

**Built by You Contest
Official Rules**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

BY ENTERING (OR OTHERWISE PARTICIPATING IN) THE CONTEST, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE CONTEST PARTIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **ELIGIBILITY:** Built by You Contest (“Contest”) is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age or older as of the date of entry. Employees, officers and directors of Kubota Tractor Corporation (“Sponsor”), Realtime Media LLC (“Administrator”), BBDO, and their respective parent companies, dealers, affiliates, subsidiaries, advertising, contest, fulfillment and marketing agencies (collectively, the “Contest Parties”), their immediate family members and those living in the same household as such individuals (whether legally related or not), are not eligible to participate in the Contest or win a prize. For purposes of this Contest, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren and their respective spouses, and those living in the same household shall mean people who share the same residence at least three (3) months a year, whether legally related or not. Void where prohibited by law. All federal, state, and local laws and regulations apply. By participating in the Contest, you unconditionally accept and agree to comply with and abide by these “Official Rules” and the decisions of Sponsor, including the interpretation of these Official Rules, administration of the Contest, selection of the winning Entries, and Sponsor’s exercise of discretion, which will be final, non-appealable, and binding in all respects.
2. **TIMING:** The Contest includes two (2) periods:
 - An “Entry Period” which begins at or about 12:00 p.m. (noon) Central Time (“CT”) on June 1, 2026, and ends at 11:59 a.m. CT on August 24, 2026. During the Entry Period, eligible entrants may submit a Video as further described below.
 - A “Judging Period” which begins on August 24, 2026 and end on or about August 30, 2026 to determine the Contest winners. During the Judging Period a panel of judges will review all entries and assign each a score based on criteria set forth below.

Winners will be announced upon winner verification, which is expected to be on or around September 14, 2026. The Entry Period, Judging Period, and winner announcement are collectively referred to herein as the “Contest Period”. The designated computer clock of the Sponsor is the official time-keeping device in the Contest.

3. **HOW TO ENTER THE CONTEST:** During the Entry Period, visit <https://KubotaBuiltByYou.com> (“Website”) and complete and submit an official entry form, including your name, complete street address (no P.O. Boxes), and email address. Then, follow the instructions to upload an original video up to sixty seconds (:60) in length in one of the following formats: MPG, MP4, MOV, WMV, AVI that illustrates how you “Live The Kubota Life” (the “Video”). By successfully submitting an entry form and Video (collectively, your “Entry”), you will be entered in this Contest. Incomplete entries are void. All Entries must follow the technical, creative, and legal requirements disclosed on the Website and elsewhere in these Official Rules, including, without limitation, the Entry Guidelines and Safety Protocols (see below).

Your Video should feature Kubota products; however, you do not have to be the owner of such products shown in the Video (for example, you may create a Video of you interacting with Kubota products out

in the community). Please ensure your Video demonstrates appropriate safety and proper usage of any and all machinery, and your Video must follow the rules for demonstrations of products, as discussed in Entry Requirements and Safety Protocol. You must use products safely and in compliance with all owner's manual and use instructions. **Any Video depicting unsafe practices or use of a Kubota product in a method that is outside of its intended use will be immediate disqualified from the Contest.**

Entrant must have approval from any persons (parent/legal guardian of any minor[s]) appearing in the Entry and any person(s) who recorded the Entry, if that person is not the entrant, and be able to provide express written consent for every such person appearing or heard in the Entry to Sponsor and/or Administrator if requested.

The Contest Parties are not responsible for technical difficulties of any kind, or for false, incorrect, changed, incomplete or illegible contact information.

LIMIT: One (1) Entry per person. Attempts made by the same entrant to submit more than one (1) Entry by using multiple or false contact information, accounts or otherwise may result in disqualification. Entries generated by artificial intelligence, script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are in excess of the stated limit, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Contest at Sponsor's sole and absolute discretion. Those who do not provide the required information in their entry form, include a Video, and/or abide by these Official Rules or other instructions of Sponsor may be disqualified. Entries submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. In the event of a dispute over the identity of an entrant, Entry will be deemed submitted by the registered account holder of the email address associated with the Entry for the domain associated with the submitted address, provided that person is eligible. Any potential winner may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who submitted an Entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

Non-winning Entries submitted into this Contest are also automatically entered into the Sponsor's separate Built By You Second Chance Sweepstakes (the "Sweepstakes"), subject to separate Official Rules, available at: <https://www.kubotausa.com/uploads/2026/05/Built-By-You-Second-Chance-Sweepstakes-Official-Rules.pdf>.

4. ENTRY REQUIREMENTS AND SAFETY PROTOCOLS: Entries must comply with the following:

- Must be in the English language.
- If your Video depicts a project, it must be a real project and everything shown needs to be a true depiction of the Kubota performing the project (no modifications, enhancements on Kubota products, including using artificial intelligence, etc.).
- Kubota products shown must be equipped with standard Kubota equipment, any optional equipment must be disclosed (of any manufacturer).
- Any attributes referenced in your Video must be true attributes of Kubota tractors with support and substantiation for any claims.
- You must not edit the video to change performance or actual depiction of Kubota performing a depicted project, including by artificial intelligence (if any).
- You must have approval from any persons (parent/legal guardian of any minor[s]) appearing in the Entry and any person(s) who recorded the Entry, if that person is not the entrant, and be able to provide express written consent for every such person appearing or heard in the Entry to Sponsor and/or Administrator if requested. Further, if any minors

are included in a Video, they must be shown a reasonable distance away if the featured Kubota product is in operation.

- Your Video must not include material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, including copyright infringement, or legal or moral rights of any third party, living or deceased.
- Your Entry must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest.
- Your Entry must not include any sensitive personally identifiable information, beyond the information collected on the entry form.
- Your Video must be your original work and must not contain images or artwork, music, quotes, parodies or other materials not personally created.
- You must not prominently feature brand names, logos or trademarks other than Sponsor's trademarks in any other element of the Video, which Sponsor has granted you, with respect to the Sponsor's trademarks, a limited, non-exclusive, royalty-free, revocable license to use for purposes of this Contest. Sponsor reserves the right to ask you to create a new Video, edit it, or blur out logos/trademarks in the Video.
- Your Video must not contain, facilitate, reference, or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous.
- Your Video cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contain nudity or any materially dangerous activity.
- Your Video must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
 - gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
 - the use of firearms/weapons/ammunition, any illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of alcohol or tobacco products;
 - taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government.
- Your Entry must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way.
- Your Entry must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age.
- Your Entry must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the entry was created.

Further, your Video must be consistent with the following "Safety Protocols":

- Seatbelts must be visible and used as required.
- The maximum number of riders must be equal to the number of available seatbelts for the featured model.
- While operating any machinery, both hands must be on controls (i.e. both on steering wheel, steering wheel and loader joystick, etc.).
- You must be wearing eye protection if mowing or operating an implement with chance of flying debris (this is not necessary for a cab model).
- You must be wearing hearing protection for mowing or "high noise" conditions.
- If applicable, you must show your Kubota product driving/operating at reasonable speeds.
- You must maintain appropriate low loader/bucket height while traveling.
- If there is no one in the operator seat, all attachments must be on the ground.

- No children are permitted to be in close proximity while machine is operating. All bystanders, regardless of age, must be at a reasonable distance away from machine operation.
- Any individual shown in a Video operating a Kubota product must be at least eighteen (18) years of age and not under the influence of drugs or alcohol.
- All depictions of product use must be consistent with all owner's manual and use instructions.

By submitting an Entry, you represent and warrant that your Entry is original to you, that the Entry has not been previously published, has not won previous awards and that neither it nor its contents infringe upon or violate the rights of any third party, including any copyrights, trademarks, rights of privacy, publicity or other intellectual property. By submitting an Entry, you warrant and represent that you consent to the submission and use of the Entry in the Contest, to its publication on social media if selected as a winner in this Contest, and to its use as otherwise set forth herein.

By submitting an Entry, you acknowledge and agree that Sponsor may receive other Entries under this Contest that may be similar or identical to the Entry submitted by you, and you waive any and all claims you may have had, may have, and/or may have in the future, that any other Entry reviewed and/or used by Sponsor may be similar to your Entry and you understand that you will not be entitled to any compensation because of Sponsor's use of such other similar or identical material.

5. JUDGING PERIOD: During the Judging Period, a panel of qualified judges determined by Sponsor, in its sole discretion, will score each eligible Entry up to the maximum number of points allowed. Judging will be based on the following criteria:

- 50% - Content Delivery (overall quality and presentation of the Kubota product)
- 25% - Creativity
- 25% - Storytelling

The five (5) Entries with the highest judges' scores will each be deemed a potential winner of the Contest. All potential winners are subject to verification and compliance with these Official Rules as determined by the Sponsor and outlined below. In the event there are any ties, the tied Entries will be compared, and the Entry with the highest judges' score in Storytelling shall prevail. In the event a tie still remains, the tied Entries shall be reviewed by an additional tie-breaking judge, based on the criteria above, and the Entry with the highest overall score from the tie-breaking judge shall prevail. If any Entry (or the entrant who submitted it) is found to be ineligible or does not comply with these Official Rules, the Entry will be disqualified and the Entry with the next-highest score will be named a potential winner. Administrator's, Judges', and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the winners.

Sponsor reserves the right not to choose fewer than five (5) potential winners if, in its sole discretion, it does not receive a sufficient number or quality of eligible and qualified Entries.

No more than the stated number of prizes will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of prizes set forth in these Official Rules, the winner(s) of the advertised number of prizes may be selected by using the judging process outlined above among any entrant making purportedly valid claims for such prize(s). Inclusion in such process shall be each entrant's sole and exclusive remedy under such circumstances.

6. WINNER NOTIFICATION/PRIZE CLAIMING: The potential winners will be notified via email using the information provided on the entry form in a commercially reasonable time after the Judging Period. The Contest Parties are not responsible for and shall not be liable for incorrect, changed, or illegible contact information or for electronic communications that are undeliverable as a result of any form of active or passive filtering, or insufficient space in entrant's email or other account to receive messages. Contest Parties are not responsible for late, lost, intercepted, misdirected, or unsuccessful efforts to notify any

potential winner. Notification is deemed to have occurred immediately upon the sending of an email. If a potential winner cannot be contacted within a reasonable time period, if a potential winner is ineligible, if any notification is returned undeliverable, or if a potential winner otherwise fails to fully comply with these Official Rules, such potential winner will forfeit the prize and an alternate winner may be selected. As part of the winner notification process, each potential winner will be required to complete and return a prize redemption form ("Redemption Form") as well as sign and return a declaration of eligibility/release of liability/prize acceptance agreement ("Declaration"), within three (3) days of date of notification, as a condition of receiving a prize. If any potential winner fails or refuses to complete and return the Redemption Form or Declaration within the required time period, or if the Redemption Form and/or Declaration is returned as rejected, faulty, unclaimed or returned as undeliverable to a potential winner, and/or the potential winner is otherwise noncompliant, the potential winner will be disqualified. If a potential winner is disqualified, an alternate winner will be selected using the judging process set forth above, up to three (3) alternates, after which the applicable prize will remain un-awarded. A potential winner becomes a "winner" only after verification of eligibility by Sponsor.

In the event a selected winner is a resident of Alabama or Nebraska and under the age of nineteen (19), a parent or legal guardian may be required to also sign the Declaration in order for such winner to be qualified to receive the prize.

7. PRIZES/PRIZE RESTRICTIONS: The prizes to be awarded in this Contest are:

Five (5) Prizes: Each winner will be asked to rank their preference of the following five (5) prize options. Sponsor and Administrator will have sole discretion on which prize type goes to each winner based on the ranked preference and the timestamp of the receipt of the returned Declaration. Sponsor will attempt to accommodate a winner's preferred prize, but all specifics thereof will be at Sponsor's discretion. Before finalizing each winner, Administrator will contact such winner to confirm the prize (if it is not the first-ranked preference) to be awarded and the winner will have the opportunity to decline the prize.

One (1) of each of the following five (5) prizes is available:

- **Professional Bull Riders (PBR) Weekend:** a four (4) day/three (3) night trip for the winner and one (1) guest to Las Vegas, Nevada to attend the PBR Team Series Championship from November 6 – 8, 2026. Trip includes: round-trip coach class air transportation for the winner and guest from a major commercial airport near the winner's residence (as determined by Sponsor) to Las Vegas, NV; three (3) nights standard hotel accommodation (single room/double occupancy); ground transportation between the airport and hotel while in Las Vegas, NV; two (2) P1 tickets (for use exclusively by the winner and guest); a VIP Tour; and Six Hundred Dollars and 00/100 (\$600.00 USD) made payable to the winner for meals and other travel expenses. The approximate retail value ("ARV") of the PBR Weekend prize is \$5,075.
- **Trackhouse Racing Experience:** a four (4) day/three (3) night trip for the winner and one (1) guest to Miami, Florida to attend the NASCAR Cup Series Championship from November 6 – 8, 2026. Trip includes: round-trip coach class air transportation for the winner and guest from a major commercial airport near the winner's residence (as determined by Sponsor) to Miami, FL; three (3) nights standard hotel accommodation (single room/double occupancy); ground transportation between the airport and hotel while in Miami, FL; two (2) VIP Credentials (for use exclusively by the winner and guest); and Six Hundred Dollars and 00/100 (\$600.00 USD) made payable to the winner for meals and other travel expenses. The ARV of the Trackhouse Racing Experience prize is \$3,875.
- **American Rally Association (ARA) Excursion Weekend:** a five (5) day/four (4) night trip for the winner and one (1) guest to Shelton, Washington to attend the Kubota Olympus Rally in April 2027. Trip includes: round-trip coach class air transportation for the winner and guest from a major commercial airport near the winner's residence (as determined by Sponsor) to Seattle, WA; four (4) nights standard hotel accommodation (single room/double occupancy); ground transportation between the airport and hotel while in Washington; an Olympus Rally VIP experience for the winner and guest; a meet and greet opportunity (subject to availability); a VIP guided tour for winner and guest with rally sherpas, and Six Hundred Dollars and 00/100 (\$600.00 USD) made payable to the

winner for meals and other travel expenses. The ARV of the ARA Excursion Weekend prize is \$5,875.

- **Talent In Kubota Spot:** a four (4) day/three (3) night trip for the winner and one (1) guest to a Sponsor-selected destination in 2027 to participate in the filming of a Kubota commercial. Trip includes: round-trip coach class air transportation for the winner and guest from a major commercial airport near the winner's residence (as determined by Sponsor) the destination; three (3) nights standard hotel accommodation (single room/double occupancy); ground transportation between the airport and hotel while in the destination; the opportunity for the winner to appear in a Kubota commercial; and Six Hundred Dollars and 00/100 (\$600.00 USD) made payable to the winner for meals and other travel expenses. The ARV of the Talent In Kubota Spot prize is \$3,875. The opportunity to appear in a Kubota commercial has no retail value, and no further compensation will be provided to the winner for their appearance. Additional releases and filming agreements will be required by Sponsor during the commercial shoot.
- **Free Kubota Maintenance Parts for a Year:** awarded as Sponsor-selected maintenance parts specific to the winner's Kubota model and year as shown in the Video. Sponsor will ship selected parts to the winner directly. "Maintenance Parts for One Year" is defined as Kubota maintenance parts that are installed during the regular maintenance intervals included in the owners' manual. Parts not needed and/or not standard for repairs, as determined by Sponsor in its sole discretion, will not be awarded. Winner will be solely responsible for the installment of any and all provided parts onto their Kubota equipment. Parts may not be resold or exchanged once awarded. The ARV of the Free Kubota Maintenance Parts for a Year prize is up to \$2,500, but will vary based on the Kubota model.

Total ARV of all prizes available in the Contest: \$21,200.

Conditions on travel prizes: The actual value of a travel prize may vary depending on the point of departure, fluctuations in the cost of air transportation, and fluctuations in the cost of hotel accommodation. Any difference between the ARV and the actual value of a travel prize will not be awarded. The winner and guest must travel on the same itinerary. If a winner resides within a 100-mile radius of the prize destination, as determined by Sponsor in its sole discretion, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Each winner and guest are responsible for having a valid Real ID or valid passport as required for air travel. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Sponsor reserves the right to structure travel routes, select hotels, and all other aspects of the prize in their sole and absolute discretion. Each winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in the prize. In the event a winner elects to take part in a prize with no guest, no additional compensation will be awarded in lieu of the unused prize components. Once a guest is selected, he/she may not be substituted, except in Sponsor's sole and absolute discretion. Each guest must sign and return a travel liability release before travel will be booked. Each winner and guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of a prize. No changes will be made to travel details once any element of the travel arrangements have been booked, except at Sponsor's sole discretion. Each winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element, or detail of the prize is canceled, postponed, or becomes unavailable for any reason whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers, or any other persons providing any prize-related services or accommodations. Sponsor is not liable for any missed prize events, or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. No refund or compensation will be made in the event of the cancellation or delay of any transportation or other prize element except at the sole and absolute discretion of Sponsor. Should any event, element, or detail of the prize become unavailable, the Sponsor shall have no obligation to a winner aside from providing the remaining portion of the prize, minus any unavailable event, element, or detail. Sponsor is not responsible if any event is

delayed, postponed, or canceled for any reason. Winners will not receive compensation from Sponsor for tickets that a winner is unable to use due to cancellation of any ticketed event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Each winner agrees that event admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. The venue operations management or other associated representative reserves the right in its sole discretion to remove or to deny entry to any winner and/or guest if either the winner or guest violates the previous restrictions or engages in an obnoxious, inappropriate, illegal, unsafe, or otherwise disruptive manner, or with intent to create an unauthorized disturbance or interruption, or to otherwise annoy, abuse, threaten, or harass any other person at any prize-related event.

Prizes are non-transferable, with no cash redemptions, equivalents, or substitutions except at Sponsor's sole and absolute discretion. All prize details not specified in these Official Rules will be determined in Sponsor's sole and absolute discretion. Prize details and availability are subject to change and are subject to applicable rules and restrictions. In the event that Sponsor is unable to provide a prize or prize component, the Sponsor may elect to provide winners with the approximate value of such item in cash or award an alternate prize of comparable or greater value. Other than the Kubota parts limited warranty that is provided with the sale of Kubota parts, all prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Winners will be solely responsible for all federal, state, and/or local taxes, and for any other fees or costs associated with the prize(s) received, regardless of whether they, in whole or in part, are used. The value of the prize will be reported for tax purposes as required by law. Each winner will be required to provide Sponsor with a valid social security number before the prize will be awarded for tax reporting purposes. An IRS Form 1099 will be issued in the name of each winner for the actual value of the prize received. Any unclaimed prize will be forfeited. Prizes, if legitimately claimed, will be awarded. The Contest Parties are not responsible for and will not replace any lost, mutilated or stolen prize or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address. If a winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited, and the Contest Parties will have no further obligation with respect to that prize or portion of the prize. No more than the stated number of prizes will be awarded.

Limit of one (1) prize per person. Sponsor's designee will contact each winner to confirm prize and arrange delivery/begin travel booking after winner verification. Companies associated with the prizes are not a Sponsor or administrator of this Sweepstakes.

8. **GENERAL:** Subject to applicable law, each entrant hereby expressly grants to the Contest Parties and their respective successors, assigns, sublicensees and designees, the irrevocable right to use and publish his/her name, Entry (or parts thereof), social handles, likeness (photographic or simulated), voice, biography and place of residence for all purposes, including, without limitation, advertising, marketing, promotional and publicity purposes in connection with this Contest ("Advertising"), in any and all media now or hereafter devised, worldwide, in perpetuity, without any form of notice, permission or any amount or kind of compensation, except for the awarding of their prize. All copyright, trademark or other intellectual property rights in such Advertising shall be owned by Sponsor and/or its licensors, and each entrant hereby disclaims and waives any claim of right to such Advertising. Such Advertising shall be solely under the control of Sponsor and/or its licensors, and each entrant of an entry hereby waives any claim of control over the Advertising content as well as any possible claims of misuse of entrant, of an entrant's name, likeness or voice under contract, tort, or any other theory of law. The Contest Parties do not assume any responsibility for any disruption in the Contest, including, but not limited to, the failure or interruption of any website or any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Contest materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern,

and control. In the event Sponsor is prevented from continuing with the Contest by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Contest by any party, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each, a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Contest or prize. Sponsor additionally reserves the right, in its sole and absolute discretion to modify, suspend or terminate the Contest should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Contest.

- 9. CONDUCT:** The Contest Parties are not responsible for the actions of entrants in connection with the Contest, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest. The Contest Parties reserve the right, at their sole discretion, to disqualify (or terminate the prize of) any individual if the individual is found to be, or suspected of, acting in any manner deemed by the Contest Parties to be in violation of the Official Rules, or to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, or to be tampering with the entry process or the operation of the Contest, and void all associated Entries. CAUTION: ANY ATTEMPT BY A USER, YOU OR ANY OTHER INDIVIDUAL TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
- 10. WAIVERS AND DISCLAIMERS:** The Contest Parties assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled Entries, URLs, or emails; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of Entries or registrations at any point in the operation of this Contest; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Contest; (e) inaccessibility or unavailability of the Internet or the website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of the prizes, or in any other Contest-related materials; or (f) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Contest. If, for any reason, the Contest (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, then the Contest Parties reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part. If terminated, the Contest Parties will award the prizes in a manner consistent with the judging process above from among all non-suspect, eligible Entries received for the Contest up to the time of such action.
- 11. RELEASES:** All entrants, as a condition of participation in this Contest, release, discharge, indemnify and hold harmless the Contest Parties and each of their respective directors, officers, employees, agents, successors and assigns (collectively, "Released Parties") from and against any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, death, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (i) participation in any aspect of the Contest (including travel to/from any Contest activity), (ii) the receipt, ownership, use or misuse of any prize awarded, including any travel associated with any prize, (iii) the Released Parties' violation of rights of publicity or privacy,

claims of defamation or portrayal in a false light or based on any claim of infringement of intellectual property; (iv) entrant's registration material on any related website, or (v) any typographical, human or other error in the printing, offering, selection, operation or announcement of any Contest activity and/or prize.

- 12. GOVERNING LAW AND LIMITATION OF LIABILITY:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Contest will be governed by and construed in accordance with the internal laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

BY ENTERING THE CONTEST, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

- 13. DISPUTE RESOLUTION:** The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of Texas and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Contest shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of Texas. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of Texas. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

- 14. ENTRY INFORMATION AND CONTEST COMMUNICATIONS:** As a condition of entering the Contest, each entrant gives consent for Sponsor to obtain and deliver his or her name, address, Entry, and other information to third parties for the purpose of administering this Contest and to comply with applicable laws, regulations and rules. Any information an entrant provides to Sponsor may be used to communicate with entrant in relation to this Contest or on a Contest winner's list. By participating in the Contest, entrant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is

available at <https://www.kubotausa.com/privacy-policy/kusa-online-privacy-policy>. In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern.

- 15. MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules or the Declaration will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Declaration is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.
- 16. WINNERS LIST:** To receive a list of the winners, send a #10 self-addressed, stamped envelope for receipt by November 14, 2026, to: Built By You Contest (12285) - Winners List Request, c/o Realtime Media, 2460 General Armistead Ave, Suite 209, West Norriton, PA 19403. Winners lists will include the names of the winners in both the Contest and the Sweepstakes.
- 17. SPONSOR:** Kubota Tractor Corporation, 1000 Kubota Dr, Grapevine, TX 76051. Reference to third parties in connection with prizes and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Contest.
- 18. ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave, Suite 209, West Norriton, PA 19403.

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Built by You Contest - Abbreviated Rules

Please use the following short-form official rules disclosures for all advertising and marketing of the promotion (other than for specific channels outlined below):

Website Footer/Email

Open only to legal residents of the 50 US/DC, 18 years of age and older. Void where prohibited by law. Contest Entry Period starts at 12:00 p.m. CT on 6/1/26 and ends at 11:59 a.m. CT on 8/24/26. Total ARV of all prizes: \$21,200. Subject to Official Rules, including how to enter, judging criteria, prize details, and restrictions, click [here](#). Sponsor: Kubota Tractor Corporation, 1000 Kubota Dr, Grapevine, TX 76051.

Print Materials

Open only to legal residents of the 50 US/DC, 18 years of age and older. Void where prohibited by law. Contest Entry Period starts at 12:00 p.m. CT on 6/1/26 and ends at 11:59 a.m. CT on 8/24/26. Total ARV of all prizes: \$21,200. Subject to Official Rules, including how to enter, judging criteria, prize details, and restrictions, see KubotaBuiltByYou.com. Sponsor: Kubota Tractor Corporation, 1000 Kubota Dr, Grapevine, TX 76051.

Social Posts/Banner Ads

Open only to legal residents of the 50 US/DC, 18+. Void where prohibited by law. Entry Period starts 6/1/26 and ends on 8/24/26. Total ARV of all prizes: \$21,200. Subject to Rules: KubotaBuiltByYou.com. Sponsor: Kubota Tractor Corporation.

Shortest Social Posts

50 US/DC, 18+. Enter by 8/24/26. Total ARV of all prizes: \$21,200. See Rules: [tiny URL]. Void where prohibited.