



REEL LUCKY DRAWINGS Official Rules

Promotional Period: August 20 & 24, 2024

Promotion Administrator: Hamburg Gaming is responsible for overseeing the awarding of all offers, gifts, or prizes pertaining to this promotion and whose decisions will be considered final in regard to all matters related to this promotion. Pepsi Co is a promotional partner and Hamburg Gaming is the sponsor of this promotion. (Together Pepsi and Hamburg Gaming are the "Promotion Entities"). For first name and city of residence of winners (if applicable), send Self Addressed Stamped Envelope within 30 days of promotion to: Promotion Winner Confirmation, 5820 South Park Ave, Hamburg, NY 14075. Please specify promotion name and date.

Eligibility: Valid photo ID required. This promotion is open to all members of Hamburg Gaming's Lucky North Club, who are 18 years old or older (Must be 21 to compete in the Southland Casino Hotel Grand Finale) and abide by the rules and regulations of the Lucky North Club. Employees of the Promotion Entities ; its/their subsidiaries and affiliates; people key licensed or employed by the New York State Gaming Commission; vendors directly associated with this promotion, their subsidiaries, affiliates and agencies; and any immediate family members residing in the same household of any of the foregoing individuals are ineligible to participate in the program. Employees of Southland Casino Hotel are ineligible to participate in this promotion. Any licensee, registrant, contractor, subcontractor, consultant, officer, or employee of a contractor, subcontractor, licensee, registrant or consultant, that is directly involved in the operation or observation of New York State video gaming or New York State video gaming promotions, or the processing of New York State video gaming prize claims or payments is ineligible to participate in the promotion. All federal, state and local rules and regulations apply. Void where prohibited or restricted by law.

Method of Entry:

Saturday Drawings: On Saturday, 8/24, all members can get one entry per base point earned from 8am-9pm. Members must have played in the half-hour prior to each drawing time to be eligible. Some tiers may receive bonus entries.

VIP Drawings: Diamond and Black Diamond members will be invited to VIP drawings taking place on Tuesday, 8/20. Invited members can get one entry per base point earned from 8am-7pm. Members must have played in the half-hour prior to each drawing time to be eligible.

Drawing Method:

Saturday Drawings: At 11am, 12pm, 1pm, and 2pm, one winner will be drawn to receive \$100 Free Play plus a spot in the 2:15pm finale. Finalists must present themselves to the drawing representative by 2pm to participate in the finale. If there are not four finalists at 2pm then additional finalists will be drawn until there are four present finalists. At 2:15pm each finalist will choose a mystery prize. One winner will get \$150 cash, one will get \$250 cash, one will get \$500 cash, and one will receive a trip to the Reel Lucky Tournament and \$150 Cash.

At 6pm, 7pm, 8pm, and 9pm, one winner will be drawn to receive \$100 Free Play plus a spot in the 9:15pm finale. Finalists must present themselves to the drawing representative by 9pm to participate in the finale. If there are not four finalists at 9pm then additional finalists will be drawn

until there are four present finalists. At 9:15pm each finalist will choose a mystery prize. One winner will get \$150, one will get \$250, one will get \$500, and one will receive a trip to the Reel Lucky Tournament and \$150 Cash.

VIP Drawings: At 12pm and again at 7pm, three winners will be chosen to each pick a mystery prize. One winner will receive \$250 cash, one will receive \$500 cash, and one will receive a trip to the Reel Lucky Tournament taking place in September and \$250.

Prizes: Free Play, Cash

All trip winners also receive Travel expenses up to \$1,000 booked by a travel agent. Travel agency information will be given to winner for booking, and agency will direct charge the property. In the event the winner chooses to drive and not use the travel agency then they will receive \$1,000 travel cash after verification that they did attend the Reel Lucky Tournament.

Restrictions:

Terms may be altered or cancelled at the property's discretion upon notification to the New York State Gaming Commission.

If all four finalists are not present for one of the Saturday finale drawings, then at the last drawing prior to the finale drawings (2pm for the 2:15pm drawing, and 9pm for the 9:15pm drawing) wild card winners will also be drawn until there are four finalists.

If there is an issue with the Virtual Drawing module the drawings will be completed using a Random Number Generator.

Terms or Conditions: Promotion does not apply to any racing wagering activity tracked through use of a Lucky North Card or otherwise. In drawings where multiple winners are selected (including alternates chosen in case of disqualification), final prize positioning shall be based on the order drawn. No duplicates, reproductions or facsimiles will be accepted. The Promotional Entities reserve the right to delay promotion engagement (including drawings) due to unforeseeable issues, until such time as the promotion may proceed. In drawings where prize awards are dependent upon the winner being present within a specific time frame, the "present" time period shall begin from the initial winner announcement. Participants also agree to release, discharge, indemnify and hold harmless the Promotional Entities, vendors associated with this promotion, and the respective officers and employees of these entities, including PepsiCo, Inc., Pepsi-Cola Company and its bottlers, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, or participation in this promotion. Any person attempting to defraud or in any way tamper with the promotion mechanics and/or implementation will be declared ineligible and may be prosecuted to the full extent of the law. The Promotional Entities reserves the right to make changes in the rules of this promotion, facilitate manually, or cancel all or any part of it and not award any offer, gift, or prize for any reason at any time without prior notice. By participating, guests agree to be bound by these Official Rules and the decisions of the Promotional Entities and waive any right to claim ambiguity in the promotion or these Official Rules. This promotion is subject to all applicable federal, state and local laws.