

**Sleep Number® Insider Appreciation Month Promotion
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCE OF WINNING. YOU HAVE NOT ALREADY WON. VOID WHERE PROHIBITED OR RESTRICTED BY APPLICABLE LAW.

The Sleep Number® Insider Appreciation Month Promotion consists of an instant-win game ("Instant Win Game") and a sweepstakes ("Sweepstakes") (together "Promotion"). There are 56,000 possible game plays. The Promotion begins on February 28, 2023 at 12:00:00 a.m. Pacific Time ("PT") and is scheduled to end on April 10, 2023 at 11:59:59 p.m. PT (the "Promotion Period") or when all game plays have occurred, whichever occurs first. This Promotion is sponsored by Select Comfort Retail Corporation ("Sponsor"), owner and operator of Sleep Number® Stores.

1. ELIGIBILITY: OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA ("D.C.") WHO ARE AT LEAST EIGHTEEN (18) AND THE AGE OF MAJORITY OR OLDER IN THEIR JURISDICTION OF RESIDENCE AT TIME OF ENTRY, WHO ARE SLEEP NUMBER INSIDERS AS OF FEBRUARY 27, 2023, AND WHO RECEIVED AN INVITATION ("INVITATION") TO PARTICIPATE FROM THE SPONSOR. Employees of Sponsor, Promotion Activators Management, LLC ("Administrator"), NFL Enterprises LLC, and their respective parents, subsidiaries, affiliates, retailers, representatives, divisions, suppliers, and advertising and promotion agencies and their immediate families and those living in the same household of each, whether related or not, are not eligible to enter or to win the Promotion. For purposes of these rules, "immediate families" means spouse, parents or legal guardians, siblings, children, step-parents, step-siblings, step-children, and the spouses of each of the foregoing.

2. HOW TO ENTER THE SWEEPSTAKES AND PLAY THE INSTANT WIN GAME: To enter the Sweepstakes and play the Instant Win Game, follow the instructions in your Invitation. **Note: You will need your valid Customer Number before you can enter the Sweepstakes and play the Instant Win Game.** You will be required to provide proof of enrollment in the Sleep Number Insider program. To enter the Sweepstakes and play the Instant Win Game, you will need to first complete an online registration form. Once the online registration form is complete, you (a) will receive one (1) entry into the Sweepstakes for the Sweepstakes Entry Period (see Rule 4 below) during which it was received and (b) you will be prompted to play the Instant Win Game. If after playing the Instant Win Game, you receive an on-screen message that states "Congratulations! You have won," or something similar, you are the potential winner of the prize/offer described, subject to verification and compliance with these Official Rules. All valid game plays will receive a message indicating an Instant Win Game prize or a discount offer off the purchase of Sleep Number products.

POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY THE SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING. A "SCREEN SHOT" IS NOT PROOF OR EVIDENCE OF A WINNING GAME PLAY AND/OR PRIZE/OFFER. AN ENTRANT IS NOT A WINNER OF ANY PRIZE OR A DISCOUNT OFFER EVEN IF THE INSTANT WIN GAME MESSAGE SHOULD SO INDICATE

UNLESS AND UNTIL SAID ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAS BEEN VERIFIED AND SAID ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED. Potential winners of the Instant Win Game will be provided directions for validation and will be required to provide a valid mailing address to claim the prize or discount offer (defined below). All potential winners are subject to verification before any prize or discount offer will be awarded. **Limit one (1) Instant Win Game play and one (1) Sweepstakes entry per person or email address used to create their Insider account during the Promotion Period.** No robotic, programmed, script, macro, or other automated entries (collectively "automated entries") will be accepted. Automated entries or submission of multiple entries during the Promotion Period by the same person with the same email address used to create their Insider account may result in disqualification of all such entries. Entries by any means which subvert the entry process will be void. No other attempted form of entry will be accepted. Entrants agree to be contacted by Sponsor with notices and reminders pertaining to the Promotion.

3. PRIZES AND ODDS: INSTANT WIN GAME PRIZES: 5,000 Instant Win Game Prizes: Each Instant Win Game Prize winner will receive a Sleep Number pillow tote. ARV: \$29.99 each. Odds of winning: 1 in 12. Winning times will be randomly determined for the above prizes during the Promotion Period. If you are the first player to play the Instant Win Game (as recorded by the website technology) at or after one of the randomly determined times, you will be a potential winner of the prize indicated. Limit one (1) Instant Win Game Prize per person or email address used to create their Insider account.

INSTANT WIN GAME DISCOUNT OFFERS: 750 discount offers of \$75 off the purchase of a Sleep Number product with an ARV of \$300 or more. Odds: 1 in 75. 10,000 discount offers of 10% off of a Sleep Number bedding purchase. Odds: 1 in 6. 4,250 discount offers of \$50 off the purchase of a Sleep Number product with an ARV of \$200 or more. Odds: 1 in 13. 36,000 discount offers of \$25 off the purchase of a Sleep Number product with an ARV of \$100 or more. Odds: 1 in 1.56. For all discounts, there is a limit of one discount offer per transaction. For use at Sleep Number locations, sleepnumber.com, phone, and chat orders only. No mechanical reproductions. Discount offers are non-transferable and may not be sold.

4. SWEEPSTAKES DRAWING SCHEDULE/ODDS OF WINNING: To be eligible for a Sweepstakes Drawing, an eligible entry must be received by the end of that Sweepstakes Entry Period (see table below). Sweepstakes Drawings will be conducted by the Administrator, an independent judging agency, whose decisions shall be final in all matters relating to the Sweepstakes.

For each of the six (6) Sweepstakes Drawings, one (1) Sweepstakes Grand Prize winner and one (1) Sweepstakes First Prize winner will be selected at random from among all eligible entries received as of the conclusion of that Sweepstakes Entry Period. Odds of winning a Sweepstakes prize identified in the "Sweepstakes Prizes" section depend on the total number of eligible entries received as of the conclusion of each Sweepstakes Entry Period.

Sweepstakes Entry Periods and Deadlines

Sweepstakes Entry Period	Entries may be submitted from 12:00:00 a.m. PT on	Entries must be received by 11:59:59 p.m. PT on	Drawing on or about	Prizes
1	2/28/2023	3/6/2023	3/8/2023	1 Grand Prize and 1 First Prize
2	3/7/2023	3/13/2023	3/15/2023	1 Grand Prize and 1 First Prize
3	3/14/2023	3/20/2023	3/22/2023	1 Grand Prize and 1 First Prize
4	3/21/2023	3/27/2023	3/29/2023	1 Grand Prize and 1 First Prize
5	3/28/2023	4/3/2023	4/5/2023	1 Grand Prize and 1 First Prize
6	4/4/2023	4/10/2023	4/12/2023	1 Grand Prize and 1 First Prize

SWEEPSTAKES PRIZES: Six (6) Sweepstakes Grand Prizes: Each Grand Prize winner will be eligible to receive one (1) Sleep NumberTrue Temp™ Sheet Set in Queen or King size. ARV: up to \$329.99. Six (6) Sweepstakes First Prizes: Each First Prize winner will receive signed NFL merchandise provided by Sponsor. ARV: \$149.99 each. Limit one (1) Sweepstakes Grand Prize and limit one (1) Sweepstakes First Prize per person or email address used to create their Insider account.

For all prizes (Instant Win Game and Sweepstakes Prizes). No cash redemptions or prize substitutions will be allowed except at Sponsor’s sole discretion, which reserves the right to substitute a prize (or portion thereof) with a prize of comparable or greater value should an advertised prize become unavailable for any reason. Total ARV of all prizes: \$152,829.88.

5. WINNER NOTIFICATIONS/VERIFICATIONS: No Sweepstakes entrant is deemed a winner until his/her eligibility has been verified and it is determined that he/she has complied with all terms of these Official Rules.

Administrator will contact potential winners via email and potential winners must reply to this email notification with their complete name, mailing address, email address, phone number, and date of birth within seven (7) days from the date of email notification, or prize may be forfeited, and, at Sponsor’s discretion following consultation with Administrator, an alternate winner may be selected from all remaining eligible entries received. Potential winners will be issued their prize to the address provided within approximately 4-6 weeks of verification of eligibility and compliance with these Official Rules. Sponsor is not responsible for any telecommunications issues or for change of mailing address or email address subsequent to the date on which an entrant entered the Promotion. If a notification or prize is returned as undeliverable, Administrator is unable to contact a potential winner, or a potential winner is not in compliance with these Official Rules, as determined by Administrator, the applicable prize will be forfeited, and in the case of a Sweepstakes Grand Prize or First Prize, an alternate winner will

be randomly selected from all remaining eligible entries. In no event will more than the number of prizes indicated in these Official Rules be awarded. If, due to a production, technical, printing, human, computer, or other error, the number of prize claims received exceeds the intended number of prizes (as stated herein), such prizes will be awarded in a random drawing from among all such prize claims received. In no event will Sponsor be liable for more than the number of prizes stated herein, nor will Sponsor be liable for any prize claims from those who do not meet the eligibility requirements set forth herein. All prize claims become the property of the Sponsor and none will be returned. Non-winning submissions will not be acknowledged. Sponsor and its agents are not responsible for lost, late, damaged, illegible, misdirected, or incomplete entries or prize claims. All properly claimed prizes will be awarded. Any prizes that are not claimed in accordance with these Official Rules will not be awarded. Acceptance of a prize will further constitute and signify winner's agreement and consent that Sponsor and/or Sponsor's assignees may use a winner's name, likeness, city, and state of residence, and/or prize information for promotional purposes in any media worldwide without limitation and without further notice or compensation, except wherever prohibited by law.

6. GENERAL CONDITIONS/DISCLAIMERS: If for any reason the Promotion is not capable of running as planned, or if any part of the Promotion or any process associated therewith becomes corrupted or does not allow the proper operation of the Promotion and processing of entries per these rules, or if infection by virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other cause, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Promotion, Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action, and/or to cancel, terminate, modify or suspend this Promotion in whole or in part. If the Promotion is cancelled or terminated prior to the stated end date, Sponsor reserves the right to have the Administrator select the prize winners in a random drawing from among all eligible, non-suspect, entries received prior to the time of the action or event warranting such cancellation/termination. Proof of entering information on the Promotion website is not considered proof of delivery or receipt by Sponsor. False and/or deceptive entries or acts of any kind shall render entrant ineligible to receive a prize. Released Parties (defined below) are not responsible for any typographical or other error in the printing, advertising, or administration of the Promotion or in the announcement of prizes/prize winners. By entering or participating in this Promotion, participants: (a) agree to be bound by the terms of these Official Rules and the decisions of the Sponsor, which shall be final and binding in all matters relating to the Promotion; (b) agree that the Select Comfort Retail Corporation, Promotion Activators Management, LLC, NFL Enterprises LLC, their respective parents, subsidiaries, affiliates, retailers, representatives, divisions, suppliers and advertising and promotion agencies; and all of their respective officers, directors, employees, representatives, and agents (collectively, "Released Parties") are not responsible for printing, typographical, human, distribution, production, omission, or other errors of any kind that may occur in connection with the Promotion, including, without limitation, errors in connection with the administration of the Promotion, the processing of entries, lost, late, damaged, misdirected, garbled, illegible, or incomplete entries (all such entries will be disqualified); incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the transmission, receipt or processing of entries; entries not received due to lost, failed, delayed or interrupted connections or miscommunications; other electronic malfunctions, delays, or errors; human error; technical malfunctions or defects of computer

systems or telephone networks utilized in the Promotion; theft, tampering, destruction of or unauthorized access to, or alteration of, entries; data processing that is processed late or incorrectly, the announcement of the prize winners or in any other Promotion-related materials or the receipt and/or use of a prize; (c) agree to indemnify and hold harmless the Released Parties from and against any and all injuries, claims, damages, or losses of any kind that arise from or are sustained directly or indirectly, in whole or in part, in connection with acceptance or use/misuse of a prize or from participation in the Promotion; (d) by accepting a prize (in the event a participant is selected as a winner), each participant selected as a winner agree that the Sponsor and its designees may use their name, picture/portrait, likeness, and/or voice for advertising, trade, and promotional purposes, worldwide in perpetuity, in any and all media now known or hereafter devised, without notification, permission, or additional compensation, unless prohibited by law. Released Parties are not responsible for any condition that might cause the Promotion to be disrupted or corrupted, including an act of God, hurricane, war, fire, riot, terrorism, act of public enemies, actions of governmental authorities, or any other causes. The Sponsor may prohibit you from participating in the Promotion and void all associated entries, at its sole discretion, if you repeatedly show a disregard for the Promotion Official Rules or act: (x) in a manner they determine to be not fair or equitable; (y) with an intent to annoy, threaten, or harass any other entrant or the Sponsor; or (z) in any other disruptive manner.

CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.

7. WAIVERS/GOVERNING LAW: Promotion is subject to all applicable federal, state, and local laws and regulations. This Promotion is governed by the laws of the United States and State of Minnesota, without respect to conflict of law doctrines. As a condition of participating in this Promotion, entrants agree that any and all disputes and causes of action against the Sponsor or Administrator arising out of or in connection with this Promotion shall be resolved individually, without resort to any form of class action. Such disputes shall be resolved by mediation and binding arbitration. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental, or consequential damages, including attorneys' fees, and participants further waive all rights to have damages multiplied or increased.

8. PRIVACY: Information participants provide to Sponsor may be used to communicate with participants in relation to this Promotion as well as for other purposes as described in the Sponsor's Privacy Policy. Privacy Policy is available at www.sleepnumber.com. Winners' names, cities and states of residence may be posted on the Sleep Number website.

9. RULES GOVERN: In the event of any discrepancy or inconsistency between the Official Rules and disclosures or other statements contained in any Promotion-related materials or made by any representative of Sponsor, these Official Rules shall prevail, govern, and control.

10. SEVERABILITY: The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall

otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

11. WINNERS' NAMES/RULES REQUESTS: You may obtain the winners' names by sending a self-addressed, stamped envelope by June 10, 2023 to: Sleep Number Insider Appreciation Winners Names Request, P.O. Box 6000, Morton Grove, IL 60053. Complete Official Rules will be available at participating Sleep Number stores during the Promotion Period or you may obtain a copy of the Official Rules by sending a self-addressed, stamped envelope for receipt by April 10, 2023 to: Sleep Number Insider Appreciation Rules Request, 5550 Touhy Ave, Suite L10, Skokie, IL 60077. Vermont residents may omit return postage on rules requests.

12. SPONSOR: Select Comfort Retail Corporation, 1001 3rd Ave S, Minneapolis, MN 55404.

13. ADMINISTRATOR: Promotion Activators Management, LLC, 5550 Touhy Ave, Suite L10, Skokie, IL 60077.