



Skills That Inspire: National Sales Consultant Competition (the “Contest”)

Contest Eligibility: Who can participate?

The Contest is open only to individuals currently employed by an active Kia authorized dealership located in the United States, with the approved title of Sales Consultant, and are in good standing and who remain employed at such Kia dealership throughout the Contest and winner notification/delivery of prize process. In subsequent years, to the extent the Contest is offered again next year, the top 3 Round 3 winners will be excluded from entry in the contest year following their top three (3) placement.

Contest Structure: How does it work?

The Contest consists of three (3) rounds, each providing sales consultants with the opportunity to showcase their customer experience expertise and product knowledge. This is an opportunity for sales consultants to demonstrate how they connect with customers, communicate the value of Kia vehicles, and elevate the car-buying experience.

Round 1: The Contest Begins

The competition begins! Contestants create and upload video submissions, working to stand out and impress the judges with their ability to engage customers and highlight key product features.

Round 2: Raise the Bar

Selected contestants based on the **Ratings and Evaluation Score Sheet** ([link](#)) who are in the top 25% of competitors in Round 1 in their designated region will advance. Here, the competition intensifies as participants refine their techniques and take their sales approach to the next level. Using a different prompt based on a customer scenario, the top twenty-five percent (25%) of scorers in each region from Round 1 will record another submission that showcases their sales skills and how they would approach and handle the situation described in the prompt. The same prompt will be provided to all second-round entrants via email on or before April 27, 2026. Entrants must upload their submission to the website by 11:59 p.m. PT on May 5, 2026 in order for their submission to be considered for Round 2 of the Contest.

Round 3: The Final Competition



Only the top two (2) performers from each region from Rounds 1 and 2 will reach this stage. In Round 3, up to ten (10) finalists will head to Irvine, California, for this dynamic, in-person final round. Each participant has ten (10) minutes to convince the judges that they are the ultimate winner; each presentation will be filmed for use in future Kia University training and promotion. The highest-scoring submission in Round 3 based on the **Ratings and Evaluation Score Sheet (link)** will earn the top prize of \$5,000, proving they have what it takes to lead in customer engagement and product expertise.

Competition Advancement

Participants advance in the competition based on their evaluation scores. Scores from Rounds 1 and 2 are cumulative. For Round 3, all finalists will begin with zero (0) points.

- **Round 1:** By region, the top 25% percent of scorers based on judges' evaluation using the **Ratings and Evaluation Score Sheet (link)** will advance to Round 2. Up to two (2) top scoring sales consultants from each region (up to ten (10) nationwide) will win a \$100 gift card.
- **Round 2:** After Round 2 judging, the up to two (2) top contestants in each region (up to ten (10) people in total) advance to Round 3. Finalists must confirm attendance to compete in the final round within four (4) days of finalist notification by signing and returning a prize acceptance agreement.
- **Round 3 Winners:** Up to three (3) top scorers are awarded first, second and third place prizes. First prize is \$5,000, second prize is \$3,000 and third prize is \$1,500. Those in 4th – 10th places will each receive a \$100 gift card.

Official Rules

The Contest is subject to your agreement and compliance with the Contest Official Rules, which are attached hereto as Exhibit A and incorporated herein by this reference. Full details on the Contest can be found in the Contest Official Rules.

To ensure a fair and competitive experience, all participants must adhere to the following guidelines when submitting their videos for the **Contest**.

Eligibility Criteria

The Contest is open only to individuals currently employed by an active Kia authorized dealership located in the United States, with the approved title of Sales Consultant, and are in good standing and who remain employed at such Kia dealership throughout the Contest and winner notification/delivery of prize process.

Video Submission Requirements



- All video submissions must be submitted through the official contest portal within the designated submission window between 12:00 a.m. ET on April 1, 2026, and 11:59 p.m. PT on April 12, 2026.
- Late submissions or videos submitted through any channel other than the Skills That Inspire submission website channel will not be accepted.

Submissions that do not meet the following “Content Guidelines” are subject to disqualification, at Sponsor’s sole and absolute discretion, so read and follow these Content Guidelines:

- Submissions must comply with the Official Rules and meet all specifications or requirements called for on the Contest website and other advertising for the Contest.
- Submissions cannot be displayed or distributed publicly except by Sponsor and you must maintain all rights, without third party obligations, to transfer your submission to Sponsor.
- Except for materials that are in the public domain, each Submission, 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 suitable for presentation in a public forum.
- Submissions must not have been submitted previously in any contest of any kind or exhibited or displayed publicly (i.e., disclosed beyond your immediate circle of friends and family) through any means previously.
- Except for materials in the public domain, submissions 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 (other than Kia) are 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).

- Submissions should not reveal any personal information about another individual, including another person's address, phone number, email address, credit card number or any information that may be used to track, contact or impersonate that individual.
- Submissions should not include any music.
- Entrant must have written permission from any individuals who appear in his or her submission (e.g., friends, co-workers or others).
- No background artwork should appear in the submissions unless it is an original work of the entrant. Any artwork, murals, etc. that can be seen in Submissions must be created solely by the entrant or entrant must be the sole owner of all copyright interests therein.
- Entrants must not submit a submission that if selected cannot be assigned to Sponsor as contemplated below.

Usage & Permissions

- By submitting a video, participants grant Kia America, Inc. a broad commercial license and right to use their name, likeness and video submission for promotional and Contest-related purposes as further described in Section 4 of the Official Rules.
- All submitted videos are intended exclusively for use in the Contest and may not be repurposed outside of this contest.

It is the responsibility of the contestant to notify and obtain written permission from any individual that they wish to have appear in their video.



Exhibit A

Skills That Inspire Contest

Official Rules

NOT OPEN TO THE GENERAL PUBLIC

--- Open only to eligible Kia dealerships and certain Kia dealer employees ---

Confidential

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.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND PARTICIPANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

PRIZE ACCEPTANCE DOCUMENTS WILL BE REQUIRED. THIS CONTEST IS OPEN ONLY TO CERTAIN KIA U.S. DEALERSHIP EMPLOYEES; PROVIDED THAT SUCH EMPLOYEES MEET ALL OF THE OTHER ELIGIBILITY REQUIREMENTS SET FORTH BELOW.

BY PARTICIPATING IN THE CONTEST, EACH DEALER REPRESENTS AND WARRANTS THAT THE DEALER AND THEIR SALES CONSULTANT(S) MEET THE ELIGIBILITY REQUIREMENTS SET FORTH IN THESE “OFFICIAL RULES”.

VOID WHERE PROHIBITED BY LAW.

- 1. Eligibility.** The Skills That Inspire Contest (the “Contest”) is open only to individuals who: (a) are current employees of a Kia authorized dealership in the United States, with the approved title of “Sales Consultant”, and are in good standing, and (b) remain employed at such Kia dealership throughout the Contest Period (defined below), notification of the winners and at the time of delivery of/participating in the prizes. Any person who is not employed as a Sales Consultant by a Kia dealership or who is a shareholder of the entity owning the Kia dealership is ineligible to participate in this Contest. Any 1st, 2nd, or 3rd place finalist in this Contest is ineligible to enter or compete in the 2027 Skills That Inspire Competition to the extent Sponsor offers it again next year. These Official Rules, unless otherwise agreed to in writing by Kia University (“Sponsor”), Kia America, Inc. (“KUS”), apply to each entrant’s participation in the Contest. By participating in the Contest, each entrant agrees to comply with and abide by these Official Rules and the decisions of Sponsor, including the interpretation of these Official Rules and its exercise of discretion, which will be final and binding in all respects. Void where prohibited by law. Please save or print a copy of these Official Rules for your records.



2. **Contest Period and Entry Periods.** The Contest will begin at 12:00 a.m. Eastern Time (“ET”) on April 1, 2026 and will end at 11:59 p.m. Pacific Time (“PT”) on June 4, 2026 (the “Contest Period”); provided, however, the Contest Period will be divided into three (3) separate entry periods (each, an “Entry Period”), one (1) for each Contest round, as described below:
 - a. Round 1 Entry Period: 12 a.m. ET on April 1, 2026, to 11:59 p.m. PT on April 12, 2026.
 - i. Advancers (Top 25% of entrants) and Gift Card winners (top two (2) scorers in each region) announced: By April 18, 2026.
Sponsor will appoint a tiebreaking judge to be the ultimate tie-breaking decision maker for prize selection or advancement, should ties occur.
 - b. Round 2 Entry Period: 12 a.m. ET on April 27, 2026, to 11:59 p.m. PT on May 5, 2026.
 - i. Up to the top ten (10) Finalists (two (2) highest-scoring contestants from each region) announced: By: May 8, 2026.
 - c. Round 3 In-Person Event (Irvine, California): 9 a.m. PT on June 3, 2026 and ends by 4:59 p.m. PT on June 3, 2026.
 - i. Top three (3) winners announced: June 3, 2026.
3. **How to Participate.** To enter the Contest, during the Round 1 Entry Period, eligible entrants must first register for the Contest by completing and submitting the form located at <https://www.skillsthatinspire.com/2026/submit> (“Contest Website”). Then, entrants will be divided into five (5) regions (Eastern, Central, Southern, Southwestern, Western as noted in **Exhibit “A”**) based on the location of the Kia dealership that they are employed at. Next, entrants will have the opportunity to compete in the Contest, which will consist of three (3) rounds, each providing entrants with the opportunity to showcase their customer experience expertise and product knowledge, as described below:
 - a. Round 1: Using a prompt based on a customer scenario, participants will record a video of themselves (a “Submission”) that is less than three (3) minutes that showcases their sales skills demonstrating how they would conduct a physical meet-and-greet and needs assessment and how they would approach and handle the situation described in the scenario prompt using the customer profile information provided. MP4 format is recommended for video submission and maximum file size is 1000MB. The same prompt will be provided to all entrants on the Contest Website on or around April 1, 2026. Entrants must upload their Submission to the Contest Website by 11:59 p.m.



PT on April 12, 2026, in order for their Submission to be considered for Round 1 of the Contest. After Round 1 judging is complete, the top twenty-five percent (25%) of scorers based on the **Ratings and Evaluation Score Sheet (link)**, assuming they have received at least one hundred (100) points (as noted on the Score Sheet, in each region will advance to Round 2. Up to two (2) of the top scoring entrants in each region (total of up to ten (10) nationwide) will each win a one-hundred-dollar (\$100) gift card, as described in Section 6 below.

- b. Round 2: Using a different prompt based on a customer scenario, the top twenty-five percent (25%) of scorers in each region from Round 1 will record another Submission that showcases their sales skills and how they would approach and handle the situation described in the prompt. The same prompt will be provided to all second-round entrants via email on or before April 27, 2026. Entrants must upload their Submission to the Website by 11:59 p.m. PT on May 5, 2026 in order for their Submission to be considered for Round 2 of the Contest. After Round 2 judging is complete using the **Ratings and Evaluation Score Sheet (link)**, up to two (2) entrants with the highest cumulative in their region (total of up to ten (10) people nationwide) will each advance to Round 3 in Irvine, California, on a trip paid by Sponsor, as described in Section 6 below.
- c. Round 3: In Round 3, the selected finalists from Round 2 will participate in this dynamic, in-person final round, in Irvine, California, from June 2, 2026 to June 4, 2026. As in Round 1 and 2, all participants will be provided with identical prompts, and each participant will have ten (10) minutes to showcase their sales skills and how they would approach and handle the situation described in the prompt. After Round 3 judging using the **Ratings and Evaluation Score Sheet (link)**, up to three (3) of the highest scorers will receive cash prizes, as described in Section 6 below. Places 4 – 10 will each receive \$100 gift cards.

Sponsor reserves the right to cancel or modify the Contest for any reason, including, without limitation, should there be an insufficient number of eligible entries submitted in any round in this Contest. All Submissions must comply with the “Contest Guidelines,” available at <https://www.skillsthatinspire.com/2026/rules>; entrants whose Submissions do not comply with the Contest Guidelines may be disqualified and/or removed from the Contest, at Sponsor’s sole and absolute discretion. Submissions must comply with these Official Rules and any website 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. During the Contest Period, Submissions cannot be displayed or distributed, except by Sponsor and you must maintain all rights, without third party obligations, to transfer your Submission to Sponsor if you are selected as a winner of any Contest



rounds. Entrants must not submit a Submission that if selected cannot be assigned to Sponsor as contemplated herein.

Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information, accounts, or otherwise may result in the entry being disqualified. Entries that are in excess of the stated limits, 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. Sponsor's designated database clock will be the official timekeeper for this Contest. Those who do not follow all of the instructions, provide the required information in their enrollment form, or abide by these Official Rules or other instructions of Sponsor may be disqualified at Sponsor's sole and absolute discretion.

4. **Intellectual Property.** Entrant, upon submission of their Submission to the Contest, irrevocably grants to Sponsor, KUS 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 Submissions, 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 (including, without limitation, CDs, streaming media, film, television, videocassettes, print, interactive devices, mobile media, Internet and on-line systems), 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 Contest 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. Sponsor, and each of its successors, assigns and licensees, will have the right to make unlimited derivative works of Submissions, to assign or transfer any or all of Sponsor's granted rights and to grant unlimited, multiple-level sublicenses. Without limiting the forgoing, Sponsor and KUS 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. 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/KUS and entrants may be required to confirm such assignment by completing and submitting the Affidavit (defined below) (and any other documents reasonably required by Sponsor) or such



entrant will otherwise be disqualified from receiving their prizes. 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 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 Sponsor, nor its agents, shall be responsible for return or preservation of the Submissions submitted. All Submissions that are posted on the Website or elsewhere may be viewed by anyone with access to the Internet.

Each entrant acknowledges that Submissions are not being submitted in confidence or in trust to Sponsor and that no employment, confidential or fiduciary relationship is intended or created. Each entrant acknowledges that Sponsor and other entrants may have created ideas and concepts contained in their Submissions that may have familiarities or similarities to their own Submission, and that they will not be entitled to any compensation or right to negotiate with Contest Entities (defined below) 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 Entities to pay or otherwise compensate entrants for any of their ideas or materials in any communications with Sponsor, whatsoever. Submissions are not confidential and the Contest Entities' only obligations to entrants regarding Submissions are as specifically set forth in these Official Rules. Entrant, by participating in the Contest, except where legally prohibited, grants permission for Sponsor, KUS and its designees, to use his/her name, 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. Sponsor 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 Sponsor. Failure to provide such proof may lead to, among other things, the entrant being disqualified from the Contest.

- 5. Winner Selection and Notification.** There will be up to forty (40) prize winners selected in this Contest: up to ten (10) winners in Round 1 to advance to Round 2, up to ten (10) top scores to receive Gift Cards, up to ten (10) winners in Round 2 will advance to be the ten (10) winners in Round 3. After the conclusion of each Entry Period, each entry will be reviewed by a team of judges (the "Judges") assembled by Sponsor, who will review and judge all eligible entries receive in the applicable Entry Period for the Contest round, based on the following judging categories (collectively, the "Judging Criteria") as more detailed in the **Ratings and Evaluation Score Sheet** ([link](#)):

- 25% Personal Presentation



- 25% Product Knowledge
- 25% Customer Experience
- 25% 3T Skill

Based on the total score the Judges assign to each entry in a round using the Judging Criteria, the winning entries of that round will be ultimately selected by the Judges and each selected individual will be a potential winner, subject to confirmation that the potential winners in that round have 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 winners of that round.

Sponsor will notify winners of each round via email to their email address provided in their Contest entry form, in accordance with the dates provided in Section 2 above. Decisions of Sponsor as to the selection of the winners and all decisions of the Judges will be final. Each potential winner may be required to submit an affidavit of eligibility/release of liability/prize acceptance agreement, including providing a completed IRS form W-9 (collectively, the "Affidavit") and return the Affidavit within the time period specified at notification before being eligible to receive their prize. If any potential prize winner fails or refuses to sign and return such Affidavit within the time period required by Sponsor or if the prize or prize notification is returned as rejected, faulty, unclaimed, or returned as undeliverable to such potential prize winner, such potential prize winner may be disqualified and an alternate may be selected in accordance with the process set forth in these Official Rules. Non-compliance shall result in disqualification and award of the prizes to an alternate winner. If any potential prize winner is found to be ineligible, or if they have not complied with these Official Rules, or if the potential prize winner declines a prize for any reason prior to award, such potential winner may be disqualified and an alternate potential winner may be selected.

6. Prizes and Values. The prizes in this Contest will be as follows:

- a. Round 1 prize: Up to two (2) of the highest scorers from each region (up to ten (10) winners in total) will each receive their choice of gift cards, distributed in digital format to the email address entrants provided in their entry form:

One (1) one-hundred-dollar (\$100) gift card

- b. Round 2 prize: Up to two (2) of the highest scoring entrants in each region (up to ten (10) winners in total) will each receive a trip to Irvine, California to Kia KUS headquarters, from June 2, 2026 to June 4, 2026 (subject to Sponsor's sole and absolute discretion), consisting of the following:



- i. One (1) roundtrip economy/coach airline ticket for the winner via a Sponsor-selected air carrier from a major commercial airport selected by Sponsor in its sole and absolute discretion;
- ii. A two (2)-night hotel stay (one (1) room) for the winner at Pendry HOTEL in Newport Beach, California;
- iii. Ground transportation to/from the hotel and the John Wayne Airport (SNA);
- iv. Tour of Kia America Headquarters in Irvine, California
- v. Finalists' dinner and an awards ceremony; and
- vi. Expenses for group meals and non-alcoholic beverages will be covered by group check paid or other payment by a Sponsor representative. No cash will be supplied for meals during the trip to Irvine, California.

The approximate retail value ("ARV") of the trip prize is three thousand dollars (\$3,030.00).

- c. Round 3 prize: Gift Card prizes will be physically presented to winners on June 3, 2026. The top three (3) winners will complete appropriate paperwork and receive ACH of winnings. Up to three (3) of the highest scorers will receive the following, which will be paid by check or electronic transfer, also known as Automated Clearing House (ACH):
 - i. First place: Five thousand dollars (\$5,000).
 - ii. Second place: Three thousand dollars (\$3,000).
 - iii. Third place: One thousand five hundred dollars (\$1,500).
 - iv. Fourth – Tenth place: One-hundred-dollar Gift Card (\$100).

Round 1 prize: Gift cards are subject to any terms and conditions set forth on the card or otherwise provided by gift card issuer.

Round 2 prize: Actual retail value of the prize may vary depending on point of departure, travel dates and fare/rate fluctuations. All travel arrangements must be made through the Sponsor or Sponsor's designee. Certain restrictions and blackout dates may apply. Each winner of the prize must travel as and when designated by Sponsor or the prize may be forfeited and an alternate winner chosen. Winners must confirm attendance to Round 3 in Irvine, California, as instructed by Sponsor within five (5) days of winner notification, otherwise the prize may be forfeited and an alternate winner selected, at Sponsor's sole and absolute discretion.

Winners of the prize must possess all required travel documents, including visas and valid passports, if and as applicable. It is the responsibility of winners to provide proper documentation (including government issued picture identification). All aspects of the travel portions of the prize must be conducted on such dates as determined by Sponsor in its sole and absolute discretion. The dates of departure and return are subject to change at Sponsor's sole and absolute discretion. Airline tickets



are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. **Travel must be booked at least one (1) week prior to travel (i.e., by May 26, 2026), and all travel must be completed prior to June 5, 2026 (subject to Sponsor's sole and absolute discretion).** All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Sponsor reserves the right to structure travel route and select hotels in its sole and absolute discretion. Winners will not receive cash or any other form of compensation if actual travel costs are less than the estimate made in these Official Rules. The round-trip air transportation element for the prize begins and ends at the point of departure. The prize is subject to seat and hotel availability, as well as Sponsor's terms and conditions generally applicable thereto. If in the judgment of Sponsor air travel is not required due to a winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole and absolute discretion. The difference in value will not be awarded to winners.

Sponsor shall not be responsible for any cancellations, delays, diversions or substitutions, or any act or omissions whatsoever by 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, opportunities, 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. Additional prize award details and travel information to be provided to winners at the time of prize notification. Winners are responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Winners may be required to provide a credit card at the time of hotel check-in. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by Sponsor's transportation carrier of choice. Lost, stolen, or damaged airline tickets, travel vouchers or certificates will not be replaced or exchanged. All expenses not specifically mentioned herein, are not included as part of any prize package, and are solely the winners' responsibility, including, but not limited to: hotel taxes, additional ground transportation at the winners' destinations, travel insurance, bag check fees, parking fees, laundry service, additional meals, alcoholic beverages, merchandise, souvenirs, telephone calls, tips, gratuities, and service charges. Transportation carrier and hotel regulations and conditions apply. Travel and lodging are subject to availability, and any changes made to either of these will be at the expense of the prize winners.

Each winner understands and agrees that the Contest Entities have the right, at their sole discretion, to disqualify and remove the winner from any event during the trip, including the Round 3 competition, at any time, without compensation, if the winner's behavior at any point is uncooperative, disruptive, or causes damage to person,



property, or the reputation of Sponsor or otherwise violates the policies of Sponsor and, in such case, the winner will still be solely responsible for all taxes and other expenses related to the prize, if any. If a winner, in the opinion of Sponsor or any of Sponsor's representatives, is considered a physical or mental threat to the well-being of any other individual, they may be removed from any premises relating to the prize and winner consents to such removal.

All prizes: If the actual value of any prize is less than the stated ARV, the difference will not be awarded. 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. Sponsor may modify the trip prize in its sole discretion. 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). 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 prize provider's rules and restrictions, and in the event that Sponsor is unable to provide a winner with their prize, Sponsor may elect to provide the winner with the approximate value of such item in cash or award an alternate prize of comparable or greater value. In the event that a winner engages in behavior that (as determined by Sponsor or any prize provider in its or their sole and absolute discretion) is obnoxious, inappropriate, or threatening, illegal or that is intended to annoy, abuse, threaten, or harass any other person, Sponsor reserves the right to terminate the right to receive a prize. Winners will be solely responsible for all federal, state, and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether they, in whole or in part, are used. All prize winners will be required to complete an IRS Form 1099-MISC. The ARV of the prizes are based on available information provided to Sponsor and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Unclaimed prizes will be forfeited. Prizes, if legitimately claimed, will be awarded. The total ARV of all prizes awarded in this Contest is up to forty thousand two hundred thirty dollars (\$40,230.00).

THIS IS NOT AN EMPLOYMENT CONTRACT: These Official Rules are not an employment agreement and do not create any employment relationship between Sponsor and any Sales Consultant or anyone else. This is a voluntary skills contest, which may be revoked by Sponsor, including the reduction or elimination of prizes, at any time for any reason with or without notice to the entrants.

Entrants shall not receive any overtime pay or other compensation for any work performed in connection with the activities in connection with the Contest and entrants should not expect to receive any compensation other than their normal pay. Prizes in this Contest are not considered a bonus or are part of any bonus



program that Sponsor or KUS may offer, except as may be determined by applicable law.

7. **Records.** KUS records and systems shall be conclusive for purposes of determining compliance under these Official Rules and performing any calculation regarding any and all prizes and the Contest.
8. **Tampering with Contest.** Persons found tampering with or abusing any aspect of this Contest, or whom the Contest Entities believe to be causing malfunction, error, disruption, or damage may be disqualified. Additionally, any attempt to cheat the Contest, as determined at the sole and absolute discretion of the Contest Entities, may result in immediate disqualification of the entrant, as well as other possible consequences, including disqualification from any and all existing and future Contest. ANY ATTEMPT BY A PERSON TO DAMAGE ANY WEBSITE OR UNDERMINE THE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST ENTITIES RESERVE THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right, at its sole and absolute discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in violation of these Official Rules, or to be acting in an illegal, unsportsmanlike, obscene, immoral, or disruptive manner, or with the intent to annoy, abuse, threaten, or harass any other person.
9. **Suspension/Modification/Termination.** KUS may terminate these Official Rules or this Contest, in whole or in part, and/or entrants' participation therein, at any time, for any reason. Entrants may withdraw from this Contest at any time for any reason. In the event this Contest is terminated by KUS or an entrant decides to no longer participate in this Contest, any prize not already received will be forfeited by the entrant. 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: (a) to modify, suspend, or terminate the Contest should a Force Majeure event or occurrence corrupt or interfere with the administration, integrity, operation, security, or proper play of the Contest; or (b) to disqualify any participant 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. KUS may also elect to cancel the Contest at any time based on reasonable business concerns or safety



concerns. KUS reserves the right to alter, modify, change, or supplement these Official Rules.

10. **Waivers, Disclaimers, and Releases.** By participating in the Contest, entrants agree to indemnify, defend, release, discharge, and hold harmless Sponsor, KUS, its parent company, and each of their respective officers, directors, agents, successors, and assigns (collectively, "Contest Entities"), from and against any and all liability, claims, costs (including attorneys' fees), losses, damages, fines, or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained, in whole or in part, directly or indirectly, in connection with: (a) participation in any aspect of the Contest; (b) the receipt, ownership, use, or misuse of the prize awarded, including any travel associated with the prize; (c) the Contest Entities' 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; (d) entrant's registration material on any related website; or (e) any typographical, human, or other error in the printing, offering, selection, operation, or announcement of any Contest activity and/or prize. Participants agree that the Contest Entities shall have no responsibility or liability for discontinued prizes; human error; any technical malfunctions of computer online systems, computer dating mechanisms, computer equipment, software, or Internet service provider utilized by Sponsor; any lost/delayed data transmissions, omissions, interruptions, viruses, bugs, defects; and/or any other errors or malfunctions, even if caused by the negligence of the Contest Entities. Those entrants participating in the Contest do so at their own risk. The Contest Entities 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 Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of this section.
11. **Confidentiality.** These Official Rules and the terms hereof are KUS confidential information, and entrant shall maintain such information as confidential and will only disclose such information to third-party partners as instructed and required by KUS for award issuance or unless required by law.
12. **Assignment.** Entrants may not assign participation in this Contest to any third party without the prior express written consent of KUS.
13. **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 or the Contest Entities 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 state's 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; AND (C) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

14. **Publicity.** By entering this Contest, entrants agree that the Contest Entities, and each of their respective licensees, successors, and assigns, may use the entrant's name, city and state of residence, photograph, any recording (voice, film, or video) and/or likeness for advertising, trade and/or any other purposes in any media now or hereafter known throughout the world in perpetuity, without further compensation, permission, or notification, except for the awarding of the prizes to the winners.
15. **Personal Identifiable Information.** By participating in the Contest, entrants consent to the collection, use, and disclosure of their personal identifiable information by KUS and its vendors for the purposes of administering the contest, awarding prizes, and complying with legal and regulatory requirements. Any information an entrant provides to KUS may be used to communicate with entrant in relation to this Contest. By participating in the Contest, entrant agrees to all of the terms and conditions of the KUS' Privacy Policy, which is available at <https://www.kia.com/us/en/privacy>.
16. **Disputes.** Except where prohibited by law, as a condition of participating in this Contest, entrant agrees that (a) any and all disputes and causes of action arising out of or connected with this Contest, or prizes awarded and all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association ("AAA") and held at the AAA regional office in or near Orange County, California, (b) the commercial rules of the AAA, then in force, shall govern the interpretation, enforcement and all proceedings at such arbitration, and (c) judgment upon such arbitration award may be entered in any court having jurisdiction.
17. **Miscellaneous.** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event



that any provision of the Official Rules 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. KUS' 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 and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control and the discrepancy will be resolved in KUS' sole and absolute discretion.

18. **Names of Contest Winners.** To receive a list of the Contest winners, email skillsthatinspire@kiatraining.com.

19. **Sponsor:** Kia University, 111 Peters Canyon Road, Irvine, CA 92606.



Exhibit "A"

Competition Regions

Eastern: Connecticut, Delaware, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

Central: Iowa, Illinois, Indiana, Kansas, Kentucky, Michigan, Minnesota, Missouri, North Dakota, Nebraska, Ohio, South Dakota, Wisconsin

Southern: Alabama, Florida, Georgia, Maryland, North Carolina, South Carolina, Tennessee, Virginia, Washington D.C., West Virginia

Southwestern: Arkansas, Colorado, Louisiana, Mississippi, New Mexico, Oklahoma, Texas, Wyoming

Western: Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington