

Official Rules for Helzberg's Design Your Dream Ring Contest

Please read these Official Rules before entering Helzberg's Design Your Dream Ring Contest (the "Contest"). By submitting an Entry (defined in Section 4 below), you (also referred to herein as "entrant") represent that you and your Entry meet all of the below stated requirements and you agree to be bound by these Official Rules and by the decisions of Helzberg.

NO PURCHASE OR OTHER CONSIDERATION IS NECESSARY TO ENTER THE CONTEST AND WILL NOT IMPROVE THE CHANCE OF WINNING.

1. **ELIGIBILITY.** To enter the Contest, you must (a) be 18 years of age or older, (b) be a legal resident of the United States and one of its fifty states or the District of Columbia; (c) not be an employee, officer or director of Helzberg or any of its affiliates, advertising and promotional agencies, or other person or entity involved in the development, production, administration or fulfillment of the Contest, or an immediate family member of any such person. Helzberg and all above-identified affiliates and individuals are collectively referred to in these Official Rules as "Helzberg and Affiliates." Entries may be used by Helzberg for any purpose whatsoever, without additional compensation for the entrant or any other individual. To enter the Contest, you must be a registered Instagram account holder. To register for an Instagram account, visit www.instagram.com. Your Instagram account must be set to "public", you must follow @helzbergdiamonds on Instagram, and your Instagram account must be able to receive a direct message from Helzberg's Instagram account. (There is no fee or charge to become a registered user of Instagram, but to the extent you sign up for or use Instagram on your mobile device, standard data fees may apply, which you will be responsible to pay, if any.)

2. **PRIZE.** Based on the judging criteria and process described in Section 6 below, one Valid Entry, as described in Sections 3 and 4, will be selected as the winning Entry and winner of the Prize ("Winner"). The prize is one (1) engagement ring in the style designed by the winner and submitted with the Winner's Entry (the "Prize"); subject to availability of the Winner's selected design elements at the time the Prize is awarded. The retail value of the Prize will vary based on the design elements of the winning Entry, with a maximum retail value of \$5,000. Helzberg is not responsible for any unavailability, in whole or in part, of any design element of the Winner's ring design submitted in his, her, or their Entry; provided, however, if any element of the Winner's ring design, such as the diamond, is no longer available at the time the Prize is awarded, Helzberg personnel cooperate with the Winner to select a replacement element comparable to the Winner's original design that meets the other restrictions set forth in these Official Rules. The prize is not transferable or redeemable for cash or substitution and cannot be refunded or exchanged except at the sole discretion of Helzberg. The Winner is responsible for any and all federal, state and local taxes, fees and other government assessments on the awarded Prize. All costs and expenses associated with acceptance and use of the Prize which are not specifically included in the description of the Prize above, including but not limited to transportation, lodging, gratuities, insurance, and other expenses, are the sole responsibility of the Winner.

3. **CONTEST ENTRY PERIOD AND HOW TO ENTER.** To enter, visit Helzberg's booth at the Lovely "Aisle Edit" event at 155 Suffolk Street New York, NY 10002 on October 13, 2025 between 10:00 a.m. and 12:30 p.m. Eastern Daylight Time (EDT) or between 2:00 p.m. and 6:00 p.m. EDT, or October 14, 2025 between 10:00 a.m. and 6:00 p.m. EDT (the "Contest Entry Period"), use the tablet provided to access the custom ring building tool on Helzberg.com and design an engagement ring valued at \$5,000 or less, and follow the posted instructions to use the "Drop A Hint" tool at Helzberg.com to submit a Valid Entry (defined below) to contests@helzberg.com with all required information during the Contest Entry Period. Required information means your custom ring design from the custom ring building tool on Helzberg.com, and your name, phone number, email address, and Instagram handle/username. Helzberg's servers and clock will be deemed the official clock and entrant's proof of submission does not constitute proof of Helzberg's receipt. Helzberg and its Affiliates are not liable for any lost, late, misdirected, incomplete, illegible, undelivered, garbled or delayed entries regardless of cause or person responsible including, but not limited to, any problem or technical malfunction of any computer, online system or server or technical problem or traffic congestion on the Internet. Helzberg reserves the right to, at its sole discretion, cancel, suspend and/or modify the Contest or these Official Rules or disqualify any individual entrant or Entry for purposes of protecting the integrity of the Contest or addressing changes in business operations or other circumstances, to the extent allowed under applicable law. Only one Entry per person will be accepted. If more than one Entry is submitted, only the first Entry will be considered.

4. **ENTRY REQUIREMENTS.** To enter, you must meet the eligibility requirements in Section 1 above and you must timely submit in accordance with Section 3 above: (a) your first and last name; (b) your phone number; (c) your email address; (d) your Instagram handle/username; and (e) your engagement ring design from the custom ring building tool on Helzberg.com, using the "Drop A Hint" at Helzberg.com during the Contest Entry Period (the information described in (a) to

(e) are collectively referred to in these Official Rules as an “Entry”). The total cost of your custom engagement ring design (excluding tax) must not exceed \$5,000. Any Entry that includes a custom ring design valued in excess of \$5,000 (excluding tax) is not a Valid Entry and will be disqualified from the Contest. All contents included in your Entry, including your Instagram handle/username must not: (1) violate or infringe any copyright, privacy or publicity right, or other proprietary or intellectual property right of any person or entity; or (2) be defamatory, libelous, profane, vulgar, obscene or otherwise illegal, objectionable or inappropriate as determined by Helzberg. To constitute a valid entry, you must meet the eligibility requirements in Section 1 above and your Valid Entry must be received by Helzberg during the Contest Entry Period. Any attempt by an entrant to submit more than one Entry by using numerous email addresses, registrations, identities, or any other methods will void that entrant’s Entries and that entrant may be disqualified from the Contest in Helzberg’s sole discretion. The use of automated software or computer programs to enter the Contest is prohibited, and any entrant who uses or attempts to use such methods to enter will be disqualified. Multiple entrants are not allowed to use the same email address or Instagram handle/username. Should multiple users of the same email or Instagram account enter the Contest and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said email and/or Instagram account at the time of entry will be considered the entrant. “Authorized account holder” means (i) with respect to an email address, the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address, and (ii) with respect to an Instagram handle/username, the natural person who is assigned the Instagram handle/username by Instagram. By submitting an Entry, each entrant (A) accepts these Official Rules and agrees to be bound by the decisions of Helzberg; (B) represents and warrants that his/her/their Entry meets all of the above Entry requirements and that entrant is the sole owner of the Instagram handle/username submitted in the Entry. Helzberg reserves the right, in its sole and unfettered discretion, to require verification of any element of an Entry and that an entrant meets the eligibility requirements, and to disqualify at any time any Entry it deems not in compliance with these Official Rules. All timely received Entries determined by Helzberg in its sole discretion to comply with the requirements of these Official Rules will be deemed “Valid Entries.” If, for any reason, an entrant does not meet the entry requirements set forth in these Official Rules, in Helzberg’s sole discretion, such Entry will be disqualified from the Contest without notice to the entrant.

5. GRANT OF RIGHTS. By submitting an Entry, each entrant grants to Helzberg and its Affiliates an irrevocable, perpetual, unrestricted and worldwide right to use (a) entrant’s name (including Instagram handle/username) and likeness in its advertising and promotional materials, regardless of the type of media, the content of the advertisement or promotion, or the manner of publication, broadcast or distribution (including, without limitation, the Internet) and (b) the contents of your Entry, all without any compensation to entrant or any attribution to entrant by name, at Helzberg’s option, for any purpose and at any time, in any and all media now or hereafter devised. In so doing, entrant also grants to Helzberg and its Affiliates the right to edit the formatting and display of entrant’s Entry without seeking the approval of entrant or making any payment to entrant. In addition, to the extent moral rights (for example, the right to attribution and the right to integrity) apply in the applicable jurisdiction, each entrant waives (and to the extent that these may not be waived, agrees irrevocably not to assert) his/her/their moral rights in his/her/their Entry for purposes of the Contest, including, without limitation, Helzberg’s use of all or part of entrant’s Entry in connection with the Contest. Helzberg’s decision to post, publish, or display all or part of an Entry on Helzberg’s web site, any other web site (including, without limitation, any social networking site), or does not mean that the selected Entry has been or will be selected as the winning Entry.

6. CONTEST JUDGING PROCESS; NOTICE OF WINNER SELECTION. The Contest involves two rounds of judging. In the first round of judging, selected members of Helzberg’s management and their agents with experience in the bridal and engagement ring industry will serve as judges (collectively, “Helzberg Judges”). The Helzberg Judges will review and judge the Valid Entries based on uniqueness, quality considerations, and overall design appeal, and they will select four (4) finalists (each a “Finalist” and collectively the “Finalists”) to move forward in the Contest.. The Finalists will be publicly announced on or about 9:00 a.m. EDT by inclusion of each Finalist’s ring design and Instagram handle/username in an interactive public poll on Helzberg’s Instagram account (the “Instagram Judging”). The tentative Winner will be determined by a popular vote of Instagram users who choose to participate in the Instagram Judging, with the tentative Winner being the entrant whose Entry has the most votes from the Instagram Judging; PROVIDED, HOWEVER, THE FINALIST WITH THE MOST VOTES IN THE INSTAGRAM JUDGING IS THE TENTATIVE WINNER OF THE CONTEST, SUBJECT TO VERIFICATION AND TIMELY COMPLIANCE WITH THE PRIZE ACCEPTANCE REQUIREMENTS IN SECTION 7 BELOW. The Instagram Judging will begin on or about 9:00 a.m. EDT on October 15, 2025 and continue for a 24-hour period ending on or about 9:00 a.m. EDT on October 16, 2025. If the Instagram Judging results in a tie between Finalists for the most votes, the Helzberg Judges will determine the Winner by reviewing and judging the Entries of the tied Finalists in accordance with the judging criteria set forth above in this Section 6. Entrant consents to Helzberg calling entrant’s phone number for purposes of the Contest, sending direct messages to entrant’s Instagram account for purposes of the Contest, and

sending email to entrant's email address for purposes of the Contest and other unrelated marketing materials, as permitted by applicable law. The entrant tentatively selected as the Winner by the Instagram Judging will be notified on or about 10:00 a.m. EDT on October 16, 2025 via Instagram direct message from @HelzbergDiamonds and/or a phone call to the number provided in your Entry. As a condition to final selection as the Winner, the entrant must timely comply with the Prize acceptance requirements in Section 7 below.

7. ACCEPTANCE OF PRIZE. The tentatively selected Winner must (a) respond as directed in the message from Helzberg within 4 hours from the time Helzberg sends the first notice of award, and (b) complete, sign and return by the deadline given and in the method directed by Helzberg, the Helzberg form of Prize Acceptance Agreement that includes an affidavit of eligibility (including proof of eligibility upon request), IRS Form W-9, waiver of liability, and publicity authorization and release (collectively, the "Acceptance Documents"). Upon timely compliance with the Prize acceptance requirements, the Prize will be awarded to the Winner in accordance with the Acceptance Documents. If a tentative Winner fails to timely comply with these requirements or is found ineligible after review, such Winner will be disqualified and Helzberg will select an alternate Winner based on the Instagram Judging process described in Section 6 above, and the Finalist with the next-highest number of votes from the Instagram Judging will be selected as the tentative Winner, subject to timely compliance with the Prize acceptance requirements in this Section 7. Any rights to claim or accept the Prize are not transferable and any transfer of a finally awarded Prize will not relieve the Winner of his, her, or their obligations under these Official Rules or the Acceptance Documents including, without limitation, the obligation to pay income taxes on the Prize. Helzberg will make reasonable efforts to award the full Prize, but may elect to not do so if it is not able to timely confirm a Winner, unless otherwise prohibited by law.

8. RELEASE OF LIABILITY AND INDEMNITY. By entering, each entrant releases and holds harmless Helzberg and its Affiliates from any and all liabilities, losses, damages, costs (including reasonable attorneys' fees), claims and actions of any kind (collectively, "Claims") arising from participation in the Contest, Helzberg's use of any content submitted as part of an Entry, or from acceptance or use of any awarded Prize (including, without limitation, the entrant's ring design, any photos or audio or video recordings taken during any Prize-related event or opportunity), including, without limitation, claims based on publicity rights, moral rights, defamation or invasion of privacy. Without limiting the foregoing, BY ENTERING THE CONTEST, YOU AGREE THAT IF YOUR ENTRY IS SELECTED AS A FINALIST, WITHOUT ANY FURTHER ADVANCE NOTICE TO YOU, HELZBERG WILL PUBLICLY POST YOUR INSTAGRAM HANDLE/USERNAME AND YOUR ENTRY (INCLUDING YOUR RING DESIGN) ON ITS INSTAGRAM ACCOUNT AS PART OF THE INSTAGRAM JUDGING. Without limiting the generality of such release, each entrant agrees that Helzberg and its Affiliates are not responsible for any third party's unauthorized use of any Entry (or any portion thereof or any derivative thereto). Further, without limiting the foregoing, each entrant hereby specifically waives any and all rights to claim punitive, incidental or consequential damages. Each entrant agrees to indemnify, defend and hold harmless Helzberg and its Affiliates from Claims arising from any claim made by any party relative to Helzberg's right to use content submitted as part of an Entry or from acceptance of any awarded Prize as described above.

9. GOVERNING LAW. The Contest shall be governed by the laws of the State of Missouri without giving effect to any choice of law or conflict of law rule of any jurisdiction. Any claims regarding the contest must be brought in the State or Federal Courts in Clay County, Missouri, and entrant hereby consents to the personal jurisdiction of such courts for purposes of any such action. The Contest is void outside the United States and where prohibited by law.

10. CONTEST SPONSOR AND WINNERS LIST. The sponsor of the Contest is Helzberg's Diamond Shops, LLC, and the address of its headquarters is 1825 Swift Avenue, North Kansas City, Missouri 64116. You may obtain the name of the Winner by sending a request (identifying this particular Contest) to the above address, together with a stamped, self-addressed #10 envelope no later than December 31, 2025.

11. SOCIAL MEDIA INFORMATION. Instagram and Facebook are registered trademarks of Instagram, Inc. and Facebook, Inc. (respectively), and Meta Platforms, Inc.. The Contest is in no way sponsored, endorsed, or administered by, or in association with Instagram or Facebook, and you hereby release Instagram and Facebook and hold them and their affiliates harmless from any and all losses, damages, claims and actions of any kind arising from the Contest. Participant understands that you are providing your information to Sponsor, and not to Instagram, Facebook, or Meta. Any questions, comments or complaints regarding the Contest are to be directed to Sponsor, and not Instagram or Facebook.