

RENT DAY™ RIDE SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited by law and outside the fifty (50) United States and the District of Columbia. Subject to all federal, state, and local laws, regulations and ordinances. The Rent Day™ Ride Sweepstakes (the “**Sweepstakes**”) begins on March 27, 2025 at 10:50 a.m. Eastern Time (“**ET**”) and ends on March 31, 2025 at 7:00 p.m. ET (the “**Sweepstakes Period**”). Sponsor’s computer is the official timekeeping device for this Sweepstakes.

BY PARTICIPATING IN THIS SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE PARTICIPATING. WITHOUT LIMITATION, THIS CONTRACT PROVIDES FOR INDEMNIFICATION OF THE SPONSOR AND OTHER SWEEPSTAKES ENTITIES BY YOU, A CLASS ACTION AND JURY TRIAL WAIVER, A REQUIREMENT THAT MOST DISPUTES BE SETTLED BY MANDATORY BINDING ARBITRATION, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **SPONSOR:** The Sponsor for this Sweepstakes is Bilt Technologies, Inc. (“**Company**” or “**Sponsor**”), 31 Bond Street, New York, NY 10012.
2. **ELIGIBILITY:** The Sweepstakes is open only to legal U.S. residents in the fifty (50) United States and the District of Columbia who are 18 years of age or older (19 years of age in Alabama and Nebraska, 21 years of age in Mississippi) at the time of entry (each, an “**Entrant**” or a “**Participant**”), excluding residents in the state of Rhode Island (RI). Additionally, to be eligible to enter and/or win a prize, any Entrant via Entry Option a. (described below), must attend the SoulCycle Rent Day™ Ride class (the “**Class**”). Employees, officers, directors and agents of Company, any other company involved in the presentation, administration or fulfillment of the Sweepstakes, and/or their respective subsidiaries, affiliated companies and divisions (collectively, the “**Sweepstakes Entities**”), and each of their immediate family members (defined as any spouse, partner, parent, legal guardian, sibling, child, legal ward, grandparent, or grandchild, regardless of where they reside) and/or those living in the same household are not eligible to enter or win. Any individual who has won any sweepstakes offered by the Sponsor in the previous twelve (12) months is not eligible to win. Sponsor reserves the right to verify the eligibility of winners. Participation constitutes Participant’s full and unconditional agreement to these official rules (“**Official Rules**”) and to Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes.
3. **HOW TO ENTER:** Participants may enter using either of the following two (2) methods of entry for this Sweepstakes (each an “**Entry Option**”):
 - a. **TO ENTER BY ATTENDING A SOULCYCLE RENT DAY™ RIDE CLASS ON APRIL 1ST:** During the Sweepstakes Period, eligible Entrants may go to www.soul-cycle.com or, while logged into your Bilt Rewards account, go to the Bilt app (“**Bilt App**”) on a mobile device or at www.biltrewards.com, and book a SoulCycle Rent Day™ Ride class to take place on April 1, 2025 at any one of its 56 participating locations (subject to availability). Participating locations and available SoulCycle Rent Day™ Ride class times will be specially marked on the Bilt app, the SoulCycle App, and through both websites. You will then need to attend

the SoulCycle Rent Day™ Ride class you booked, and you will need to review and agree to the Sweepstakes terms and conditions at the time of the class to complete your entry and maintain eligibility.

Availability of SoulCycle Rent Day™ Ride classes is limited, and they may sell out.

- b. **TO ENTER WITHOUT ATTENDING A SOULCYCLE RENT DAY™ RIDE CLASS:** To enter the Sweepstakes without booking and attending a SoulCycle Rent Day™ Ride class, mail your valid home address, name, phone number and email address along with the location of the SoulCycle studio nearest you to 31 Bond Street, New York, NY 10012, or fax the same information to (347) 943-8154.

Upon completing either Entry Option a. or Entry Option b., you will be entered with one (1) entry into the Sweepstakes. Upon submission of entry in this Sweepstakes, you also agree that Sponsor may contact you via social media, including on Instagram, by sending you a direct message, tagging you, posting to your social media page or naming you on Sponsor's social media page. If you do not have an Instagram account, and would like to make one, you may create an account for free at www.instagram.com. Normal Internet access, phone, and usage charges imposed by your online or phone service may apply. ***If you are entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply.***

LIMIT ONE (1) ENTRY PER PERSON REGARDLESS OF ENTRY OPTION. ADDITIONAL ENTRIES IN EXCESS OF THE LIMIT MAY BE DISQUALIFIED. If you book multiple bikes in a Rent Day™ Ride class you will still receive a maximum of one (1) entry, and if you book more than five (5) bikes in a Rent Day™ Ride class you will be disqualified from participating in this Sweepstakes. Automated and/or third-party entries are prohibited and will be disqualified. Multiple Participants are not permitted to share the same email address or social media account. Any attempt by any Participant to obtain more than the permitted number of entries by using multiple and/or different identities, forms, registrations, addresses or any other method will void all of that Participant's entries, and that Participant may be disqualified at Sponsor's discretion. Normal Internet, phone and usage charges imposed by your online or phone service may apply. Incomplete, illegible, corrupted or untimely entries are void and will be disqualified. Sponsor and its agencies are not responsible for lost, late, incomplete, damaged, stolen, misdirected or illegible entries; lost, interrupted or unavailable network, server or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user's computer equipment (software or hardware) or other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. In the event of a dispute as to the identity of a Participant, the authorized account holder of the email address used to enter will be deemed to be the Entrant or Participant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider or other organization (which may include an employer) responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. Entries specifying an invalid, non-working or inactive email address will be disqualified and ineligible to win.

- 4. SELECTION OF WINNER:** On or about March 31, 2025, Sponsor will select the name of potential winners of prizes in a random drawing from among all eligible entries received. The odds of

winning are based on the number of eligible entries received. If a potential prize winner is unable to take receipt of the prize, including if the potential prize winner is not a signed party to an active residential rental agreement or other similar documentation of monthly residential real estate obligations, or has not met all eligibility requirements, the potential prize winner shall forfeit the prize and a new potential prize winner will be selected from all remaining eligible entries. The potential winners will be notified on or about April 1, 2025, either in person at the SoulCycle Rent Day™ Ride class they attend or by email via the email address provided at the time of entry and, in addition, winners with an active Instagram account will receive a DM on Instagram.

For prizes with a value of more than \$600, except where legally prohibited, each potential prize winner must sign and return, within seven (7) days of being notified, a Declaration of Eligibility, Liability & Publicity Release ("**Declaration**") to claim their prize. If a potential winner cannot be contacted via email, telephone, and/or registered mail after the first attempt to contact them, if they fail to sign and return the Declaration or any other documentation that Sponsor may require within the required time period (if applicable), if they are unable or unavailable to claim prize within any time period specified by Sponsor, or in the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner selected by a random drawing from among all remaining eligible entries. If Sponsor is unable to determine and verify a potential winner after repeated attempts or if it does not receive enough entries to correspond to the number of prize(s) available to be awarded, Sponsor reserves the right to not award any or all of the prize(s).

Verification of Potential Winner: ANY POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT AND/OR PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S/PARTICIPANT'S ELIGIBILITY HAS BEEN VERIFIED AND THE ENTRANT AND/OR PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

5. **PRIZE:** There will be one (1) prize awarded. The prize winner, upon confirmation of eligibility, will receive one (1) payment up to and not exceeding \$2,500 to match the prize winner's residential rental payment or other residential real estate expenses for one month. Approximate Retail Value ("**ARV**") of the prize: up to \$2,500.

PRIZE RESTRICTIONS: In order to take receipt of a prize, the prize winner must provide proof that they are a signatory party to an active residential rental or landlord/tenant or lessor/lessee agreement that provides that the signatory party is responsible for paying rent in exchange for his/her/their residence as of the time of prize notification, or other similar documentation of monthly residential real estate obligations. "**Rent**" shall mean the regular payment made to a landlord for the use of property or land. Within 5 days of receipt and confirmation of the existence of such qualifying rental agreement, Sponsor shall issue a payment to winner in the form of check or wire payment. Any difference in amount between prize winner's rent amount and the maximum prize amount of \$2,500 shall not be awarded. Any rental costs or obligations beyond the \$2,500 shall continue to be the sole responsibility of winner.

Any and all applicable federal, state and local taxes and all fees and expenses related to acceptance and use of prize not specifically stated herein are the responsibility solely of winner. Prize cannot be substituted, assigned, transferred or redeemed for cash; however, Sponsor

reserves the right to make equivalent prize substitutions at their discretion. Sponsor will not replace any lost or stolen prizes. Prize cannot be used in conjunction with any other promotion or offer. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, prize winner(s) will be selected in accordance with the winner selection method described above from among all eligible claimants making purportedly valid claims to award the advertised number of prizes available. Sponsor is not responsible for any delay or cancellation of the prize delivery due to unforeseen circumstances or those outside of their control. If the fulfilling merchant cancels the order for reasons out of Sponsor's control, the prize will not be delivered and no additional compensation will be provided.

- 6. GENERAL CONDITIONS:** Sweepstakes participation constitutes Participant's full and unconditional agreement to these Official Rules and to Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. In the event there is a discrepancy or inconsistency between disclosures or other statements (in any and/or all media) contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Proof of sending or submission of entry will not be deemed proof of receipt by Sponsor. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

WARNING: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor

reserves the right to disqualify any individual it finds to be attempting to tamper with or to undermine the entry process, any website associated with the Sweepstakes, and/or the legitimate operation of the Sweepstakes; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten or harass any other person. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor and its agents are not responsible for (1) any incorrect or inaccurate information, whether caused by Participants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error that may occur in the administration of the Sweepstakes or the processing of entries; or (5) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Sweepstakes or receipt or use or misuse of any prize. Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor. If, for any reason, the Sweepstakes cannot be run as planned, Sponsor may disqualify any suspect entries and (a) suspend the Sweepstakes and modify the Sweepstakes to address the impairment, then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; and/or (b) terminate the Sweepstakes and award the prize at random from among

the eligible, non-suspect entries received up to the time of the impairment.

- 7. LIMITATION OF LIABILITY AND RELEASES:** BY PARTICIPATING IN THIS SWEEPSTAKES, PARTICIPANT AGREES THAT SWEEPSTAKES ENTITIES, INSTAGRAM, AND THEIR RESPECTIVE PARENT COMPANIES, AFFILIATES, SUBSIDIARIES, REPRESENTATIVES, CONSULTANTS, CONTRACTORS, LEGAL COUNSEL, ADVERTISING, PUBLIC RELATIONS, PROMOTIONAL, FULFILLMENT AND MARKETING, WEBSITE PROVIDERS, WEB MASTERS, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS (THE “**RELEASED PARTIES**”) WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY PARTICIPANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE, ENTRY OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY SWEEPSTAKES-RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF THIS SWEEPSTAKES CANNOT BE ADMINISTERED OR CONDUCTED OR ANY PRIZE CANNOT BE AWARDED DUE TO CANCELLATIONS, DELAYS, OR INTERRUPTIONS RESULTING OR ARISING FROM ACTS OF GOD, WAR, OR TERRORISM, CIVIL UNREST, STRIKES, SUPPLY SHORTAGES, NATURAL DISASTERS, WEATHER, PANDEMICS, EPIDEMICS, COMPLIANCE WITH ANY LAW OR ORDER OF A GOVERNMENTAL AUTHORITY, OR ANY OTHER SIMILAR ACT, EVENT OR OCCURRENCE BEYOND THE REASONABLE CONTROL OF THE SPONSOR. BY PARTICIPATING IN THIS SWEEPSTAKES, PARTICIPANT AGREES THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SUCH SITE.
- 8. PUBLICITY AND INTELLECTUAL PROPERTY RELEASE:** EXCEPT WHERE PROHIBITED BY LAW, PARTICIPATION IN THE SWEEPSTAKES CONSTITUTES WINNER’S AND/OR PARTICIPANT’S PERMISSION AND GRANT TO SPONSOR (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF SPONSOR) AND ITS DESIGNEES THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING, BUT NOT LIMITED TO, THE WORLD WIDE WEB, AT ANY TIME OR TIMES, THE WINNER’S ENTRY, NAME, PORTRAIT, PICTURE, VOICE, LIKENESS, OPINIONS AND BIOGRAPHICAL INFORMATION (INCLUDING, BUT NOT LIMITED TO, HOMETOWN AND STATE), PRIZE INFORMATION, QUOTES ATTRIBUTABLE TO WINNER, AND ANY OTHER ELEMENTS OF WINNER’S AND/OR PARTICIPANT’S PERSONA FOR ADVERTISING, TRADE AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF HIS OR HER NAME ON TELEVISION OR RADIO BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION OR NOTIFICATION, INCLUDING IN A LIST TO BE USED BY SPONSOR AND ITS DESIGNEES AND ITS PARTNERS TO RE-TARGET WINNERS AND/OR ENTRANTS VIA EMAIL OR ANY SPONSOR APP, UNLESS PROHIBITED BY LAW.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING EACH WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES AND ALL PRIZES, IS PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS

OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

9. DISPUTES.

Arbitration

In the event the parties hereto are not able to resolve any dispute between them arising out of or concerning this Sweepstakes and/or these Official Rules, or any provisions hereof, whether arising in contract, tort, or otherwise at law or in equity for damages or any other relief, then such dispute shall be resolved exclusively through final and binding arbitration pursuant to the Federal Arbitration Act, conducted by a single neutral arbitrator and administered under the Commercial Arbitration Rules of the American Arbitration Association. The exclusive site of such arbitration shall be in New York, New York. The arbitrator's award shall be final, and judgment may be entered upon it in any court having jurisdiction. The prevailing party shall be entitled to recover its costs and reasonable attorney's fees. The entire dispute, including the scope and enforceability of this arbitration provision, shall be determined by the arbitrator. This arbitration provision shall survive the termination of this Sweepstakes for any reason. Notwithstanding the foregoing, Sponsor may bring a claim for injunctive relief against a Participant's violation of these Official Rules for this Sweepstakes in any court of competent jurisdiction.

Class Action Waiver

BY PARTICIPATING IN THIS SWEEPSTAKES AND AGREEING TO THESE OFFICIAL RULES, YOU HEREBY WILLINGLY, EXPRESSLY, AND KNOWINGLY WAIVE ALL RIGHT TO BRING OR PARTICIPATE IN ANY CLASS-ACTION LAWSUIT, CLASS-WIDE ARBITRATION, OR PRIVATE ATTORNEY-GENERAL ACTION BROUGHT UNDER OR IN CONNECTION WITH THIS SWEEPSTAKES AND THESE OFFICIAL RULES. YOU MAY NOT BRING ANY CLAIM, SUIT, OR OTHER PROCEEDING TO ENFORCE THIS SWEEPSTAKES OR THESE OFFICIAL RULES AS THE MEMBER OF ANY CLASS OR AS PART OF ANY SIMILAR COLLECTIVE OR CONSOLIDATED ACTION.

Governing Law

This Sweepstakes and these Official Rules are governed by the laws of the State of New York, without reference to its principles of conflict of laws. Subject to the foregoing arbitration requirements, any claim, suit, or other proceeding brought between you and Sponsor under these Official Rules shall be adjudicated exclusively in the state and federal courts sitting in New York, New York, and you hereby expressly submit to such jurisdiction for the final resolution thereof.

- 10. SEVERABILITY:** If any term or provision of these Official Rules is found under the law to be invalid or unenforceable, then such specific term or provision shall be of no force and effect and shall be severed, and the remainder of these Official Rules shall continue in full force and effect.
- 11. PRIVACY:** Information collected from Participants is subject to the Sponsor's Privacy Policy, which can be found at <http://www.biltrewards.com/privacy>.
- 12. OFFICIAL RULES AND WINNERS LIST:** For a copy of the Official Rules, visit <https://www.biltrewards.com/terms/rent-day-ride-apr25> or send a self-addressed, stamped

envelope to: Bilt Technologies, Inc., 31 Bond Street, New York, NY 10012. Official Rules will remain available online for at least thirty (30) days after end of promotion. Vermont residents may exclude return postage on requests for Official Rules. For a copy of Winner names, send a self-addressed, stamped envelope to: Bilt Technologies, Inc., 31 Bond Street, New York, NY 10012 before October 1, 2025.

Copyright ©2025 Bilt Rewards, Inc. All rights reserved.