Participating Stores”) to award to an Eligible Student during the Contest. Other than those forty-eight (48) Participating Stores, no other Company stores are included in the Contest and the Company will not share or otherwise disclose which of the Company’s over 1300 stores are included among the forty-eight (48) Participating Stores. The Contest begins at each Participating Store when an Eligible Student arrives at a Participating Store to receive a “free” backpack as part of the Company’s 2026 “Backpack Giveaway”. After the first Eligible Student arrives at a Participating Store, a Company employee of the Participating Store will “secretly” start a fifteen (15) minute timer. After the fifteen (15) minute timer elapses, the Company employee of the Participating Store will award the next Eligible Student who either enters the Participating Store or who is already in line for a backpack at the Participating Store a “Golden Ruler”. The Company employee will attach the “Golden Ruler” to the backpack of the Contest winner. Forty-eight (48) Eligible Students (one Eligible Student per each Participating Store) will receive a “Golden Ruler” during the Contest.
5. **PRIZE:** Each of the forty eight (48) Contest winners will receive a \$250 VISA gift card to use at his/her discretion soon after receiving the “Golden Ruler”. The Prize is not transferable or exchangeable for any other prize. All winners are solely responsible for any and all taxes and/or fees as well as any additional costs that may be incurred from the use of the Prize.
6. **CLAIMING THE PRIZE:** To receive the Prize, a parent or legal guardian of each Contest winner must (1) agree to the “publicity waiver” (referenced below) and sign a release of all claims of any kind against the Company (signature requested below), and (2) provide the Company the following information:
 - (i) Contest winner’s name, date of birth, and the grade the Contest winner will enter in Fall 2026;
 - (ii) Name, telephone number and email address of parent or legal guardian of the Contest winner;
 - (iii) Name and address of the Contest winner’s school; and
 - (iv) Answer the question: “What is the #1 biggest back to school need for your family in 2026”?
7. **WAIVER:** By participating in the Contest, each Contest winner waives any and all claims of liability of any kind against the Company as set forth below.
8. **PUBLICITY:** By participating in the Contest, where allowed by law, all Contest winners and their parent(s) or legal guardian(s) grant the Company exclusive permission to use their names,

characters, photographs, voices, and likenesses in connection with promotion of this Contest and/or Prize and future contests of a similar nature and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, Contest winners and their parent(s) or legal guardian(s) agree that the Company may disclose personal information obtained from Contest winners in the Contest to third parties and use such information for marketing and other purposes.

9. **MISCELLANEOUS:** The odds of winning depend upon the number of Eligible Students who enter a Participating Store and cannot be determined in advance. The Company reserves the right in its sole and absolute discretion to (i) terminate the Contest at any time without prior notice, or (ii) alter any Contest rules at any time. By entering into the Contest, participants are conclusively deemed to have agreed to be bound by these Terms and Conditions as well as by any rules specific to the Contest.

WAIVER/RELEASE OF ALL CLAIMS: by signing below, the parent or legal guardian of the Contest winner unconditionally agrees to release and forever discharge the Company from any and all claims, liabilities, obligations, promises, agreements, disputes, demands, damages, and/or causes of action of any kind, known or unknown, which the Company or any third party participating in Contest has or ever had or may have in the future against the Company arising out of the Contest. This General Release shall be binding upon the parties and their respective heirs, administrators, personal representatives, executors, successors, and assigns.

Parent or Legal Guardian PRINTED NAME

Signature of Parent or Legal Guardian

Date