

KY SAVES 529
\$25 PROMOTION

Official Promotion Rules

VOID WHERE PROHIBITED BY LAW. PROMOTION PERIOD BEGINS ON MAY 1, 2024 AND ENDS ON MAY 31, 2024.

1. Eligibility. Participation is open only to individual legal residents of the Commonwealth of Kentucky who are at least eighteen (18) years of age as of the date of entry and have a valid Social Security number or Tax Identification Number. Employees, officers and directors and their immediate families (parents, children, siblings, and spouses) and members of their household (whether or not related) of the Kentucky Higher Education Assistance Authority (“KHEAA”), Kentucky Higher Education Student Loan Corporation (“KHESLC”) and Ascensus College Savings Recordkeeping Services, LLC, are not eligible to benefit from the KY Saves 529 (the “Plan”) \$25 Promotion (the “Promotion”).

2. How to Enter. The Promotion is open to eligible individuals who open a new KY Saves 529 account for a beneficiary 5 years of age or younger with a minimum contribution of at least \$25 between May 1, 2024 and May 31, 2024. The initial contribution must be credited to your KY Saves 529 account by June 30, 2024. The date of entry is considered the date that the KY Saves 529 account satisfies the Promotion entry requirements. Accounts that meet the criteria are automatically entered to receive the \$25 contribution into their newly opened KY Saves 529 account.

3. Promotion/Odds. The first three hundred (300) KY Saves 529 accounts from all eligible accounts that satisfy the Promotion entry requirements (described in Section 2 above) will receive a Bonus (defined below). Odds of receiving the Bonus depend upon the number of eligible KY Saves 529 accounts that satisfy the entry requirements.

4. Bonuses. Three hundred (300) KY Saves 529 accounts will receive TWENTY-FIVE DOLLARS (\$25) in the form of a contribution to the KY Saves 529 account (the “Bonus”). All potential recipients are subject to eligibility verification by the Plan, whose decisions are final and binding in all matters related to the Promotion. An entrant is not a recipient of any Bonus unless and until the entrant’s eligibility has been verified and the entrant has been notified that verification is complete. The Bonuses are non-transferable. The Plan is responsible only for delivery of the Bonuses; not responsible for Bonus utility or otherwise. The Promotion does not take into account a Bonus recipient's personal circumstances or other factors that may be important in making investment decisions. Investment returns are not guaranteed and the Bonus recipient could lose money by investing in a KY Saves 529 account. Each Bonus recipient should consult his or her own tax advisor about tax implications, if any, associated with contributions and/or withdrawals from his or her KY Saves 529 account(s). The Bonus(es) may be considered income, and any and all taxes associated with a Bonus are the responsibility of the Bonus recipient.

5. Notification. The Bonuses will be deposited directly into the recipients’ KY Saves 529 account(s). Allow 4 weeks following the satisfaction of the entry requirements in Section 2 for a Bonus to be credited to a KY Saves 529 account. No more than the stated number of Bonuses will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of Bonuses as set forth in these Official Promotion Rules to be available and/or claimed, the Plan reserves the right to award only the stated number of Bonuses among all legitimate, un-awarded, eligible Bonus claims.

6. Miscellaneous and Conditions of Participation. This Promotion is void where prohibited or restricted by law, and is subject to all applicable federal, state, and local laws and regulations. Except where prohibited by law, all issues concerning the construction, validity, and enforcement of these Official Promotion Rules, or the rights and obligations of the entrant and the Plan, shall be construed and governed by the laws of the Commonwealth of Kentucky without regard to conflicts of law. All suits or claims brought in connection with the Promotion must be brought in a state or federal court in the Commonwealth of Kentucky. Taxes and fees, if any, are the sole responsibility of the Bonus recipient(s). By entering the Promotion, entrants fully and unconditionally agree to be bound by these Official Promotion Rules and the decisions of the Plan, which will be final and binding on all matters relating to this Promotion, and warrant that (s)he is eligible to participate in this Promotion. The Plan reserves the right to disqualify any entrant if these Official Promotion Rules are not followed, and to change, alter, or amend these Official Promotion Rules or to alter, modify, suspend, or terminate the Promotion, as necessary, in its sole discretion, to ensure the fair administration of the Promotion or to comply with applicable law. The Promotion is not a recommendation to invest in the Plan. No Kentucky general fund or taxpayer dollars are used to fund the Bonus recipients’ account(s).

7. Release. Each entrant agrees, except where prohibited by law, to release and discharge, hold harmless and indemnify the Plan, its employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Promotion, from any and all tax liability that may be imposed or associated with receipt or use of the Bonus, and from and against any and all claims, actions, proceedings, and liability for any damages, expenses, fees, injury or losses sustained in connection with the receipt, ownership, use or misuse of the Bonus or while traveling to, preparing for, or participating in any Promotion-related activity.

8. Publicity. Except where prohibited by law, by entering the Promotion or by receiving a Bonus, entrants grant to the Plan the right to publicize the entrant's name, photograph, image, likeness, voice, statements, and biographical information in all manner and media, worldwide, in perpetuity, for advertising, trade, and Promotion purposes without compensation and without opportunity for review.

9. Limitations of Liability. The Plan, its employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Promotion shall have no responsibility or liability for (i) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (ii) technical failures of any kind, including, but not limited to, malfunctions, interruptions or disconnections in telephone lines or network hardware or software; (iii) unauthorized human intervention in any part of the entry process of the Promotion; (iv) technical or human error which may occur in the administration of the Promotion; or (v) failed, incomplete, garbled, jumbled, corrupted or delayed computer transmissions which may limit an individual's ability to enter the Promotion, including any injury or damage to entrant's or any other person's computer relating to or resulting from entering the Promotion or downloading any materials related to the Promotion.

10. Entrant's Personal Information. Information collected from entrants will be maintained by the Plan and its representatives in accordance with applicable federal and state consumer privacy laws, rules, and regulations.

11. Copy of Rules. For a copy of these Official Promotion Rules, send your request and a self-addressed envelope to the address listed below.

12. Sponsor. KY Saves 529 P.O. Box 56014, Boston, MA 02205-6014.

For more information about the Kentucky Educational Savings Plan and Trust (KY Saves 529), call 855-840-4855, or visit www.kysaves.com to obtain a Program Description, which includes investment objectives, risks, charges, expenses, and other important information. Read and consider it carefully before investing.

Before you invest, consider whether your or the beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state's qualified tuition program.

KY Saves 529 is administered by the Kentucky Higher Education Assistance Authority. Ascensus College Savings Recordkeeping Services, LLC, is the Program Manager. The Program Manager and its affiliates have overall responsibility for the program's day-to-day operations, including investment advisory services, recordkeeping, and administrative services.

Investment returns will vary depending upon the performance of the Investment Options you choose. Depending on market conditions, you could lose all or a portion of your money by investing in KY Saves 529. Account Owners assume all investment risks as well as responsibility for any federal and state tax consequences.

INVESTMENTS ARE NOT FDIC INSURED, MAY LOSE VALUE AND ARE NOT BANK GUARANTEED.