



2026 Hot Wheels™ Legends Tour Contest

OFFICIAL RULES

- **NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**
- **THIS IS A SKILL-BASED CONTEST.**
- **VOID WHERE PROHIBITED BY LAW.**
- **AFFIDAVIT OF ELIGIBILITY / RELEASE OF LIABILITY / PRIZE ACCEPTANCE AGREEMENT MAY BE REQUIRED.**
- **ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**
- **SPONSOR OBTAINS RIGHTS FROM GRAND PRIZE WINNER OF THIS CONTEST TO DESIGN, CREATE AND COMMERCIALY SELL A HOT WHEELS® DIE-CAST TOY CAR THAT IS IDENTICAL OR NEARLY IDENTICAL TO THE WINNER'S CUSTOM VEHICLE. ENTRANTS MUST MAINTAIN OWNERSHIP OF THE VEHICLE THEY ENTER IN THIS CONTEST AND MAINTAIN ALL RIGHTS IN VEHICLE CUSTOMIZATIONS IN ORDER TO GRANT SPONSOR THE RIGHTS TO UTILIZE ENTRANT'S CUSTOM VEHICLE IN CONNECTION WITH THIS CONTEST AND PRIZES AWARDED.**
- **ANY PRIZE OFFERED IN THIS CONTEST MAY BE CANCELED OR SUBSTITUTED WITH OTHER PRIZES OF EQUAL OR LESSER VALUE, IN SPONSOR'S SOLE DISCRETION. ALL DECISIONS REGARDING SUBSTITUTIONS, POSTPONEMENTS AND CANCELLATIONS ARE IN SPONSOR'S SOLE AND ABSOLUTE DISCRETION.**
- **THIS CONTEST IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH ANY THIRD-PARTY DIGITAL/SOCIAL MEDIA PLATFORM THAT MAY BE USED FOR COLLECTING EVENT SUBMISSIONS OR HOSTING ONLINE EVENTS, SUCH AS YOUTUBE OR FACEBOOK.**
- **PLEASE VISIT THE CONTEST WEBSITE AT <http://www.hotwheels.com/legends> (THE "CONTEST WEBSITE") FOR MORE DETAILS AND THE LATEST INFORMATION ON THE CONTEST, INCLUDING ENTRY PERIODS FOR EACH LIVE EVENT.**

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

1. Eligibility. The 2026 Hot Wheels™ Legends Tour Contest (the "Contest") is a competition that offers individuals from the U.S. (including the District of Columbia) the opportunity to compete at Live Events (defined below) offered by Sponsor (defined below), and if selected as the winner of a Live Event, the opportunity to compete in a Regional Playoff Competition (defined below) and a Global Finale Competition (defined below) (each, an "Event" and collectively, the "Events"), with individuals who have won similar regional playoff events offered in other countries outside of the U.S. The Live Events are open only to individuals who are legal residents and physically located in one (1) of the fifty (50) states in the United States (including the District of Columbia), and who are at least eighteen (18) years of age or older at the date and time of entry. The Regional Playoff Competition and the Global Finale Competition are only open to individuals who are selected as a winner in each Live Event described below and other individuals that are located worldwide who have entered and won similar events offered in their country/jurisdiction/region of residence. Employees, officers and directors of Mattel, Inc. ("Sponsor", "us", or "we"), The ID Agency, LLC ("Administrator"), ExxonMobil Oil Corporation, Arizona, Formula 1, Warner Bros. Entertainment, Walmart, Inc. and each of their parent companies, and each of their respective affiliates, subsidiaries, advertising and promotion agencies, vendors, sublicensees, distributors and other prize suppliers or sponsors (if

any) announced on the Contest Website (collectively, the “**Contest Entities**”), and each of such employees’, officers’ and directors’ immediate family members and/or those living in the same household (whether legally related or not) are not eligible to enter the Contest or win a prize. For the purposes of this Contest, immediate family members are defined as spouse, partner, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren 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. By entering or participating in the Contest (including participating in any Live Event, the Regional Playoff Competition or the Global Finale Competition), entrants agree to be bound by these “**Official Rules**” and the decisions of the Judges (defined below) and/or Sponsor, which are binding and final on matters relating to this Contest, including, without limitation, interpretation of these Official Rules.

2. Contest Period and Entry Periods. The Contest will take place at the dates and times set forth in the table attached hereto as Exhibit A and ends after the conclusion of the Global Finale Competition (“**Contest Period**”); provided, however, you may enter the Contest by submitting an online registration to display your custom vehicle at one (1) of the independent, separate, live, in-person, custom car show competitions (each, a “**Live Event**” and collectively, the “**Live Events**”) hosted by Sponsor at the times and on the dates indicated and locations identified as a Live Event on Exhibit A (each, a “**Live Event Location**” as described in Exhibit A or as otherwise updated on the Contest Website). As used herein, the term “**Entry Period**” means the applicable entry period for submission of your online registration form to participate for each applicable Live Event as identified in these Official Rules or on the Contest Website.

3. How to Participate in the Contest. There is no fee to enter or participate in any Live Event, but in order to participate in a Live Event, you must first register online in order to have an opportunity to enter the applicable competition, personally own a customized road legal vehicle and then be invited by Sponsor to participate in a Live Event. To register for an opportunity to participate in a Live Event, prior to the conclusion of the Live Event Entry Period (as set forth on the Contest Website), visit the Contest Website or otherwise follow the call to action provided in any advertising for the Contest. The Contest Website will contain a description of the Contest and the official Live Event registration form. Each entrant will be asked to submit an official Live Event registration form, which may include, among other things, photos of the individual’s customized vehicle, his/her full name, address (no P.O. Boxes), email address, date of birth and related registration information as prompted. Additionally, entrants must submit a description of a customized vehicle that they own which they will showcase and answer a question about how their Hot Wheels® story contributed to their car build. Space is limited at each Live Event so if you want to participate you should apply as soon as possible. After submitting a registration on the Contest Website for a Live Event, Sponsor and Administrator may follow-up with individuals that submit registration materials that meet Sponsor’s internal criteria for participation at a Live Event and request such individual to submit a video or other information about their custom road legal vehicle.

a. For each Live Event hosted by Sponsor (which are each subject to local protocols, prohibitions and cancellations), the Live Event’s date, time or location will be specifically posted by Sponsor on the Contest Website (preliminary schedule is identified on Exhibit A but subject to change). If Sponsor is unable to hold any Live Event, the Live Event may be canceled, rescheduled or replaced by an online-hosted event, at Sponsor’s sole discretion. After submitting an application (with all requested materials) on the Contest Website for a Live Event Location (each, a “**Submission**”), Administrator will confirm whether you have been selected to bring your custom vehicle to the Live Event to compete in the competition taking place at the Live Event. If you receive a notice from Administrator that you have been selected to participate in the Live Event, you will be required to drive or otherwise transport your custom vehicle to be displayed at the Live Event Location during the load-in time from 6:00 a.m.-7:00 a.m. local time (and/or as otherwise instructed by Administrator in the Live Event invitation you receive). Individuals who are selected to compete at a Live Event will need to leave their custom vehicle on display throughout the entirety of the Live Event so that the Judges can review and judge your vehicle’s customization(s). Individuals who participate at a Live Event will solely be responsible for all costs and expenses for attending a Live Event and transporting their vehicle to and from the Live Event Location.

b. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified at Sponsor’s sole and absolute discretion. All Submissions that are late, illegible, incomplete, damaged, destroyed, forged or otherwise not in compliance with the Official Rules may be disqualified from the Contest at Sponsor’s sole and absolute discretion. Submissions generated by script, macro or other automated means and entries by any means which subvert the entry process are void. All Submissions become the physical property of Sponsor and will not be acknowledged or returned. Assurance of delivery of entries is the sole responsibility of the entrant.

c. Vehicle customizations must comply with all specifications or requirements called for on the Contest Website and other advertising for the Contest. Submissions must comply with these Official Rules and any Terms of Use posted on the

Contest Website and meet all specifications or requirements called for on the Contest Website and other advertising for the Contest. Except for materials that are in the public domain, each vehicle customization, in its entirety, must be a single work of original material created by the entrant, or for which entrant has all rights required to comply with these Official Rules, and is suitable for presentation in a public forum. Except for materials in the public domain, customizations on vehicles must include only materials created by the entrant, or for which entrant has all rights required to comply with these Official Rules and must not infringe on the intellectual property rights of any other person or entity. Sponsor does not permit the infringement of others' rights and any use of materials that infringe third party rights is grounds for disqualification from the Contest and may subject you to liability. Do not copy your favorite movie, book or photo or include materials, images, graphics, music or trademarks belonging to any third parties or incorporate the names, voices, likeness or personas of any party other than yourself unless you have obtained all rights necessary to permit you to use same in connection with your Submission and grant the rights herein granted to Sponsor. Entries that contain brand names, trademarks or company logos may be subject to disqualification. Submissions must not include material that: (a) is sexually explicit, indecent, obscene, violent, hateful, tortuous, defamatory, slanderous or libelous, (b) is derogatory or promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age, (c) invades the privacy or publicity rights of any person, living or deceased, (d) is unlawful, (e) is harmful to other users of the Contest Website such as viruses, Trojan horses or other technologies that could adversely impact the Contest, and/or (f) is disparaging to Sponsor or is inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate (at Sponsor's sole and absolute discretion).

d. Live Event Behavior Guidelines:

We want everyone who comes to a Live Event to have a great experience. Whether you are attending, exhibiting, sponsoring or working with or for us, our focus is on creating an environment and experience that everyone can participate in and benefit from. Safety, respect and consideration are integral to this. While issues are rare, we want to be clear about the standards and expectations in place at Live Events, wherever they are held, because actions can impact others, and everyone has a role to play in getting it right. This Live Event behavior code explains our expectations and rules, which includes general good practice behavior. Anyone not following these rules or behaving in an unacceptable way will be asked – and expected – to stop doing so immediately and may be removed from the Live Event.

- Comfort & Safety at Live Events
 - **NO DRONES ARE PERMITTED AT ANY LIVE EVENT!**
 - Never act in a way that puts your own or other participants' health, safety or security at risk.
 - Review local and national health guidance before attending and follow any requirements.
 - If you have a fever or other symptoms that may put others at risk of becoming ill, we encourage you not to attend.
- A Respectful Environment
 - Follow all health, safety and security processes including emergency procedures and access protocols such as any age limits. Do not assist others to circumvent these.
 - Do not alter or obscure any safety signage, obstruct any exits, or misuse or move any equipment provided for everyone's safety and protection.
 - Help us by reporting any unsafe behavior, security risks or hazards immediately to staff on scene at the Event.
 - We have zero tolerance towards any verbal or physical threats, violence, abuse or harassment towards any individual in attendance at a Live Event. For the avoidance of doubt, this includes:
 - Discrimination or harassment on the basis of any protected category. This criteria includes but isn't limited to race, sex, age, gender, gender identity and expression, sexual orientation, national origin, religion, disability and marital status. Harassment is unwanted conduct that has the purpose or effect of violating a person's dignity or creating an intimidating, hostile, degrading, humiliating or offensive environment for them.
 - Sexual harassment, including, but not limited to, inappropriate physical contact, such as unwelcome touching, hugging, massaging or kissing, sexual comments, suggestive looks, staring or leering, propositions and sexual advances, sexual gestures, intrusive questions or comments of a sexual nature, sexual posts or social media content, spreading sexual rumors, sending sexually explicit emails or messages.
 - Offensive language and gestures, whether it is verbal harassment or abuse, sexually explicit language or gestures, profanity, obscenity or racial, religious or ethnic slurs.

- Any inappropriate or offensive materials, such as sexually graphic images and any content that is intimidating, harassing, abusive, discriminatory, derogatory or demeaning, including the inappropriate use of nudity or sexual images in public spaces.
- Stalking, or behavior that causes apprehension to others including following, photography, and recording.
- Threats, intimidating and threatening behavior, whether verbal, physical or written, including menacing gestures.
- Physical harassment, threats and acts of violence, including pushing, shoving and the use of any physical force.
- Possession or display of any weapon, guns, firearms, ammo or other item used to threaten or intimidate.
- Deliberately damaging the venue or other people's property.
- Assembling for the purpose of disturbing the peace or committing an offence. We want everyone to be able to participate and fully engage in our Live Events in comfort. Disrupting all or part of any Live Event, whether physically or verbally, in a sustained or deliberate way, goes against this.
- Do not deliberately prevent others from attending or participating in any portion of the Live Event.
- Do not heckle or catcall, or interrupt others in a sustained or disruptive way, whether verbally, with music or other noise or behavior.

4. Intellectual Property Rights in Submissions. Entrant, upon submission of his or her Submission to the Contest, irrevocably grants to the Contest Entities, and each of their licensees, successors and assigns, the non-exclusive, perpetual, royalty-free, no-cost license and right to use and otherwise exploit the Submission, and all images, text and materials included or depicted therein, in whole or in part, in any manner or medium now or hereafter known or devised, throughout the universe and in any and all languages, including, without limitation, the right to display, reproduce, recreate, record, perform, exhibit, distribute, copy, edit, change, modify, add to, subtract from, re-title and adapt the same, to combine it with other material and otherwise use and exploit it without having to give any compensation or attribution to entrants or any third party, except for the awarding of the prize to the winners in this Contest. Entrants agree that during the applicable Entry Period they shall not make, and shall not permit, any other public use, display or distribution of the Submissions, and they shall maintain all rights without encumbrances so that, if Sponsor desires, entrants can assign all rights in and to Submissions if selected as a winner. Contest Entities, and each of their successors, assigns and licensees, will have the right to make unlimited works incorporating the Submissions, to assign or transfer any or all of Sponsor's granted rights and to grant unlimited, multiple-level sublicenses. Without limiting the forgoing, Contest Entities will have the right to use the Submissions submitted as part of the Contest, and all images, text and materials included or depicted therein (if any), in any merchandising, advertising, marketing, promotion or for any other commercial or non-commercial purpose. Entrants hereby forever waive and relinquish all "moral rights (droit moral)" now or hereafter recognized in connection with Submissions submitted as part of the Contest and to the extent that a waiver of entrants' moral rights is ineffective, entrants irrevocably and unconditionally consent to the Contest Entities doing or omitting to do any act in relation to a Submission that would otherwise infringe an entrant's moral rights. Entrants acknowledge that as a condition of participating in the Contest and/or being selected as a winner, Sponsor may request that the entrant's Submission, and any rights therein, be assigned to Sponsor and entrants may be required to confirm such assignment by completing and submitting the Prize Acceptance Documents (defined below) (and any other documents reasonably required by Sponsor) or such entrant will otherwise be disqualified from receiving his/her prize(s). Entrants must maintain the ability to assign all such rights to Sponsor free of any limitations, restrictions or third-party obligations. Entrants agree that Sponsor and Administrator shall have the sole discretion in determining the extent and manner of use of Submissions and are not obligated to use any Submission. Entrants agree that neither Sponsor, nor its agents, shall be responsible for return or preservation of the Submissions submitted. All Submissions that are posted on or through the Contest Website or elsewhere are available to be viewed by anyone with access to the Internet.

Each entrant acknowledges that Submissions are not being submitted in confidence or in trust to Contest Entities and that no confidential or fiduciary relationship is intended or created. Each entrant acknowledges that the Contest Entities and other entrants may have created ideas and concepts contained in their Submissions that may have familiarities or similarities to his/her own Submission, and that he/she will not be entitled to any compensation or right to negotiate with the Contest Entities because of these familiarities or similarities. Notwithstanding any custom and practice in the industry to pay an individual for an idea (if any), nothing herein shall create an implied or express contract to compensate entrants for their Submissions and there is no obligation for any Contest Entity to pay or otherwise compensate entrants for any of their ideas or materials in any communications with Contest Entities, whatsoever. Submissions are not confidential and the Contest Entities' only obligations to entrants regarding Submissions are as specifically set forth in these Official Rules. The decisions

of the Sponsor are final and binding in all matters relating to this Contest, including interpretation and application of these Official Rules. Entrant, by participating in the Contest, except where legally prohibited, grants permission for Contest Entities and its designees to use his/her name, address (city and state/province), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. Administrator reserves the right to request from entrant at any time proof that entrant maintains all necessary rights in their Submission in order to grant Sponsor the rights required herein in a form acceptable to the Contest Entities. Failure to provide such proof may lead to, among other things, the entrant being disqualified from the Contest.

5. Representations and Warranties and Indemnity for Submissions. By entering the Contest, entrant represents and warrants that he or she has read, understands, agrees to and will follow the Official Rules. Entrant further represents and warrants that his or her Submission and all materials and matter therein: (a) (except for elements that are within the public domain or are provided by Sponsor for inclusion in Submissions) are wholly original with such entrant and are not a copy or imitation of any other material or entrant has all necessary rights to grant the Sponsor the rights granted hereunder and exercise such without obligation or liability to any third party; (b) will not infringe or violate any right whatsoever, including, without limitation, any personal rights (including, but not limited to, defamation, privacy, false light, misleading or deceptive conduct and moral right) or any property rights (including, but not limited to, copyright, trademark, confidentiality, right to ideas) of any person or entity and the use thereof will result in no third party liability or obligations; and (c) is not the subject of any threatened or pending litigation, claim or dispute that might give rise to litigation, which adversely affects or in any way prejudices, impairs or diminishes the rights granted hereunder or the value thereof. Entrant further represents and warrants that he or she has the right to agree to and fully perform consistent with these Official Rules and that he or she has complied and has obtained all permissions, licenses and consents that are necessary for the submission of the Submission and the use of the Submission and to verify compliance with the foregoing requirements. Entrant agrees to provide to Administrator, at Administrator's request, copies of all such permissions, licenses and consents. Sponsor reserves the right, in its sole discretion, to disqualify and/or not to post on the Contest Website any Submission that Sponsor determines does not comply with these Official Rules, to make such changes to any Submission as are necessary to make it compliant, or to require the entrant to do so. Entrant further acknowledges and agrees that he/she has not previously granted, assigned or otherwise encumbered his/her Submission, or any images, text and materials depicted therein, to any other third party. Further, entrant represents and warrants that Sponsor's use of any Submission, including any images, text and materials depicted therein, shall not violate an agreement to which such entrant has signed. Entrant agrees to indemnify and hold the Released Parties (defined below) harmless from and against any third-party claims, to the extent arising out of or relating to any breach of any representation, warranty or covenant made by entrant in connection with his or her acceptance of these Official Rules or Contest activities.

6. Determining the Winner of the Contest.

a. **Live Events.** During each Live Event at a Live Event Location, each custom vehicle on display at the Live Event will be reviewed by a team of judges (the "**Judges**") assembled by Sponsor or any of the participating third party sponsors for the applicable Live Event, who will review and judge all eligible custom vehicles at the Live Event based on the following judging criteria (collectively, the "**Judging Criteria**"):

- (i) Authenticity: 60%;
- (ii) Creativity: 30%; and
- (ii) Garage Spirit: 10%.

Based on the total score the Judges assigned to each Submission using the Judging Criteria: one (1) winning custom vehicle will be ultimately selected by the Judges at each Live Event (as the case may be) as a potential qualifier to compete in the Regional Playoff Competition ("**Qualifier**"), subject to confirmation that the potential Qualifier has met the eligibility requirements and complied with these Official Rules. If there is a tie after the Judges apply the Judging Criteria, Sponsor will bring in a tie breaking Judge to apply the same Judging Criteria to break the tie and determine the Qualifier. There will be one (1) Qualifier selected from each Live Event (unless otherwise announced on the Contest Website). Sponsor reserves the right to revise or change number of Qualifiers at each Live Event by posting updated information on the Contest Website or announcing it at a Live Event.

b. **Regional Playoff Competition Livestream Event.** After the conclusion of the Live Events, Qualifiers from the Live Events will have their custom vehicle judged again at a regional playoff competition event which will be conducted during an online livestream taking place on a date to be announced on the Contest Website (the "**Regional Playoff Competition**"). The Regional Playoff Competition will be made up of the Qualifiers who have won a Live Event. Based on

the total score the Judges assign to each Qualifier's vehicle using the Judging Criteria, one (1) custom vehicle will be ultimately selected by the Judges at the Regional Playoff Competition and will be a "**Finalist**", subject to confirmation that the potential Finalist has met the eligibility requirements and complied with these Official Rules. If there is a tie after the Judges apply the Judging Criteria, Sponsor will bring in a tie breaking Judge to apply the same Judging Criteria to break the tie and determine the Finalist. There will be one (1) Finalist selected in the Regional Playoff Competition. The Finalist will compete in the Global Finale Competition (unless otherwise announced on the Contest Website). The Finalist's only prize will be the opportunity to participate in the Global Finale Competition. Sponsor reserves the right to revise or change the categories and number of Finalists selected at the Regional Playoff Competition by posting updated information on the Contest Website. Note that there will also be additional regional playoff events held in global regions outside of the United States where one (1) winner from each of the other regional playoff competitions will also be chosen to compete against the Finalist in the Global Finale Competition. The Finalist from the Regional Playoff Competition will be required to have their vehicle featured in the Global Finale Competition or they will be otherwise disqualified from continuing as a participant in the Contest.

c. **Global Finale Competition:** At the "**Global Finale Competition**", the Finalist selected in the Regional Playoff Competition's custom vehicle that was on display at the original Live Event will compete against other finalists selected from other regional playoff competitions taking place around the world. The Finalist will be required to have their custom vehicle transported for display at the location of the Global Finale Competition to take place in November 2026, as announced on the Contest Website. During the Global Finale Competition, the Finalist and all other finalists from other similar competitions around the world will each have their Submission judged by a team of Judges who review each custom vehicle using the Judging Criteria or other new judging criteria announced. Based on the total score the Judges assign to each custom vehicle using the Judging Criteria, one (1) winning custom vehicle will be ultimately selected and the individual who owns the custom vehicle will be the potential "**Grand Prize Winner**", subject to confirmation that the potential Grand Prize Winner has met the eligibility requirements and complied with these Official Rules. If there is a tie after the Judges apply the Judging Criteria, Sponsor will bring in a tie breaking Judge to apply the same Judging Criteria to break the tie and determine the Grand Prize Winner. There will be one (1) Grand Prize Winner selected during the Global Finale Competition.

7. Notification of Winners. Each potential Qualifier, Finalist and Grand Prize Winner will be notified at the end of, or in a commercially reasonable time after, the applicable Live Event, Regional Playoff Competition, or Global Finale Competition (as the case may be and as detailed in Exhibit A or as otherwise indicated on the Contest Website). The Sponsor is not responsible for false, incorrect, changed, incomplete or illegible contact information. The potential Qualifier, Finalist, and the Grand Prize Winner may be required to execute and return an affidavit of eligibility, a liability release, a publicity release and services and performances agreements (collectively, "**Prize Acceptance Documents**") within two (2) days of date of issuance. If such documents are not returned within the specified time period, a prize or prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, the prizes will be forfeited and, at Sponsor's discretion, an alternate winner selected. Parents or legal guardians of a winner under the age of majority in his/her state of residence may be required to also sign the Prize Acceptance Documents in order for a winner to be qualified to receive his/her prize. Non-compliance shall result in disqualification and award of the prize(s) to an alternate winner. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules, or declines a prize for any reason prior to award, such potential winner may be disqualified and an alternate potential winner may be selected. The Sponsor is not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected, or unsuccessful efforts to notify the potential winners.

8. Prizes and Values. The specific details of the prizes awarded for each applicable Event will be posted on the Contest Website and are subject to change in Sponsor's sole discretion. A description of the planned prizes (subject to change) are as follows:

Live Event Winners Prize Description: Sponsor will be awarding each Qualifier a trophy, with an ARV of: U.S. \$10.00.

Finalist Prize Description (Awarded to winners of the Regional Playoff Competition): Sponsor will be awarding each Finalist the opportunity to participate in the Global Finale Competition.

Global Finale Competition Prize Description: Sponsor will be awarding the Grand Prize Winner of the Global Finale Competition the following prize: a trophy. The Grand Prize Winner of the Global Finale Competition may also have their custom vehicle (the "**Winning Vehicle**") made into: a Hot Wheels® die-cast toy car, physical trading cards (e.g., collectible cards), and digital version (e.g., NFT) thereof (subject to Sponsor's sole discretion in all aspects of developing such a Hot Wheels® die-cast toy car, including whether and how to negotiate with the manufacturer of the original vehicle to make the toy car as modified) that will be commercially sold and distributed by Sponsor. If, in Sponsor's sole discretion, Sponsor

decides not to make the Winning Vehicle into a Hot Wheels® die-cast toy car, physical trading cards (e.g., collectible cards) and/or and digital version thereof, is unable to secure all necessary rights to do so or decides to make modifications to the toy or digital version of the Winning Vehicle, Grand Prize Winner shall have no right to approve or disapprove Sponsor's decision(s) and will receive no additional compensation. Grand Prize Winner will have no approval rights over the design, distribution or sale of the Hot Wheels® die-cast toy car, physical trading cards (e.g., collectible cards) or digital version(s) made of the Winning Vehicle. At the request of Sponsor, Grand Prize Winner will sign additional documents to effectuate the build of the Hot Wheels® die-cast toy car, trading cards and digital versions thereof. As part of the development of the Winning Vehicle into a toy car, trading cards or digital version thereof, the Grand Prize Winner irrevocably grants to Sponsor, and each of its licensees, successors and assigns, the non-exclusive, perpetual, irrevocable, royalty-free, no-cost license and right to use and otherwise exploit the designs associated with their custom vehicle, and all images, text and materials included or depicted therein (including, without limitation, any company or business or other names (e.g., nicknames), logos artwork, photographs, copy or other markings or designs thereon) (including any translations thereof), in whole or in part, in any manner or medium now or hereafter known or devised, including, without limitation, to manufacture, sell, distribute and otherwise distribute a toy car based thereon, physical trading cards and a digital replica as well as in connection with gaming, apps and other digital media properties, throughout the universe and in any and all languages, including, without limitation, the right to display, reproduce, recreate, record, perform, exhibit, distribute, copy, edit, change, modify, add to, subtract from, re-title and adapt the same, to combine it with other material and otherwise use and exploit it without having to give any compensation or attribution to the Grand Prize Winner or any third party. Without limiting the forgoing, Sponsor will have the right to use the Grand Prize Winner's custom vehicle, and all images, text and materials included or depicted therein (including, without limitation, any company or business or other names (e.g., nicknames), logos artwork, photographs, copy or other markings or designs thereon) (including any translations thereof), in any merchandising, advertising, marketing, promotion or for any other commercial or non-commercial purpose. Grand Prize Winner hereby forever waives and relinquish all "moral rights (droit moral)" now or hereafter recognized in connection with the Grand Prize Winner's custom vehicle and to the extent that a waiver of the Grand Prize Winner's moral rights is ineffective, Grand Prize Winner irrevocably and unconditionally consents to Contest Entities doing or omitting to do any act in relation to the Grand Prize Winner's custom vehicle that would otherwise infringe the Grand Prize Winner's moral rights. The Grand Prize Winner agrees that Sponsor shall have the sole discretion in determining the extent and manner of use of the custom vehicle and are not obligated to use or sell any toy or digital version thereof. Grand Prize Winner, by participating in the Contest, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, business name and logo, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. The Grand Prize Winner agrees that they are not entitled to receive any compensation for having their custom vehicle sold as Hot Wheels® die-cast toy car (or physical or digital trading card version thereof) or other toy/digital version and waive any and all rights to receive any compensation.

10. General Conditions. Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, delayed, garbled or damaged entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or 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 Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by Contest Website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Contest Website. Persons who tamper with or abuse any aspect of the Contest or Contest Website or who are in violation of these Official Rules, as solely determined by Sponsor, may be disqualified and all associated entries voided, all in Sponsor's sole judgment. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, or should the Contest be unable to run as planned for any other reason, Sponsor reserves the right, in its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winner(s) from all eligible, non-suspect entries received prior to the action taken or as otherwise deemed fair and appropriate by Sponsor. The Released Parties are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's email or other account to receive messages. **CAUTION: ANY ATTEMPT TO DAMAGE THE CONTEST WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE,**

SPONSOR MAY DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

11. Release. By participating in the Contest, entrant agrees to release, discharge and hold harmless the Contest Entities, any third party digital distribution platform for the Regional Playoff Competition or Global Finale Competition (such as YouTube and Facebook), and each of their respective directors, officers, employees, agents, successors and assigns (collectively, the "**Released Parties**"), from and against and any and all claims, liability, costs, losses, damages or injuries (including bodily injury or death) of any kind arising out of or related to entrant's participation in the Contest and/or related to any prize or prize component (including, without limitation, losses, damages or injuries to entrant's or any other person's equipment or other property, or to their persons, related to participation in the Contest or travel to/from any Contest Events; or arising out of any violation of rights of publicity or privacy, or claims of defamation, portrayal in a false light, or misleading or deceptive conduct; or based on any claim of infringement of intellectual property or other rights; or from any typographical, human or other error in the printing, offering, selection, operation or announcement of any Contest activity and/or prize). Without limiting the generality of the foregoing, entrant agrees that Released Parties: (a) have neither made nor will be in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, in connection with the Contest and/or with respect to prize(s), including, without limitation, to any prize's quality or fitness for a particular purpose; (b) maintain no control over the personnel, equipment or operation of any air, water or surface carrier, ship line, bus or limousine company, transportation company, hotel, manufacturer or other person or entity furnishing services, products or accommodations (collectively, "**Suppliers**") as a part of the prize(s) provided in connection with the Contest; and (c) will not be responsible or liable for any injury, damage, loss, expense, accident, delay, inconvenience or other irregularity that may be caused or contributed to: (i) by the wrongful, negligent or unauthorized act or omission on the part of the Suppliers or any of their agents, servants, employees or independent contractors; (ii) by any defect in or failure of any vehicle, equipment, instrumentality, service or product that is owned, operated, furnished or otherwise used by any of those Suppliers; (iii) by the wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the Released Parties; and (iv) by any cause, condition or event whatsoever beyond the control of the Released Parties. Entrant further agrees to indemnify and hold harmless Released Parties from and against any and all liability resulting or arising from the Contest and to release all rights to bring any claim, action or proceeding against Released Parties. Sponsor is 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.

12. Publicity Release. Subject to applicable law, each entrant of the Contest irrevocably grants the Released Parties, and each of their licensees, and its and their successors, assigns and sub-licensees, the right and permission to use the entrant's name, voice, likeness, biographical material, and images of entrant's vehicle for merchandising, manufacturing, design, development, advertising, promotional, publicity and all other commercial and non-commercial purposes, in all forms of media and by any and all means and media (now and hereafter known), which may include, without limitation, in connection with the sale and distribution of all types of products, including, without limitation, toys, trading cards (both physical or digital trading cards (e.g., collectible cards)), apparel, games, and all other products, services, advertising and promotional materials (now known or hereafter developed) and in connection with gaming, apps and other digital media properties, worldwide, in perpetuity, without any obligation, notice or consideration, except for the awarding of the prizes to the winners of the Contest. Entrant hereby acknowledges and agrees that they reserve no rights with respect to such uses and that any and all of the rights granted to the Released Parties herein are freely assignable by the Released Parties. If entrant is a resident of the State of Tennessee, entrant understands that they cannot be required to grant publicity rights to my name for entirely promotional purposes as a condition of receiving a prize in a contest or sweepstakes and entrant agrees that they are granting unlimited publicity rights in my name separately and voluntarily in consideration of the possibility of publicity.

13. Suspension / Modification / Termination. 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, pandemic (including, but not limited to, COVID-19), 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, provincial, 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. Sponsor additionally reserves the right, in its sole and absolute discretion: (a) to modify, suspend or terminate the Contest should a Force Majeure event corrupt or interfere with the administration, integrity, operation, security or proper play of the Contest; or (b) to disqualify any entrant found to be, or suspected of: (i) tampering with the entry process or the operation of the Contest; (ii) acting in violation of these Official Rules; or (iii) acting in an un-sportsmanlike manner.

14. Governing Law / 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 California, 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 U.S. DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; AND (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 U.S. DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

15. 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 Los Angeles County, California 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 are 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 Los Angeles County, California. 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 Los Angeles County, California. 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.

16. No Obligation to Use. Sponsor shall have no obligation (express or implied) to use any or to otherwise exploit any Submission or, if commenced, to continue the distribution or exploitation thereof, and Sponsor may at any time abandon the use of the Submission for any reason, with or without legal justification or excuse, and entrants shall not be entitled to any damages or other relief by reason thereof.

17. Dates & Deadlines/Anticipated Number of Contestants. Because of the unique nature and scope of the Contest, Sponsor reserves the right, in addition to those other rights reserved herein, to modify any date(s) or deadline(s) set forth in these Official Rules or otherwise governing the Contest. Sponsor cannot accurately predict the number of entrants who will participate in the Contest or any event offered as part of the Contest.

18. Further Documentation. If Sponsor shall desire to secure additional assignments, certificates of engagement for the Submission or other documents as Sponsor may reasonably require in order to effectuate the purposes and intents of these Official Rules, then entrant agrees to sign the same upon Sponsor's request therefor.

19. List of Contest Winners. To receive any legally required list of the winners, send a stamped self-addressed envelope to: Hot Wheels™ Legends Tour Contest Winners List, The ID Agency, LLC, 1700 S. Santa Fe Ave., Unit 360, Los Angeles CA 90021.

20. Identification of Sponsor and Administrator. This Contest is sponsored by: Mattel, Inc., 333 Continental Boulevard, El Segundo, CA 90245-5012 and administered by The ID Agency, LLC, 1700 S. Santa Fe Ave., Unit 360, Los Angeles CA

90021. 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.

21. Information Submitted. As a condition of entering the Contest and any other time entrant provides its information to Sponsor, entrant agrees and gives consent to the collection, processing, storage, and sharing (i.e., by way of example only, with Administrator, with Sponsor's parent company, its affiliates and with third-party partners, service providers, etc.), of entrant's information, for the purpose of administering this Contest (i.e., communicate with entrant, process entrant's submission, etc. all in relation to the Contest and/or winner's lists) and to comply with applicable laws, rules, and regulations. To learn more about how Sponsor handles entrant's information read Sponsor's Privacy Statement located at <http://corporate.mattel.com/privacy-statement.aspx>. Acceptance of the prize constitutes permission to Sponsor to use the winner's name and likenesses for promotional purposes without further compensation except where prohibited by law. Except as otherwise provided herein for the use of certain winner information, personal information collected from each entrant will only be used by Sponsor for the purpose of the Contest. By submitting an entry, entrant agrees to Sponsor's terms of use (http://corporate.mattel.com/terms-conditions.aspx?utm_source=mattel.com).

22. Miscellaneous. The invalidity or unenforceability of any provision of these Official Rules or the Prize Acceptance Documents will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules or the Prize Acceptance Documents 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 the Contest Website and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

Exhibit A

Contest Schedule* (Subject to Change – Updates will Be Posted on the Contest Website)

CITY	Event	Date
Tampa, Florida	Live Event	Saturday, April 25, 2026
Charlotte, North Carolina	Live Event	Saturday, May 2, 2026
Detroit, Michigan	Live Event	Saturday, May 30, 2026
Louisville, Kentucky	Live Event	Saturday, June 13, 2026
Birmingham, Alabama	Live Event	Saturday, June 26, 2026
Houston, Texas	Live Event	Saturday, July 11, 2026
Dallas, Texas	Live Event	Saturday, July 18, 2026
San Francisco, California	Live Event	Saturday, August 1, 2026
Albuquerque, New Mexico	Live Event	Saturday, August 22, 2026
Las Vegas, Nevada	Live Event	Saturday, September 26, 2026
El Segundo, California	Live Event	Saturday, October 3, 2026
N/A	Regional Playoff Competition	To be announced on the Contest Website
N/A	Global Finale Competition	November 2026, as announced on the Contest Website

*Sponsor reserves the right to change any Event location or the time or otherwise completely cancel or reschedule any such Event or move any Live Event to an online event, in its sole and absolute discretion. See the Contest Website for the latest schedule of Contest events.