

**“An Evening at the Arsht”
Sweepstakes OFFICIAL RULES (“Official Rules”)**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. VOID OUTSIDE FLORIDA AND WHERE PROHIBITED OR RESTRICTED BY LAW. THIS SWEEPSTAKES (DEFINED BELOW) IS INTENDED FOR ENTRY FOR LEGAL RESIDENTS RESIDING WITHIN A SEVENTY-FIVE (75) MILE RADIUS OF THE ADRIENNE ARSHT CENTER FOR THE PERFORMING ARTS IN MIAMI, FL AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND RESIDING IN FLORIDA AT THE TIME OF ENTRY.

DATES OF SWEEPSTAKES: The “An Evening at the Arsht” sweepstakes (the “Sweepstakes”) begins at 12:00:00 a.m. Eastern Time (“ET”) on April 1, 2026 and ends at 11:59:59 p.m. ET on October 20, 2028 (the “Sweepstakes Period”), or earlier per the Sponsor. In the event the Sweepstakes ends earlier, Sponsor will post an update at the Venue (defined below). This Sweepstakes will have thirty (30) entry periods as defined in the “ENTRY PERIODS” section below.

ELIGIBILITY: The Sweepstakes is open only to persons who are legal residents residing within a seventy-five (75) mile radius of The Adrienne Arsht Center for the Performing Arts (the “Venue”, located at 1300 Biscayne Blvd, Miami, FL 33132) and are at least eighteen (18) years of age at time of entry (each, an “Entrant”). Officers, directors, managers and employees of Southern Area Lexus Dealer Advertising Association, Inc. (“Sponsor”), Toyota Motor Sales U.S.A., Inc., Team One, a division of Saatchi & Saatchi North America, LLC (“Team One”), and each of their respective parent companies, subsidiaries, affiliates, and related companies, dealers, dealership associations, advertising and promotion agencies, consultants and agents, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person, and any others engaged in the development, production, execution or distribution of this Sweepstakes are not eligible to participate. Sweepstakes is subject to all federal, state and local laws and regulations. Sweepstakes is void outside Florida and wherever else restricted or prohibited by law. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. Entrants who have previously won a prize in any Toyota Motor Sales U.S.A., Inc., or Lexus sponsored sweepstakes and/or contest in the twelve (12) months prior to the start of the Sweepstakes Period are ineligible to participate in this Sweepstakes. Eligibility will be determined by Sponsor and/or independent administrator in its/their sole discretion.

ENTRY PERIODS: For the purposes of this Sweepstakes, there will be one (1) drawing associated with each Entry Period to select one (1) potential prize winner. Each Entry Period will start on the first day of a calendar month and end on the last day of the calendar month with the exception of October which will run October 1, 2028 to October 20, 2028 (each an “Entry Period”). ***ALL NON-WINNING ELIGIBLE ENTRIES FROM THE PREVIOUS ENTRY PERIODS WILL NOT CARRY OVER TO THE SUBSEQUENT ENTRY PERIOD DRAWINGS.***

There will be a total of thirty (30) drawings to select one (1) potential prize winner per drawing.

HOW TO ENTER: Visit the Venue and scan the QR code found on Sponsor branded advertising materials and complete the entry form in its entirety to receive one (1) entry into the respective Entry Period. Entrant will scan the QR code using a web-enabled wireless device equipped with a QR code reader app (free to download) to be directed to the online form where you would follow the directions to enter. Entrant must complete all the required fields on the online form to be eligible for the respective Entry Period.

Normal Internet access and usage charges imposed by Entrants online service will apply. If Entrant participates from a mobile phone, such activity will be subject to the charges pursuant to their wireless service provider’s rate plan. Entrant further understands that by participating via mobile phone, if they are a potential prize winner, the Sponsor may contact them via mobile phone, which will be subject to the charges pursuant to their wireless service provider’s rate plan. Please consult wireless service provider for more information. Entrants are solely responsible for any related equipment and Internet access charges, if any.

There is a limit of one (1) entry per Entry Period. Any attempt by an Entrant to obtain entries by using multiple/different identities, and/or any other methods will void that Entrant’s entry and that Entrant may be disqualified from the Sweepstakes. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the authorized account holder of the e-mail address corresponding to the entry form (“Authorized Account Holder”). The Authorized Account Holder is defined as the natural person who is assigned to the e-mail address by a wireless service provider, Internet access provider, Internet service provider or other organization (e.g. business, educational, institution, etc.) that is responsible for assigning e-mail addresses. If the Sponsor cannot determine

the identity of the person based upon the information submitted via the entry form, the respective Entrant will be disqualified. No mechanically or programmatically reproduced entries are permitted. Sponsor will not verify receipt of entries for Entrants. All entries submitted become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, misdirected, illegible, or damaged entries. By entering, each Entrant: (a) represents that they are at least eighteen (18) years of age and otherwise eligible to participate in the Sweepstakes; and (b) fully and unconditionally agrees to and accept these Official Rules and the decisions of Sponsor, which are final and legally binding in all respects. Any person who tampers with the entry process in any way will be disqualified.

WINNER SELECTION/NOTIFICATION: Drawings will occur throughout the Sweepstakes on or about five (5) days after the end date of each Entry Period. For example, The drawing date for the first Entry Period running from April 1, 2026 to April 30, 2026 will be on or about May 6, 2026. One (1) potential prize winner (the "Potential Prize Winner") will be selected at random by the Sponsor from among all eligible entries received for that respective Entry Period. Odds of being selected as the Potential Prize Winner are based upon the total number of eligible entries received during the respective Entry Period. The random drawing and determination of the Potential Prize Winner will be conducted by a Sponsor representative whose decisions are based upon their sole discretion of these Official Rules and are final and binding in all respects.

The Potential Prize Winner will be notified by the Sponsor representative by telephone/email following the random drawing (the "Notification"). Sponsor representative will make one (1) attempt to reach a Potential Prize Winner. If the Potential Prize Winner cannot be reached, if they are otherwise ineligible as determined by the Sponsor in their sole discretion, or if they refuse to accept the prize, then Potential Prize Winner will be forfeited and an alternate Potential Prize Winner will be selected from among the remaining non-winning eligible entries received for that respective Entry Period and previous Entry Periods, and they will be notified as outlined above until one (1) Official Prize Winner is determined, time permitting.

To become the Official Prize Winner, the Potential Prize Winner must comply with providing the requested information within the time frame stated in the Notification.

PRIZE: One (1) Prize consisting of (2) tickets to an upcoming event at the Venue will be awarded. Official Prize Winner will able to select the event (subject to availability). Sponsor will determine the seat locations.

The approximate retail value ("ARV") of the prize is up to \$600 (two tickets).

Travel expenses are not included in the prize. Official Prize Winner is solely responsible for all federal, state and local taxes and all other expenses not specifically mentioned herein, including transportation, any additional parking, accommodations, incidental expenses and gratuities. No substitution, transfer or cash redemption of prize is permitted except at the sole discretion of the Sponsors. No responsibility is assumed by the Sponsor for any cancellation or rescheduling of any prize related event in whole or in part. In the event of cancellation or rescheduling no alternate or substitute prize for such cancellation or rescheduling will be awarded. Event may be subject to change due to impracticability or unavailability, or for any other reason as determined necessary by Sponsor or its designee, and are subject to any and all applicable health and safety protocols (which may be dictated by provider/location policies and/or state and/or local government requirements – all of which are subject to change at any time, including as the result of a pandemic). If guest is a minor (based on age of majority in jurisdiction of residence), they must be accompanied by their parent or legal guardian (i.e., the Official Prize Winner). Prize is not transferable and may not be resold. Sponsor reserves the right to substitute a prize of equal or greater value if the prize becomes unavailable due to reasons beyond the control of the Sponsor. No more than the one (1) prize set forth in these Official Rules will be awarded per Entry Period. The difference in value of the prize as stated herein and value at time of notification, if any, will not be awarded. Official Prize Winner is required to comply with any and all applicable federal, state and local laws, rules and regulations. Any taxes imposed on the income of the Official Prize Winner as a result of winning the prize and all other expenses not specifically mentioned herein as part of the prize are solely the responsibility of the Official Prize Winner.

Official Prize Winner hereby grants to Sponsor, Toyota Motor Sales U.S.A., Inc., its advertising agencies, and those acting under their authority, the irrevocable, royalty-free, fully paid up right and license to use their name, likeness (photograph and/or video), biographical information, and voice in advertising/publicity/trade without territorial or time limitations and without compensation, notice or approval; and, Official Prize Winner disclaims any ownership rights of such advertising/publicity/trade material. Sponsor and independent administrator are not responsible for any change of telephone number of Entrants.

THE SWEEPSTAKES AND PRIZE AND MATERIALS PROVIDED ON OR THROUGH THE SWEEPSTAKES AND THE WEBSITE ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LITIGATIONS OR

EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU.

GENERAL CONDITIONS: Should any portion of the Sweepstakes be, in Sponsor's sole discretion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole discretion of the Sponsor, corrupts or impairs the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes in a manner which in its sole discretion is fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted onsite at the Venue. In such event, Sponsor reserves the right to award the prize at random from among the eligible non-suspect 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 these Official Rules or in an unsportsmanlike or disruptive manner. Sponsor reserves the right to disqualify or reject any incomplete, inaccurate or false entry. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH 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 THESE PROVISIONS.**

RELEASE: By participating in this Sweepstakes, Entrants hereby release and hold harmless Sponsor, Toyota Motor Sales, U.S.A., Inc., Team One, a division of Saatchi & Saatchi North America, LLC, and each of their respective officers, directors, managers, employees, parents, subsidiaries, affiliates, agents, members, shareholders, insurers, servants, divisions, predecessors, successors, representatives, dealers, dealer associations, distributors, advertising, promotion, and fulfillment agencies, including the independent administrator, consultants and legal advisors (collectively, the "Released Parties") from prize, including, but not limited to any travel thereto.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (a) unauthorized human intervention in any part of the entry process or the Sweepstakes; (b) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; (c) 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 Sweepstakes; (d) any printing or typographical errors or other incorrect or inaccurate entry information in any Sweepstakes-related materials; (e) stolen, lost, late, misdirected, corrupted, incomplete, or indecipherable entries or the unavailability or inaccessibility of any transmissions, telephone, wireless device carrier networks or Internet Service (as applicable); or (f) technical failures of any kind, including but not limited to the malfunctioning of any computer, mobile device, cable, network, hardware, software (including Entrant's particular wireless device carrier network, if applicable), or the Website. All federal, state and local regulations apply.

ENTRANTS PERSONAL INFORMATION: Sponsor will be collecting and sharing personal data provided by Entrant to be used for marketing purposes in accordance with Sponsor's privacy policy which can be found at <http://www.lexus.com/privacy>.

DISPUTES: Entrant agrees that; (a) any and all disputes, claims, and causes of action arising out of, or connected with, this Sweepstakes (including without limitation, any alleged violation of these Official Rules, any controversy relating to the arbitrability of any dispute, or any claim that these Official Rules (or any part thereof) are invalid, illegal, or otherwise voidable (or void) shall be resolved individually, without resort to any form of class action, and exclusively by arbitration to be held solely in New York, New York under the auspices of the American Arbitration Association and pursuant to its Commercial Dispute Resolution Rules and Procedures; (b) any and all claims, judgments, liabilities, and/or awards shall be limited to actual out-of-pocket costs incurred, including costs associated with Entrant's participation in this Sweepstakes or otherwise accessing this Sweepstakes, and in no event will Entrant be entitled to receive attorneys' fees or other legal costs; and (c) under no circumstances will you be permitted to obtain awards for, and Entrant hereby waives, all rights to claim, punitive, special, incidental, and/or consequential damages and any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** Judgment upon the arbitration award may be entered in any court having jurisdiction thereof. This arbitration provision shall be deemed to be self-executing, and in the event that either party fails to appear at any properly noticed arbitration proceeding, an award may be entered against such party notwithstanding said failure to appear. In no event shall Entrant seek or be entitled to rescission, injunctive, or other equitable relief or to enjoin or restrain the operation of this Sweepstakes, exploitation of any advertising or other materials issued in connection therewith, or exploitation of this Sweepstakes or any content or other material used or displayed on this Sweepstakes. 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 Sweepstakes, 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 (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

WINNER'S LIST: For the name of the Official Prize Winners, please submit a self-addressed, stamped envelope by November 20, 2028 to "TBD" Sweepstakes, PO Box 458, Newark, NY 14513.

OFFICIAL RULES: A copy of these Official Rules may be obtained at the Venue during the Sweepstakes Period.

SPONSOR: Southern Area Lexus Dealer Advertising Association, Inc. c/o Team One, a division of Saatchi & Saatchi North America, LLC with offices at 384 Northyards BLVD. NW, Atlanta, GA 30313.

This Sweepstakes shall not be published without the written permission of the Sponsor.