

SEMRUSH “MOM & POP SHOP CHALLENGE”

EVENT CONTESTANT REGISTRATION, CONFIRMATION OF ELIGIBILITY AND LIABILITY/PUBLICITY RELEASE

1. I submitted an entry in the Semrush “Mom & Pop Shop Challenge” Promotion (the “Promotion”), sponsored by Semrush Inc. (“Sponsor”), and was provided with, and agreed to, the Official Rules.
2. As a result of my entry in the Promotion, I may be selected as a potential contestant in the Mom & Pop Shop Challenge (the “Event” or “Contest”).
3. I am submitting this Event Contestant Registration, Confirmation of Eligibility and Liability/Publicity Release (the “Registration and Release”) so that Sponsor may verify my eligibility to be participant in the Event, which consists of a scavenger hunt and race through the Manhattan borough of New York to visit eight (8) “mom and pop” shops (based on a map provided to me) at which I must correctly answer a multiple choice question by selecting one of two stickers to place on my map, based on my answer. One of the stickers reflects the correct answer to the question (the “Correct Item”) and the other sticker reflects the incorrect answer to the question (the “Incorrect Item”). The person to complete the race with the fastest time by crossing the designated finish line with all eight Correct Items, in accordance with the Official Rules, Race Terms and Conditions set forth below the signature lines below, and as further communicated by Sponsor on the day of the Event (collectively referred to as the “Event Rules”), will be deemed the Contest Winner, subject to verification and signing an Affidavit of Eligibility.
4. I confirm that I have read, understood and complied with the Official Rules and Terms and Conditions set forth herein, and will continue to comply with all Event Rules as now known or hereafter communicated.
5. In submitting my entry in the Promotion and claiming this opportunity to participate in the Event, I have done this lawfully and in accordance with the Official Rules of the Promotion.
6. I am at least 18 years old and the age of majority in my state of residence and represent that I am eligible and capable of participating in the Event. Without limiting the foregoing, I represent that I satisfy all eligibility requirements set forth in the Official Rules, and if anything changes as of the Event day, I will notify Sponsor.
7. I understand the eligibility requirements set forth in the Official Rules, and confirm that I am not an employee of Semrush Inc., its advertising, promotional and PR agencies, or any other entities or individuals involved in the Promotion or the Event, along with any of their immediate family members (defined as parents, spouses, siblings or children; whether biological, adopted, step or in-law) and their household members (whether related or not).
8. I understand that if I am a winner of a prize in the Contest, I alone am obligated to pay any taxes (to the federal, state or local government) on the value of the prize I accept. I release the Sponsor from any liability and will indemnify and hold Sponsor and any other individuals or entities involved in the Promotion harmless from any such taxes and costs in accordance with applicable state, federal and other laws. I acknowledge that Sponsor may require my Social Security Number if the prize being awarded is valued at \$600.00 or greater in order that Sponsor may comply with applicable law.
9. By entering the Promotion, participating in the Event, and/or accepting the Prize, I agree to release Sponsor, its advertising, promotional and PR agencies, and any other entities or individuals involved in the Promotion or the Event, along with each of their parent and affiliated companies, and all of their employees,

officers, directors, agents, contractors, subcontractors, shareholders, successors and assigns (collected “Released Parties”) from and against any and all claims, losses, actions, damages or other liability, whether actual, incidental or consequential, arising out or relating to my participation in the Promotion or Event, or from my acceptance, possession, use or mis-use of any prize, gift or opportunity awarded therein or in connection therewith.

10. By executing this Registration and Release and participating in the Event and/or accepting any prize, gift or opportunity, I consent to Sponsor’s use of my name, biographical information, likeness (including, without limitation, as may be captured in photographs, film, video or other recordings taken in connection with the Event), and statements/quotes for advertising and publicity purposes, without limitation and without additional compensation, in any and all media now known or hereafter devised, worldwide, except where prohibited by law.

11. I can and will be disqualified from participating in the Event and/or receiving a prize if any statement made by me in this Registration and Release is determined by Sponsor (in its sole discretion) to be false or inaccurate.

12. No waiver by any party of any of the provisions hereof shall be effective unless explicitly set forth in writing and signed by the party so waiving. No failure to exercise, or delay in exercising, any right, remedy, power, or privilege arising from this Agreement shall operate or be construed as a waiver thereof; nor shall any single or partial exercise of any of the foregoing preclude any other or further exercise thereof or the exercise of any other right, remedy, power, or privilege. If any term of this Registration and Release is waived by Sponsor, it does not mean that such waiver will act as an on-going waiver of that or any other term. If any part of this Registration and Release is invalid or unenforceable, it will not affect the validity or enforceability of any other part of my Registration and Release or agreement(s) with Sponsor.

13. I have been given ample opportunity and time to read, and have carefully read, this Registration and Release. I understand its contents, and agree to be bound by the terms and conditions of the Registration and Release. This Registration and Release contains my entire understanding relating to my participation in the Promotion and Event and cannot be changed or amended except in writing signed by Sponsor and me.

14. Sponsor may rely on all representations I have made in this Registration and Release.

THIS REGISTRATION AND RELEASE PROVIDES SPONSOR WITH MY ABSOLUTE AND UNCONDITIONAL CONSENT, WAIVER, AND RELEASE OF LIABILITY, ALLOWING SPONSOR AND THOSE AUTHORIZED BY SPONSOR TO PUBLICIZE AND COMMERCIALY EXPLOIT MY NAME, LIKENESS, AND OTHER PERSONAL CHARACTERISTICS AND PRIVATE INFORMATION AS SET FORTH HEREIN. BY SIGNING, I ACKNOWLEDGE THAT I HAVE READ AND UNDERSTOOD ALL OF THE TERMS OF THIS CONFIRMATION AND THAT I AM GIVING UP SUBSTANTIAL LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE SPONSOR.

EVENT TERMS AND CONDITIONS

(SUBJECT TO SUPPLEMENTATION OR CHANGE BY SPONSOR ON DAY OF EVENT)

Location: Planned for Washington Square Park, New York, NY 10012

Checkin: Planned for 9:00 a.m. at the Semrush HQ. Must be checked in by 9:45 a.m. to participate.

9am EDT - Check in for contestants at Semrush HQ.

10:00 am EDT on March 29, 2024 - Wave 1 commences (Contestants numbered 1 - 100)

10:20 am EDT on March 29, 2024 - Wave 2 commences (Contestants numbered 101 - 200)

10:40am EDT on March 29, 2024 - Wave 3 commences (Contestants numbered 201 - 300)

11:00 am EDT on March 29, 2024 - Wave 4 commences (Contestants numbered 301 - 400)

11:20 am EDT on March 29, 2024 - Wave 5 commences (Contestants numbered 401 - 500)

While contestants will finish at various times due to the staggered start of each wave, each contestant's race time will be recorded once they've visited each of the identified mom-and-pop shops and return to the finish line at Semrush HQ in Washington Square Park.

The expectation is that the three Contest Winners will be declared and announced by 2-3pm ET, with the event concluding no later than 4pm ET.