

ROAD TO VICTORY: TAX SEASON NATIONAL CHAMPIONSHIP OFFICIAL CONTEST RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. ALL FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED. PARTICIPATION IN THE CONTEST CONSTITUTES YOUR AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL RULES (“RULES”) AND DECISIONS OF THE SPONSOR, WHICH ARE FINAL AND BINDING. PLEASE READ THESE RULES CAREFULLY BEFORE ENTERING.

1. SPONSOR AND ADMINISTRATOR.

CrossLink Professional Tax Solutions, LLC (“CrossLink”), 2000 N Alafaya Trail Ste #350, Orlando, FL 32826.

2. ELIGIBILITY.

Open to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years of age and the age of majority in their state of residence at time of entry.

Employees, directors, representatives, and agents of CrossLink and its parent, affiliates, and subsidiaries, and each member of their immediate family (spouse, parent, children and siblings and their respective spouses, regardless of where they reside) and/or those persons living in the same household, whether or not related, are NOT eligible to enter or win a prize.

3. ENTRY PERIOD.

The Road to Victory: Tax Season National Championship Contest (the “Contest”) commences at 12:00 P.M. Eastern Standard Time (“EST”) on Wednesday, June 5, 2025, and concludes at 11:59 P.M. EST on Friday, April 17, 2026 (the “Entry Period”). Entries that are received before or after the Entry Period will be disqualified.

4. HOW TO ENTER.

There is a limit of one (1) Entry per natural person. You may not enter more than one (1) time by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If you use fraudulent methods or otherwise attempt to circumvent the rules, your entry may be removed from eligibility at the sole discretion of CrossLink. The Entry must fulfill all Contest requirements, as specified below, to be eligible to win a prize. Entries that are incomplete or submitted without following the rules or specifications may be disqualified at the sole discretion of CrossLink.

During the Entry Period, you must follow all four (4) steps outlined below by 11:59 P.M. EST on Friday, April 17, 2026 to Enter the Contest:

- 1.) **Complete the Entry Form.** Entrants must visit the Road to Victory: Tax Season National Championship Contest Form at <https://www.crosslinktax.com/road-to-victory-2/> and follow all on-screen instructions to register for the Contest. Entrant will be required to provide information, including but not limited to the Entrant’s full name, physical address (no P.O. Boxes permitted), date of birth, and email address. Any incomplete or unintelligible Entries, or Entries generated by a script, macro, or other automated means, will be disqualified at the sole discretion of CrossLink.
- 2.) **Create Your Champion Video.** Record a one to three (1-3) minute video explaining why you deserve the title of Tax Season National Champion. The Tax Season National Champion represents a tax professional who exemplifies excellence, determination, and leadership during tax season. Your video should highlight your achievements, strategies, and what sets you apart as a leader in the tax industry. The video should be creative, impactful, and aligned with the “Road to Victory” theme. Please see “Video Submission Requirements” and “Judging Criteria and Winner Selection” below for more information.
- 3.) **Share Your Video on Social Media.** Post your video on Facebook, Instagram, TikTok, or YouTube. Use the hashtag #TaxSeasonNationalChamp in your post, and tag CrossLink’s official social media accounts to ensure your submission is seen. Make sure that your social media account is not private, otherwise CrossLink may not be able to view your video.

- Facebook: @crosslinktax
- Instagram: @crosslinktaxsolutions
- TikTok: @crosslinktax
- YouTube: @crosslinktax

4.) **Confirm Your Submission.** Once your video is live, ensure that it remains public until at least April 30, 2026, so that it can be reviewed by the judges.

Entries are void if (i) not obtained or submitted in accordance with these Rules, or (ii) are obtained as the result of or in connection with a sale, transfer, or other method which we determine, in CrossLink's sole discretion, is in violation of these Rules. CrossLink reserves the right to audit Accounts at any time and has the right to request proof of your Entry.

5. VIDEO ENTRY REQUIREMENTS.

In order to be eligible for Contest, the Video Entry must meet the following requirements:

- Be at least one (1) minute in length and must not exceed three (3) minutes.
- Be posted on Facebook, Instagram, TikTok, or YouTube, and must be submitted in a format that is accepted by the respective social media platform.
- Comply with the terms of service and specifications for user submissions and/or video uploads for the social media platform on which the video is posted.
- Be the Entrant's original idea. A modification of a previously published work shall not be considered an original idea. Entrants should not knowingly copy another's idea, but Video Entries will not be excluded merely because another Entrant has a similar idea.

In addition to meeting the above requirements, Video Entries must NOT:

- Contain material which is sexually explicit, obscene, pornographic, violent, self-mutilating, discriminatory, illegal, threatening, profane, or harassing.
- Include mention or performance of any copyrighted media production including but not limited to music, food, books, television programming, etc., or identifying descriptions of any media property.
- Contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, Video Entries must not include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures. All music featured in any video must be available to publicize and broadcast on a license-free, no-compensation basis.
- Include third parties, including but not limited to minors, celebrities and friends who have not expressly authorized Entrants to display their image, likeness or voice in any submitted video or otherwise use such image, likeness or voice in accordance with these Official Rules.

By entering the Contest, Entrant represents and warrants that his or her Video Entry does not and will not defame or otherwise violate the rights of any third party and does not and will not violate any federal, state, or local laws or ordinances. Entrant further represents and warrants that he or she has secured the requisite consent from any third party referenced or appearing in their Video Entry. To the extent that anyone under the age of 18 appears in a video, Entrant represents and warrants that the minor's parents consented to the minor's appearance in the video and the public display of the video.

Sponsor reserves the right in its sole discretion to disqualify any entry that it believes violates any of these Video Entry Requirements, does not otherwise comply with these Official Rules, or that is not consistent with the spirit and theme of the Contest.

6. JUDGING CRITERIA AND WINNER SELECTION

The Contest Judging ("Judging") will be conducted by a panel of judges selected by CrossLink in its sole discretion. All eligible Video Entries received during the Entry Period will be reviewed and judged based on the categories below (the "Judging Criteria"). Each category will be weighted in accordance with the percentage listed.

Judging Criteria:

- **Creativity: 30%.** Creativity is defined as the Entrant's ability to present their story in a unique, engaging, and memorable way. CrossLink is looking for innovative storytelling, whether through humor, visual elements, or a compelling narrative. Video Entries should captivate the audience and highlight the Entrant's personality.
- **Impact: 40%.** Impact refers to the measurable or tangible results the Entrant achieved during tax season. This can include:
 - Growth in their business (increased client base, higher revenue, or expanded services)
 - Operational improvements (faster workflows, greater accuracy, or innovative solutions)
 - Positive influence on clients or the community (outstanding client satisfaction, retention, or contributions to their community)
- **Alignment with the Theme: 30%.** Alignment with the "Road to Victory" theme means the Entrant must showcase their journey and strategic effort to achieve success during the tax season. The Entrant should frame their tax season experience as a series of challenges they overcame through determination, skill, and innovative approaches, positioning themselves as a true champion.

THE CONTEST WINNER WILL BE SELECTED BASED SOLELY ON THE JUDGING CRITERIA ABOVE AND WILL IN NO WAY BE BASED ON CHANCE OR RANDOM SELECTION. CrossLink's decisions shall be final and binding on all matters relating to the Contest, including Winner selection. After Judging all Video Entries and selecting a Contest winner, the Winner will be announced notified on Thursday, April 30, 2026.

7. PRIZE AND APPROXIMATE RETAIL VALUE.

There is one (1) Prize available to be awarded. The Prize Winner will receive \$5,000. The Prize may be provided to the Winner in the form of a check, cash, or wire transfer at CrossLink's sole discretion. If the Prize is awarded by check, the check will be mailed to the address listed on the Online Entry Form and must be cashed by June 30, 2026. Winner will be contacted by CrossLink to confirm method of payment as well as the Winner's payment details.

The approximate retail value (ARV) of the Prize is \$5,000.

8. PRIZE TERMS AND CONDITIONS.

Prizes consist only of the elements expressly set forth above; no other elements are included in the Prize and any such expenses in connection with the use of the Prize are the sole responsibility of the Winner. The Winner is responsible for all applicable federal, state, local sales and income taxes and any costs, expense(s) or fees whatsoever in connection with the Prize not specifically provided herein. In the event that, for reasons beyond their control and not related to the Winner, CrossLink is unable to award any Prize as described in these Official Rules (including if the designated Prize should become unavailable for any reason), CrossLink may substitute the Prize with another Prize of similar nature value at its sole discretion. The Prize is non-assignable and non-transferable and no substitution will be made except as provided herein at CrossLink's sole discretion. Any difference between the ARV of any Prize stated and the actual value of the Prize will not be awarded. If a selected Winner is unable to accept a Prize in its entirety for any reason, the Prize may be forfeited. All Entries and potential Prize Winners are subject to verification by CrossLink, whose decisions are final and binding. No compensation will be paid in lieu of a Prize or in the event that the Prize has been forfeited for any reason stated in these Official Rules. CrossLink shall not be held responsible for any delays in awarding any Prize for any reason. By participating in this Contest or submitting an Entry, each Entrant agrees: (i) to be bound by these Official Rules, including all entry requirements, (ii) to allow CrossLink to send Contest specific emails, and (iii) to release and hold CrossLink harmless from and against any and all claims, injuries, damages, losses and liability that may occur, directly or indirectly, in whole or in part, from the participation in the Contest or from the receipt or use of any Prize or activity related to the receipt or use of any Prize. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern, and control.

9. CONTEST WINNER NOTIFICATION AND PRIZE CLAIM.

The winner of the Contest is subject to verification. CrossLink will attempt to notify the potential winner via email using the email address provided for Entry. The potential Contest winner will be required to respond to us within five

(5) days of the date of notice or attempted notice is sent, in order to accept the Prize. Upon acceptance, the potential Contest winner will be sent Winner documents via email and will be required to verify their eligibility by completing, signing, and returning an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release, and a completed and signed Federal W-9, via email by the date indicated on the documents.

Any Prize will be forfeited, and an alternate potential winner may be contacted if: (1) a Prize notification is returned as undeliverable; (2) any required response is not received in five business days for any reason; (3) any Prize claim forms or winner verification materials are not returned within the specified time period; or (4) any potential winner is found to be ineligible or otherwise not in compliance with these Rules, as determined by CrossLink in its sole discretion. CrossLink is not responsible for any change of email address or other contact information of Entrants, and CrossLink is not required to make more than one attempt to notify or verify any potential Contest winner.

Winners are solely responsible for any applicable federal, state, and local taxes on the Prize and will be issued an IRS Form 1099 in January of 2027 reporting the value of any Prize valued \$600 or over. Winners are responsible for paying taxes on the full Approximate Retail Value of the Prize awarded to them.

10. GENERAL CONDITIONS.

In the event that the Contest is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, CrossLink reserves the right, in its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify, or terminate the Contest. In CrossLink's sole discretion, if any portion of the Contest is not capable of running as planned for any reason, or the integrity and/or feasibility of the Contest is severely undermined by any event beyond the control of CrossLink, including but not limited to fire, flood, health pandemic or epidemic, earthquake, explosion, extreme weather conditions, interruptions in air travel, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of CrossLink (each a "Force Majeure" event or occurrence), CrossLink shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Contest without any further obligation. In the event of cancellation prior to the conclusion of the Entry Period, CrossLink may award the Prize at issue by judging Video Entries from among all valid and eligible entries received up to the time of such cancellation in accordance with the Judging Criteria provided herein. CrossLink reserves the right to terminate the Contest pursuant to this section without awarding a Prize to any entrant of any type. In no event will more than the number of Prizes stated in these Official Rules be awarded. In the event that an Entry is confirmed to have been erroneously deleted, lost, or destroyed, the entrant's sole remedy shall be another Entry into the Contest.

11. LIMITATION OF LIABILITY AND RELEASE.

As a condition of entering the Contest, Entrants agree to release CrossLink, and each of its respective parents, subsidiaries, affiliates, advertising and promotion agencies, and each of their respective officers, directors, employees, representatives, and agents (collectively, "Released Parties"), from any and all liability, loss, or damage incurred with respect to Entrant's participation in the Contest and the awarding, receipt, possession, and/or use or misuse of any Prize. No liability or responsibility is assumed by the Released Parties resulting from user's participation in, attempt to participate in, or download of any information in connection with participating in the Contest. CrossLink is not responsible for incorrect or inaccurate entry information whether caused by Entrant or by any of the equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of the entries. No responsibility or liability is assumed by the Released Parties for technical problems or technical malfunction, including, without limitation, those arising in connection with any of the following occurrences that may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless, or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts, or providers; garbled, jumbled, or faulty data transmissions; failure of any email transmissions to be sent to or received; lost, late, delayed, or intercepted email transmissions; inaccessibility of any Website or Application in whole or in part for any reason; traffic congestion on the Internet or any Website or Application; unauthorized human or non-human intervention in the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Contest. CrossLink is not responsible for any typographical errors in the announcement of the Prize or these Official

Rules, or any inaccurate or incorrect data contained on promotional materials or on the Website or App. Use of any Website or Application is at user's own risk. Released Parties are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to user's or any other person's computer equipment resulting from participation in the Promotion, use of any Website or Application or the download of any information from a website or any other loss related to user's participation in the Promotion or receipt of any Prize. CrossLink may use third-party websites and social media platforms to advertise the Contest to the general public, including, but not limited to, YouTube, Google, Facebook, and Instagram. Such third-party websites and platforms are neither sponsors nor administrators of the Contest, they do not endorse the Contest, and they are not in any way affiliated with CrossLink. Entrant hereby releases such third-party websites and social media platforms from any and all liability, loss, or damage incurred with respect to Entrant's participation in the Contest and the awarding, receipt, possession, and/or use or misuse of any Prize. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF CROSSLINK OR PROMOTION PARTIES' NEGLIGENCE, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

12. INTELLECTUAL PROPERTY RIGHTS.

Entrants will retain intellectual property rights in their work; however, by entering the Contest and submitting a Video Entry, Entrant hereby grants CrossLink and its affiliates a non-exclusive, irrevocable, worldwide, perpetual, transferable, and royalty-free license to use, edit, re-post, reproduce, distribute, display, perform, transmit, publish, and create derivative works from the Video Entry in any and all media now known or later developed, including any edits made using artificial intelligence (AI) tools. CrossLink and its affiliates and designees shall have the right to use the Video Entry, in whole or in part, for any purpose, including but not limited to advertising, promotion, and other commercial purposes, without further compensation or notice to the Entrant or any third party.

13. PRIVACY AND USE OF INFORMATION.

Submission of an entry, including any Prize notification documents ("Entrant Data"), constitutes your consent for CrossLink to obtain, use, and transfer your Entrant Data for Contest administration purposes. By entering the Contest, you agree to receive emails [e.g., marketing messages, notification of new or related products and services, and promotions] periodically from CrossLink or an affiliate. You can opt-out of receiving these emails at any time by following the instructions for unsubscribing contained in the email. The use of Entrant Data received by CrossLink will be treated in accordance with CrossLink's Privacy Policy available at crosslinktax.com.

The Winner of the Contest must consent (and confirm such consent in writing upon request) to the use of their name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by CrossLink, except for residents of Tennessee and where prohibited by law.

14. GOVERNING LAW & JURISDICTION.

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of CrossLink in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Delaware, without giving effect to any choice of law or conflict of law rules thereof. By entering, Entrant consents to the jurisdiction and venue of the U.S. federal, state, and local courts located in Orange County, Florida for the resolution of all matters or proceedings relating to this Contest or these Official Rules. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced.

15. CUSTOMER SERVICE AND WINNER LIST REQUEST.

For questions about the Contest or to see the list of Winners, email support@crosslinktax.com no later than July 31, 2026.