

Culvers Swish Swish Dish Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Promotion Overview:

This Promotion includes an “Instant Win Reveal” and a “Sweepstakes” that each offer a chance to win prizes. In addition, entrants may optionally participate in the interactive “Swish Swish Dish Catch” game, which is for entertainment purposes only and does not offer a prize.

Eligibility:

Culvers Swish Swish Dish Sweepstakes (the “Promotion”) is open only to legal residents of Alabama, Arkansas, Arizona, Colorado, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, North Carolina, Nebraska, North Dakota, Ohio, South Carolina, South Dakota, Tennessee, Texas, Utah, Wisconsin, and Wyoming who are at least 18 years old at the time of entry. To receive a Grand Prize, entrant must be able to submit a valid IRS Form W-9. Employees of Culver Franchising System, LLC (“Sponsor”), Merkle Inc. (“Administrator”), and Hiebing (“Marketing Agency”), and their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation in the Promotion constitutes entrant’s full and unconditional agreement to these Official Rules. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Promotion. Receiving a prize is contingent upon fulfilling all requirements set forth herein.

In the event there is a discrepancy or inconsistency between any statements contained in any Promotion-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site (defined below in the How to Enter section), the Official Rules as posted on the Promotion Site shall prevail, govern and control.

Entrants agree that they may not use or attempt to use any method to obtain more than the stated number of permissible entries or Instant Win Reveal plays using robotic, automatic, programmed or any other means, including but not limited to using multiple/different email addresses, identities, registrations

and logins or any other methods. Violation of these requirements or any other aspect of these Official Rules will void all Sweepstakes entries and Instant Win Reveal plays for the person(s) responsible for such action and result in their disqualification from the Promotion. Sponsor reserves the right to end the Promotion without awarding any or all of the prizes if Sponsor believes, in its discretion, that entrants or other third parties are attempting to compromise the integrity of the Promotion and/or selection of winners.

Sponsor/Administrator:

Sponsor: Culver Franchising System, LLC, 1240 Water St., Prairie du Sac, WI 53578. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Promotion begins on March 9, 2026 at 12:00 a.m. Central Time (“CT”) and ends on April 5, 2026 at 11:59 p.m. CT (the "Promotion Period"). The Sweepstakes portion of the Promotion consists of 4 weekly entry periods (each a “Weekly Entry Period”) and a grand prize entry period (“Grand Prize Entry Period”). The Grand Prize Entry Period coincides with the Promotion Period. Administrator’s servers are the official time-keeping devices for the Promotion.

Entry Period	Starts at 12:00 a.m. CT	Ends at 11:59 p.m. CT	Approximate Drawing Date
Week 1	March 9, 2026	March 16, 2026	March 17, 2026
Week 2	March 17, 2026	March 23, 2026	March 24, 2026
Week 3	March 24, 2026	March 30, 2026	March 31, 2026
Week 4	March 31, 2026	April 5, 2026	April 6, 2026
Grand Prize	March 9, 2026	April 5, 2026	April 6, 2026

How to Enter:

During the Promotion Period, visit <https://www.swishdishesweeps.com> (“Promotion Site”) and follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), email address and home address (P.O. Boxes are not permitted). You will receive 1 Sweepstakes entry into the applicable Weekly Entry Period drawing and 1 Sweepstakes

entry into the Grand Prize Entry Period drawing. To enter a Weekly Entry or Grand Prize Entry, complete and submit the entry form as instructed on the entry form.

Next, you may follow the instructions to play the Swish Swish Dish Catch game** or click the skip link to initiate the Instant Win Reveal for a chance to win an Instant Win Reveal Prize. The Swish Swish Dish Catch game is for fun only and your game score will have no impact on your chances of winning a prize or the results of the Instant Win Reveal. There is no limit to the number of times you may play the Swish Swish Dish Catch game.

Once the Swish Swish Dish Catch game ends or once you click the skip link, the results of the Instant Win Reveal will be displayed. Potential winners of the Instant Win Reveal will be provided instructions on how to claim their prize. Only potential winners who timely complete prize claim requirements and/or are verified as eligible, will be awarded a prize.

****Optional Swish Swish Dish Catch information:** The Swish Swish Dish Catch is presented by Administrator's Game Engine partner for your entertainment. When you initiate a game, you are agreeing to the Game Engine partner's [User Terms](#). The Game Engine partner will automatically place a necessary cookie in the form of a token on your web browser solely for the purpose of collecting relevant information about your game play, as set forth in the [Cookie Policy](#). *If you prefer not to allow the Game Engine partner cookie or if you don't accept the User Terms, skip this game.* The information collected by the Game Engine partner concerning your game play will be managed according the Game Engine's [privacy policy](#), which is separate from the Sponsor's policy that governs this promotion.

Entry Limits:

You may receive 1 Sweepstakes entry and 1 Instant Win Reveal play (per day) during the Promotion Period. Entrants are not permitted to share the same email address with any other entrant. Multiple entries using the same email address will be rejected. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for the Promotion. If any additional information provided by entrant is inconsistent with the information provided at registration, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

Operation of Sweepstakes and Instant Win Reveal:

Administrator is an independent organization whose decisions as to the administration and operation of the Promotion, including the selection of potential winners, are final and binding in all matters related to the Promotion.

Sweepstakes:

Administrator will randomly select the potential Sweepstakes winners from all entries received during the applicable Entry Period, on or around the dates listed in the Timing Section above. Non-winning Weekly Entry Period entries will automatically carry over to any subsequent Weekly Entry Period. The odds of winning a prize depend on the total number of entries received during the applicable Entry Period.

Instant Win Reveal:

There will be 1,900 random, computer-generated winning times seeded throughout the Promotion Period, one for each Instant Win Reveal prize offered. If you are the first player to play the Instant Win Reveal at or after one of the randomly-seeded times, you will be a potential instant winner of the prize indicated, subject to verification of potential winner's eligibility and the household prize limitations. Only the first eligible entrant from a household to receive an on-screen notification of winning an Instant Win prize will be eligible to win the applicable prize. Instant Win Reveal prizes are limited to one eligible person or household. The odds of winning an Instant Win prize depend on the date/time of entrant's game play, the number of prizes remaining available at the time of the game play, and the number of Instant Win Reveal plays received. The number of prizes available to be won will diminish as they are awarded.

Potential Winners Subject to Verification:

All potential winners are subject to verification by Sponsor and Administrator. **An entrant is not a winner of any prize, even if the Instant Win Reveal or Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete.** Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Instant Win Reveal play that occurs after the system has failed for any reason is deemed a defective play, is void and will not be honored.

Winner Requirements:

Potential Grand Prize winners (or parent/legal guardian if winner is a minor in their state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a

Publicity Release ("Declaration") and an IRS Form W-9 which must be received by Administrator within 5 calendar days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of any prize valued at \$25 or more is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only 3 alternate drawings will be held, after which the prize will remain un-awarded. Unclaimed prizes valued at \$25 or less will not be awarded.

Prizes

Sweepstakes Prizes: Quantity, Description and Approximate Retail Value ("ARV"):

- **4 Grand Prizes:** Each winner will receive a \$2,500 check. ARV: \$2,500.00.
- **4 Weekly Prizes:** For each Weekly Entry Period, 1 winner will receive a \$500 prepaid card. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card. ARV: \$500.00.

Instant Win Reveal Prizes: Quantity, Description and ARV:

Prize Description	Quantity	ARV
\$10 Culvers gift card	200	\$10.00
A coupon good for free chicken sandwich	200	\$6.19
A coupon good for a free Cheese Curd	500	\$4.29
A coupon good for a free One-Scoop Fresh Frozen Custard	500	\$2.79
A coupon good for a free Regular Crinkle Cut Fry	500	\$2.69

Total ARV of all prizes:

The total ARV of all available prizes in the Promotion is \$20,123.00.

Additional Prize Terms:

Terms and conditions of gift cards and coupons apply. Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize

become unavailable. In this case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Winners of a prize equal to or greater than 2,000 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes 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. Prizes will be fulfilled approximately 8-10 weeks after conclusion of the Promotion. Limit of 1 Sweepstakes Prize and 1 Instant Win Prize per household.

Release:

By receipt of any prize, winners agree to release and hold harmless Sponsor, , Administrator and Marketing Agency, and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Promotion constitutes each winner's consent and grant to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, entry, social handle and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud;
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Promotion; or
- Any event or cause beyond Sponsor's control (e.g., events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Promotion, as determined by Sponsor in its sole discretion.
- Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award all remaining Sweepstakes prizes by conducting a random drawing from among all eligible entries received up to the date of the Issue; and/or modify the prizes offered.

Sponsor's Right to Disqualify Entrants:

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 Promotion, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be 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 that provision.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent than the number of prizes offered in these Official Rules, Administrator and Sponsor reserve the right to award only the stated number of prizes through a random drawing from among those entrants who were notified, confirmed to be eligible and where applicable, took the required action to claim the prize.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Promotion;

- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Promotion, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrants sole remedy is to take the required actions to receive another entry(s) in the Promotion, if it is possible; or
- 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 Promotion or to the receipt, use, inability to use or misuse of any prize.

Disputes:

- Except where prohibited, entrant agrees that:
- Any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of Wisconsin or the appropriate Wisconsin State Court located in Dane or Sauk County, Wisconsin;
- Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and
- Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

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 Promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

Severability:

If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then:

- The validity, legality and enforceability of such provision as applied to any other particular facts or circumstances and the other provisions of these Official Rules shall not in any way be affected or impaired thereby; and
- Such provision shall be enforced to the maximum extent possible.

In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it so as to be enforceable to the extent compatible with applicable law.

Entrant's Personal Information:

Entrant's Personal Information: Information collected from entrants is subject to the [Sponsor's Privacy Policy](#), with the exception of the information collected while playing the optional Swish Swish Dish Catch as described in the "Optional Swish Swish Dish Catch information" section.

Winner List:

See this [winner list](#) for the Promotion winners. The winner list will be posted after winner list is complete.

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