“Love in Times Square” Contest

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. The odds of winning depend on the number of eligible entries received. The “Love in Times Square” Contest (the “Contest”) is intended for legal residents of United States of America (“USA”) ONLY and shall only be construed and evaluated according to USA law and applicable state law. Do not enter this Contest if you are not a USA resident or otherwise ineligible in accordance with these Official Rules at the time of entry.

SPONSORS/ADMINISTRATOR: The Contest is sponsored by David’s Bridal, Inc., 630 Allendale Road, Suite 250, King of Prussia, Pennsylvania 19406 (“Sponsor”), and Times Square District Management Association, Inc., d/b/a Times Square Alliance (“TSA”) 1560 Broadway, Suite 1001, New York, NY 10036 (“Co-Sponsor” and, together with Sponsor, the “Sponsors”) and administered by American Sweepstakes & Promotion Co., Inc., 300 State St. Suite 402, Rochester, NY 14614 (the “Administrator”).

ELIGIBILITY: The Contest is open to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry (the “Entrants”). Residents of Alaska, Hawaii, Puerto Rico and all other U.S. territories are not eligible. Each Entrant’s partner must also be at least eighteen (18) years of age and otherwise eligible. The Sponsors, the Administrator, Grupo Posadas & Devossion by Live Aqua Cancún, Mexico (“Partner”), Generation Tux, the hotel selected by Sponsor, their respective parent companies, employees, officers, directors, subsidiaries, affiliates, distributors, sales representatives and advertising and promotional agencies, and the officers, directors, agents, and employees of each of the foregoing (collectively, the “Released Parties”), and members of their immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are NOT eligible to participate in this Contest. Non-eligibility or non-compliance with any of these Official Rules will result in disqualification. **Void where prohibited or restricted by law.** (For the avoidance of doubt, any references in these Rules to Entrants shall also include the Entrants who are deemed the Winners (as defined below)).

AGREEMENT TO OFFICIAL RULES: By participating Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Contest. Winning a Prize (defined below) is contingent upon fulfilling all requirements set forth herein.

TIMING: The Submission Period of the Contest will begin at 12:00:01 am EST (“Eastern Standard Time”) on November 17, 2026, and end at 11:59:59 pm EST on December 15, 2026 (“Submission

Period"). The Judging Period of the Contest will begin at 12:00:01 am EST on December 16, 2026, and end at 11:59:59 pm EST on **January 15, 2027** ("Judging Period"). The official time-keeping device for the Contest is the clock of the entry platform identified in these Official Rules.

HOW TO ENTER: During the Submission Period, Entrants can enter the Contest by first posting a video to their own public social media account and tagging both Sponsors social media accounts, @davidsbridal and @timessquarenyc. Video post requirements: In the video Entrants must share their love story and why they want to get married in Times Square. Entrants must tag David's Bridal and Times Square Alliance, and include #loveintimessquare in their post. The video must comply with the content requirements below, and the post must remain public through the end of the Judging Period. Entrants must then visit the Contest registration page, linked at https://www.timessquarenyc.org/things-to-do/love-in-times-square (hosted by TSA) , and provide the following information: first and last name; partner's first and last name; email; phone number; zip code, city and state; gender (optional); love story (500 – word maximum: what makes the relationship special and why Times Square is the perfect place to say "I do"); social media handle; link to entry video; availability to marry in Times Square on February 14, 2027 (Yes/No); how they heard about the contest; accessibility accommodations (Yes/No + description). Entrants must confirm rules and eligibility requirements by checking the corresponding checkbox. A successfully uploaded and compliant social media video post and completed registration form submission will result in one (1) Contest entry. **Limit one (1) entry per Entrant. This Contest is in no way sponsored, endorsed, administered by, or associated with Instagram, Facebook, TikTok or any other social media platform, and Entrants release each platform from any liability arising from the Contest.**

Information submitted on the registration page is collected by TSA and handled under TSA's privacy policy, available at https://www.timessquarenyc.org/legal. Information that TSA shares with Sponsor will be treated according to Sponsor's Privacy Policy, available at https://www.davidsbridal.com/legal/privacy-policy. Sponsor may use Entrants' personal information to administer the Contest and, where an Entrant has opted in, to send marketing communications in accordance with Sponsor's Privacy Policy. By participating, Entrants agree to TSA's and Sponsor's collection and use of their personal information as set out in TSA's privacy policy, Sponsor's Privacy Policy and these Official Rules, and acknowledge that they may unsubscribe from marketing communications at any time.

ENTRY REQUIREMENTS/RESTRICTIONS: In order to be eligible, entries must actually be received through the registration page during the Submission Period. Entries received through the registration page before the start of the Submission Period or after the end of the Submission Period will be discarded and deemed VOID. Those who do not follow all of the instructions or do not abide by these Official Rules or other instructions of Sponsor will be disqualified.

Entrants represent and warrant that their submitted entry is the original work of the Entrant, has not been previously published, has not won previous awards, and does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights

of any person or entity and must have been created in a legal and safe manner. If the entry contains any material or elements that are not owned by the Entrant or provided by the Sponsor, and/or are subject to the rights of third parties, the Entrant is responsible for obtaining, prior to submission of the entry, any and all releases and consents necessary to permit the use and exhibition of the entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness releases for any person who appears in or is identifiable in the entry (collectively, the "Clearances").

By submitting an entry, an Entrant warrants and represents that he/she/they consent(s) to the submission and use of the entry in the Contest. By submitting an entry, each Entrant: 1) irrevocably grants Sponsors a perpetual, royalty-free, worldwide, non-exclusive license throughout the world to use, re-use, copy, publish, republish in whole or in part, edit, add to, modify, and rearrange the entry in whatever media, including, without limitation, to edit, rearrange, and/or copy the entry in connection with the Contest and the advertising and promotion of Sponsors' products, services and events, without further permission, consideration or payment to the Entrant, except where prohibited; 2) warrants and represents that the Entry is entirely the original creation/work of the Entrant and that use of the Entry as described herein will not violate any law or infringe upon the rights, title, claim or interest of any third party; and 3) certify that Entrant is the creator and sole copyright owner of the Entry.

Entries may not contain any image or depiction of the following: (i) materials which include or constitute trademarks, trade names or copyrighted works created or owned by any person or entity other than Entrant or for which the Entrant has not obtained owner's written permission to use (Sponsor's discretion; does not apply to Sponsor's name or products); (ii) materials bearing profanities, or bearing the name or likeness of any celebrity, living or dead; (iii) materials which contain visible identifiable or potentially identifiable information, including but not limited to, phone numbers, website links, street addresses, email addresses or license plate numbers; (iv) inappropriate behavior for a general audience; (v) any depiction of real or simulated sexual acts; (vi) violence in any form; (vi) materials which violate anyone's reasonable privacy expectations, violate any known agreement, or which are defamatory in nature; (viii) materials which are derogatory to Sponsor, or any affiliated entity or person; (ix) materials which are discriminatory based on race, religion, national origin, physical disability, age, sex, or sexual orientation or preference; (x) materials in which any person identifiably appears unless Entrant has obtained an appropriate written release from such person granting all rights required herein; and, (xi) materials which do not comply with all other requirements in these Official Rules; (xi) materials which depict minor children who are less than eighteen (18) years at the time of entry. Entries that do not conform to these guidelines will be disqualified. Sponsor reserves the right to reject or disqualify any entry which Sponsor, in its sole and absolute discretion, determines to be inconsistent with the letter or spirit of the Official Rules or potentially damaging to its, the Contest's, or another's image or reputation.

GENERAL CONDITIONS: If for any reason the operation or administration of this Contest is impaired or incapable of running as planned for any reason, including but not limited to: (a) infection by computer virus, bugs, (b) tampering, unauthorized intervention, (c) fraud, (d)

technical failures, or (e) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion, to (i) disqualify any individual who tampers with the entry process, and/or (ii) cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award the Prizes (defined below) using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest or Sponsor's Website; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND 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.

Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Contest, Entrants agree to release and hold harmless the Released Parties from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) any technical errors that may prevent an Entrant from submitting an entry; (b) unauthorized human intervention in the Contest; (c) printing errors; (d) errors in the administration of the Contest or the processing of entries; or (e) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest or receipt of a Prize (defined below). Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Contest or downloading any materials in this Contest. Entrants further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no

event shall the Released Parties be liable for attorney fees. Entrants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Entrants also release the City of New York and its officials, officers, employees and agents from any claim arising out of the Contest.

Except as expressly provided above, IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS CONTEST OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF A PRIZE.

By participating, Entrants release and agree to hold harmless the Released Parties from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Contest or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of a Prize. Released Parties are not liable in the event that any portion of the Contest is cancelled due to weather, fire, strike, acts of war or terrorism, pandemic, or any other condition beyond their control. Each Entrant also agrees to defend, indemnify and hold harmless the Released Parties and the City of New York from and against any and all claims, demands, losses, suits and expenses arising out of the Entrant's actions or negligence in connection with the Contest or Love in Times Square on February 14, 2027.

EACH ENTRANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE USA ARE HEREBY EXPRESSLY WAIVED BY HIM/HER. SECTION 1542 READS AS FOLLOWS:

"A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."

WINNER DETERMINATION/NOTIFICATION: During the Judging Period, each entry will be reviewed by the Times Square Alliance, which Sponsor has appointed to act as judge for the Contest (the "Judge"). Each entry will be judged based on the clear relationship between the submission and the following criteria, which are listed in order of importance:

Criteria

Relationship story: what makes the couple's relationship special (emotional impact, originality)

Connection to Times Square: why Times Square is the place for them to say "I do"

Willingness to take part in the public parts of the event: exchanging vows in a public space, press interviews, etc.

Completeness of the application

Tie-breaker: if two entries tie, the higher Relationship Story score wins.

One (1) potential Grand Prize Winner and one (1) potential First Prize Winner will be selected based on the Judge's scoring. All decisions of the Sponsor (and the Judge) are final and binding. The potential Winners will be contacted by the Sponsor or Administrator by phone and/or email. Potential Winners will be notified between on or about December 22, 2026 and on or about January 15, 2027. Up to two (2) alternate winners may be selected in order of score. During the Judging Period, TSA or Sponsor may contact Entrants by email or phone to request follow-up information.

PRIZES: There will be up to **one (1) Grand Prize** and **one (1) First Prize** available. The ***Grand Prize Winner*** ("Winner"), upon the Administrator's confirmation of eligibility, will receive a prize package inclusive of the following:

- Wedding ceremony in Times Square on February 14, 2027 (provided by TSA) – no ARV ("Approximate Retail Value") declared (public space)
- Wedding dress from David's Bridal – ARV $2,500
- Tuxedo for the groom from Generation Tux – ARV $275
- New York hotel stay: two-night stay at a five-star hotel selected by Sponsor in New York City near Times Square over Valentine's Day weekend (February 2027) –ARV $2,000
- Honeymoon: 3-night / 4-day stay for two (2) guests at the Live Aqua Cancún (Cancún, Mexico), provided by Grupo Posadas – ARV $5,000
- Not included: airfare/travel to Cancún, transportation, tours, spa, salon, gift shop, laundry, phone calls and other personal/incidental expenses. Meals/drinks are included (resort is all-inclusive).
- Not included: travel to/from New York, marriage license fees, ground transportation, meals, gratuities, alterations and any other expenses. Two dresses or two tuxedos may be substituted at Sponsor's discretion, up to the same total value.

(collectively, the "Prize" or "Grand Prize")

The ARV of the total Grand Prize package is $9,775.

The ***First Prize Winner*** (also "Winner"), upon the Administrator's confirmation of eligibility, will receive a prize package inclusive of the following:

- Wedding ceremony in Times Square on February 14, 2027 (provided by TSA) – no ARV declared (public space; see Total prize value)
- Wedding dress from David's Bridal – ARV $2,500
- Tuxedo for the groom from Generation Tux – ARV $275
- Not included: travel to/from New York, New York hotel/lodging for the First Prize couple, marriage license fees, ground transportation, meals, gratuities, alterations and any other expenses. Two dresses or two tuxedos may be substituted at Sponsor's discretion, up to the same total value.

(collectively the “Prize” or “First Prize”). First Prize ARV - $2,775.

Total Prize Pool - $12,550. The value of the Prizes set forth above represents Sponsor’s good faith determinations of the ARV thereof and such determinations are final and binding and cannot be appealed. If the actual value of a Prize is lower than the stated ARV when a Prize is procured and fulfilled, then the difference will not be awarded. All other expenses associated with Prize acceptance or usage, INCLUDING TRAVEL (AIRFARE) TO AND FROM NEW YORK, not specifically mentioned herein are the responsibility of the Winners. **NOTE: Substitution, assignment or transfer of a Prize is not permitted, except by Sponsor, who reserves the right to substitute a Prize or any Prize component with another of equal or greater value.**

The Winners must follow all New York State laws to secure a marriage license and must provide at least 2 witnesses on the day of the ceremony. Information on getting married in New York State is available here: https://www.health.ny.gov/publications/4210/

PRIZE CONDITIONS: By accepting a Prize, the Winners agree to release and hold harmless the Released Parties from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any component in their Prize. The Winners will be responsible for all local, state, and federal taxes associated with the receipt of their Prize. If a Prize or Prize notification is returned as unclaimed or undeliverable to the potential Prize Winner, if a potential Prize Winner cannot be reached or does not reply as instructed within three (3) days from the first notification attempt, or if a potential Prize Winner fails to sign and return, within five (5) days of notification, an Affidavit of Eligibility and Liability and Publicity Release (signed by the Winner and the Winner’s partner) and, for the Winner, an IRS Form W-9, or if a potential Prize Winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor’s sole discretion, an alternate Prize Winner may be selected based on the Judge’s scoring. Winners must be available on February 14, 2027. The wedding ceremony will take place on February 14, 2027, rain or shine, unless it is cancelled by TSA or a governmental authority for public safety reasons or other events beyond the control of the Sponsors, in which case no substitute will be provided for the ceremony or for any hotel or honeymoon component of the Prize, and the remaining components of the Prize will be unaffected.

By accepting a Prize, where permitted by law, the Winners grant to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor’s request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time their full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. The Winners also acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to their Prize.

DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Entrants, Administrator, and Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the state of Pennsylvania, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's or jurisdiction's laws. By participating in the Contest, Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, shall be resolved individually without resort to any form of class action; (ii) any judicial proceeding shall take place in a court within the state of Pennsylvania; (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event will attorney fees be awarded or recoverable; (iv) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to seek, punitive, incidental, exemplary, consequential, special damages, lost profits, other damages, and/or any rights to have damages multiplied or otherwise increased; and (v) Entrant's remedies are limited to a claim for money damages (if any) and he/she/they waives any right to seek injunctive or equitable relief. **JURY TRIAL WAIVER: IF A DISPUTE PROCEEDS IN COURT, ENTRANT AND SPONSOR EACH WAIVE ANY RIGHT TO A TRIAL BY JURY.**

SEVERABILITY: The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, the other provisions will remain in effect and will be construed as if the invalid or unenforceable provision were not contained herein.

MISCELLANEOUS: These Official Rules contain the full and complete understanding with respect to the Contest and supersede all prior and contemporaneous agreements, representations, and understandings, whether oral or written. The headings herein are for convenience only, do not constitute a part of these Official Rules, and shall not be deemed to limit or affect any of the provisions hereof. No amendment to, or waiver of, any provision of these Official Rules shall be effective unless in writing and signed by both Sponsor and Administrator. The waiver by Sponsor or Administrator of any provision of these Official Rules shall not constitute a waiver of any other provision herein. The rights and obligations hereunder may not be assigned by Entrants, whether by operation of law or otherwise, without the prior written consent of Sponsor, and any attempted assignment in violation of the foregoing shall be null and void. These Official Rules shall be binding upon, and inure to the benefit of, the permitted successors and assigns of Sponsor, Administrator, and Entrant.

WINNERS LIST REQUEST: To request confirmation of the first name, last initial, city, and state of each Winner, please send a self-addressed, stamped business size envelope, by February 1, 2027, to: ASC/DBI/TSA Love in Times Square Contest Winners List Request, 300 State St., Suite 402, Rochester, NY 14614. The Official Rules are available on the registration page during the Submission Period. For a printed copy, send a self-addressed, stamped envelope by February 1, 2027 to the same address.