KELLEY BLUE BOOK® ROUTE 66 PASSPORT SWEEPSTAKES

OFFICIAL RULES

THIS SWEEPSTAKES IS INTENDED FOR LEGAL RESIDENTS AGED 18 OR OLDER OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA. VOID WHERE PROHIBITED. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT ELIGIBLE AT THE TIME OF ENTRY. NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE.

The Kelley Blue Book® Route 66 Passport Sweepstakes ("Sweepstakes") is sponsored by Kelley Blue Book Co., Inc., 217 Technology Dr., Irvine, CA, 92618 ("Sponsor") and is administered by Twelve Thirty, LLC ("Administrator").

1. SWEEPSTAKES PERIOD: The Sweepstakes begins at 10:00:00 AM Eastern Time ("ET") on November 10, 2026 and ends at 11:59:59 PM ET on November 30, 2026 ("Sweepstakes Period"). The Administrator's computer is the Sweepstakes' official clock.

2. ELIGIBILITY: This Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia, excluding residents of American Samoa, Puerto Rico, Guam, the U.S. Virgin Islands and all other U.S. territories and possessions, who are at least eighteen (18) years old at the time of entry. Employees, officers and directors of Sponsor, Administrator, and any of their respective owners, parent companies, affiliates, subsidiaries, representatives, advertising, promotion and production agencies or agents (collectively, the "Sweepstakes Entities"), as well as their immediate family members (spouse, parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) and persons living in the same household (whether related or not) of any of the above, are not eligible to enter or win. Void where prohibited by law. All federal, state, and local laws apply.

3. HOW TO REGISTER FOR THE SWEEPSTAKES/ACCESS THE ACTIVITY DASHBOARD: Participation in the Sweepstakes requires registration (which is free). During the Sweepstakes Period, eligible participants must visit kbb100roadtrip.com ("Website") and enter their e-mail address. Participants must then complete and submit the registration form with all required information, which may include, but may not be limited to, first and last name, street address (no P.O. Boxes), city, state, ZIP Code, phone number and birthday ("Registration Form"). A participant who has completed and submitted the Registration Form and agreed to these Official Rules ("Entrant") will be granted access to their activity dashboard ("Dashboard") where the available activities (as set forth below) will be displayed. LIMIT ONE (1) REGISTRATION PER PERSON/PER E-MAIL ADDRESS.

REGISTRATION ALONE DOES NOT EARN AN ENTRY. To receive a Sweepstakes Entry, Entrant must complete an Activity (as defined in Section 4).

Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a Sweepstakes Prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. For purposes of the Sweepstakes, an Entrant's residential address and e-mail address will be the physical address and e-mail address submitted on the Registration Form at the time of registration. Entrants will not be allowed to change their physical address or e-mail address on a submitted Registration Form. Use of any automated

system or any like methods to participate in the Sweepstakes is prohibited and will result in disqualification of any Entrant attempting such use.

If it is discovered or suspected that an Entrant has registered or attempted to register for the Sweepstakes more than once using multiple e-mail addresses or multiple identities, all of that Entrant's Sweepstakes Entries (as defined below) will be declared null and void, and any Sweepstakes Prize that Entrant might have been entitled to win will not be awarded and will be revoked. Multiple Entrants are not permitted to share the same e-mail address. In the event of a dispute as to the identity of an Entrant, the authorized account holder of the e-mail address used to register will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an e-mail address by an internet access provider, online service provider, or other organization. Sponsor, at its discretion, may require a potential winner to show proof of being the authorized account holder or forfeit the Sweepstakes Prize. Registrations specifying an invalid, non-working, or inactive e-mail address will be disqualified and ineligible to win. All information or steps required by these Official Rules must be completed and provided to be eligible. Incomplete, illegible, corrupt, or untimely registrations and/or Sweepstakes Entries are void and will be disqualified.

4. HOW TO ENTER THE SWEEPSTAKES: After registering, Entrant may complete the following six (6) activities (each, an "Activity") from the Dashboard during the Sweepstakes Period to receive a Sweepstakes Entry. Activities must be completed in order, from Activity 1 through Activity 6, and may be completed all at one time or on separate days during the Sweepstakes Period. The Website will track Entrant's completion of each Activity step by step. An Entrant must complete an Activity before the next Activity becomes available. Each Activity completed will earn the Entrant one (1) entry into the Sweepstakes (each, a "Sweepstakes Entry"). An Entrant is not required to complete all six (6) Activities in order to receive Sweepstakes Entries; an Entrant will receive one (1) Sweepstakes Entry for each Activity completed, up to a maximum of six (6) Sweepstakes Entries. For example, an Entrant who completes only Activity 1 will receive one (1) Sweepstakes Entry. **LIMIT OF ONE (1) SWEEPSTAKES ENTRY PER ACTIVITY AND SIX (6) TOTAL SWEEPSTAKES ENTRIES PER PERSON/PER E-MAIL ADDRESS DURING THE ENTIRE SWEEPSTAKES PERIOD.**

Activity 1 – Kelley Blue Book History Trivia: From the Dashboard, Entrant must follow the on-screen instructions and answer the multiple-choice Kelley Blue Book trivia question(s) to receive one (1) Sweepstakes Entry. Correct answer not required in order to receive a Sweepstakes Entry.

Activity 2 – Read the Road Trip Advice Article: From the Dashboard, Entrant must click the link provided to read Kelley Blue Book's road trip advice article to receive one (1) Sweepstakes Entry.

Activity 3 – Test Your Kelley Blue Book Knowledge: From the Dashboard, Entrant must follow the on-screen instructions and answer the multiple-choice Kelley Blue Book trivia question(s) to receive one (1) Sweepstakes Entry. Correct answer not required in order to receive a Sweepstakes Entry.

Activity 4 – Read the Best Buy Awards Article: From the Dashboard, Entrant must click the link provided to read Kelley Blue Book's Best Buy Awards article to receive one (1) Sweepstakes Entry.

Activity 5 – Route 66 Trivia: From the Dashboard, Entrant must follow the on-screen instructions and answer the multiple-choice Route 66 trivia question(s) and to receive one (1) Sweepstakes Entry. Correct answer not required in order to receive a Sweepstakes Entry.

Activity 6 – Kelley Blue Book 2026 Milestone Trivia: From the Dashboard, Entrant must and follow the on-screen instructions and answer the multiple-choice Kelley Blue Book 2026 milestone trivia question(s) to receive one (1) Sweepstakes Entry. Correct answer not required in order to receive a Sweepstakes Entry.

Sweepstakes Entries received in excess of the stated limits will be disqualified. Sponsor and Administrator are not responsible for lost, late, incomplete, or misdirected registrations or Sweepstakes Entries, or for Activities that are not recorded for any reason. Sweepstakes Entries become the property of Sponsor and will not be returned.

5. RANDOM DRAWING: On or about December 1, 2026 ("Drawing Day"), the Administrator will select one hundred (100) potential Sweepstakes winners (each, a "Potential Winner") in a random drawing from among all eligible Sweepstakes Entries received during the Sweepstakes Period. If an Entrant is selected more than once, only the first selection will count and the additional selection(s) will be skipped, so that each Potential Winner is a different person. **POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL THE ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND THE ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.**

6. SWEEPSTAKES PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING:

a. **Sweepstakes Prizes (100):** Each Sweepstakes prize is one (1) digital cash card in the amount of $500 USD ("Sweepstakes Prize"). Only one hundred (100) Sweepstakes Prizes will be awarded.

b. **Total ARV:** The ARV of each Sweepstakes Prize is $500. The total ARV of all Sweepstakes Prizes available to be awarded during the Sweepstakes is $50,000.

c. **Odds of Winning:** The odds of winning a Sweepstakes Prize depend on the total number of eligible Sweepstakes Entries received during the Sweepstakes Period.

d. **General Prize Conditions:** There is a limit of one (1) Sweepstakes Prize per Entrant/person during the entire Sweepstakes Period. Use of the digital cash card is subject to the card issuer's additional terms, conditions and limitations. If, due to human or other error, more Sweepstakes Prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, the Sponsor will select the intended number of winners in a random drawing from among all recipients of such notifications.

7. HOW TO CLAIM A PRIZE: Each Potential Winner will be notified by e-mail, sent to the e-mail address submitted on the Registration Form, on or about the Drawing Day ("Notification"). A Potential Winner must respond to the Notification and provide any information or documentation reasonably requested by Sponsor or Administrator to verify eligibility within five (5) business days

after the Notification is sent, or within such other time period specified in the Notification. **A POTENTIAL WINNER IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL THEIR ELIGIBILITY HAS BEEN VERIFIED, AND POTENTIAL WINNER HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.**

Once a Potential Winner has complied with all the conditions herein, and their eligibility has been verified, they will be declared an official "Winner" in the Sweepstakes.

If any selected Potential Winner is disqualified, found to be ineligible, is not in compliance with these Official Rules, fails to timely respond to the Notification, fails to timely provide any requested information or documentation, declines to accept their Sweepstakes Prize, or if any Notification is returned as undeliverable, the applicable Sweepstakes Prize will be forfeited. In the event of forfeiture, Sponsor will select an alternate Potential Winner at random from among the remaining eligible Sweepstakes Entries received during the Sweepstakes Period, subject to applicable law. Sweepstakes Prizes will be delivered by e-mail to the verified Winner's e-mail address approximately eight (8) to ten (10) weeks after the Winner's eligibility has been verified. Sweepstakes Entities shall not be held responsible for any delays in delivering any prize for any reason.

The actual value of any prize awarded may be taxable as income. Each Winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any prize won.

Sponsor will attempt to notify each Potential Winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a Potential Winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any Notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will be forfeited and awarded to an alternate Potential Winner. The right to receive a Sweepstakes Prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a Sweepstakes Prize of equal or greater value in case of unavailability of a Sweepstakes Prize or the occurrence of a force majeure event, at Sponsor's sole and absolute discretion. A Winner is not entitled to any difference between the ARV and the actual value of the Sweepstakes Prize at the time the Sweepstakes Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the Winner's responsibility. Each Sweepstakes Prize will only be awarded to a verified Winner. SWEEPSTAKES PRIZES ARE AWARDED "AS IS" WITH NO WARRANTY OR GUARANTEE, EXPRESS OR IMPLIED.

8. LIMITATION OF LIABILITY AND RELEASE: By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents (collectively, "Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, or undeliverable e-mail notifications, Sweepstakes Prize notifications; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, human or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated

with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Sweepstakes-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting or using a Sweepstakes Prize. The Released Parties shall not be responsible or liable for Sweepstakes Entries that are entered by any automated computer, program, mechanism or device, for any Sweepstakes Entries in excess of the stated limit or for Sweepstakes Entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such Sweepstakes Entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, subject to applicable law, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable, which may include the selection of the winners from among all eligible, non-suspect Sweepstakes Entries received prior to such cancellation, termination, modification or suspension.

By entering the Sweepstakes, each Entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from and against any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including but not limited to any Sweepstakes-related activity or element thereof and the Entrant's Sweepstakes Entries, participation or inability to participate in the Sweepstakes or any aspect thereof, (b) the violation of any third-party privacy, personal, publicity, intellectual, or proprietary rights, (c) typographical, human or printing errors in these Official Rules or any Sweepstakes materials, (d) acceptance, receipt, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Sweepstakes Prize (or any component thereof), (e) any change in the Sweepstakes Prize (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, pandemic or epidemic, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Sweepstakes, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any Sweepstakes Entry (including, without limitation, the Registration Form, registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an Entrant, (j) interruption or inability to access the Sweepstakes, the

Website or any other Sweepstakes-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to Entrant's (or any third person's) equipment used to access the Sweepstakes and/or its contents related to or resulting from any part of the Sweepstakes, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged Sweepstakes Entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed Sweepstakes Prizes (or any element thereof), or (p) negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Sweepstakes, including the Website and Sweepstakes Prize components, 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. Some jurisdictions may not allow the limitations or exclusions of liability for implied warranties, so some of the above limitations or exclusions may not apply to you. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

9. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF ILLINOIS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN COOK COUNTY, ILLINOIS. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

10. PRIVACY: Information collected from and submitted by Entrants in connection with the Sweepstakes shall be subject to Sponsor's privacy policy, which is available at: https://www.kbb.com/legal/privacy-statement/.

11. PUBLICITY RIGHTS: Except where prohibited by law, participation in the Sweepstakes and/or acceptance of a Sweepstakes Prize constitutes Winner's grant to Sponsor and/or Sponsor's designee (which grant shall be confirmed in writing at the request of the Sponsor) the perpetual worldwide right to use their name, biographical information, photos and/or likeness, and verified statements for promotion, trade, commercial, advertising and publicity purposes, in all media now known or hereafter discovered, including live television, social media and the Internet, without further notice, review or approval and without additional compensation.

12. SOCIAL MEDIA PLATFORMS: This Sweepstakes may be advertised on or accessed through one or more social media platforms. However, the Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, Instagram, Meta Platforms, Inc. or any such platform. Entrants agree to comply with all terms and policies governing such platforms in connection with the Sweepstakes, and release Instagram, LLC and Meta Platforms, Inc. from any

and all liability arising out of or related to the Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to Sponsor and not to Instagram.

13. GENERAL: Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any individual found, in their opinion, to be tampering (or attempting to tamper) with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All Sweepstakes Entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict between any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any notifications or promotional materials (including but not limited to print, online and social media advertising and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall govern and prevail.

14. WINNERS LIST: The winners list will be posted after winner confirmation is complete, and available for sixty (60) days thereafter. For a list of the winners, please visit http://winners.twelvethirty.promo/kbb100.

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