

ROKU® WINNING WONDERLAND SWEEPSTAKES 2025
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. MAKING A PURCHASE WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

The Roku Winning Wonderland Sweepstakes 2025 (“Sweepstakes”) is sponsored by Roku, Inc. (“Sponsor”), 1173 Coleman Ave, San Jose, CA 95110, and is administered by Twelve Thirty, LLC (“Administrator”).

1. **PROMOTION PERIOD:** The Sweepstakes begins at or about 12:00 PM (noon) Eastern Time (“ET”) on December 15, 2025 and ends at 11:59:59 PM ET on December 19, 2025 (“Sweepstakes Period”). The Sweepstakes Period is comprised of five (5) daily entry periods (each, an “Entry Period”), as set forth below:

Entry Period	Start Time	End Time
December 15, 2025	12:00 PM ET	11:59:59 PM ET
December 16, 2025	12:00 AM ET	11:59:59 PM ET
December 17, 2025	12:00 AM ET	11:59:59 PM ET
December 18, 2025	12:00 AM ET	11:59:59 PM ET
December 19, 2025	12:00 AM ET	11:59:59 PM ET

Entries submitted in an Entry Period **DO NOT** carry forward to subsequent Entry Periods. An Entrant may only submit one (1) entry per Entry Period. The Administrator’s computer is the Sweepstakes official clock.

2. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the fifty (50) United States who are at least eighteen (18) years old at the time of entry. Employees, officers and directors of Sponsor, Administrator, and any of their respective owners, parent companies, affiliates, directors, subsidiaries, representatives, advertising, promotion and production agencies or agents (collectively, the “Sweepstakes Entities”) as well as their immediate family members (defined as including spouse; biological, adoptive, and/or step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) and persons living in the same household (whether related or not) of any of the above are not eligible to enter or win. All federal, state, and local laws apply.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Sweepstakes.

3. **HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, eligible entrants must visit www.RokuWinningWonderland.com (“Website”), enter their valid e-mail address, and then must enter the information requested on the entry form on the Website, which may include, without limitation: first and complete last name (no initials), phone number, street address (no P.O. Boxes will be allowed), city, state, ZIP Code, date of birth, and affirmation that the entrant has read and agrees to be bound by these Official Rules. Then on the following page, Entrant must enter either one of that Entry Period’s two **Keyword Codes** to receive one (1) entry into the Sweepstakes. Limit of one (1) entry per Entry Period.

An Entrant may return on subsequent Entry Periods during the Sweepstakes Period and re-enter their e-mail address and any one of the two current Entry Period's **Keyword Codes** on the following page to receive additional entries into the Sweepstakes. Limit of one (1) entry per Entry Period.

KEYWORD CODE: Each Entry Period will have two (2) unique Keyword Codes disseminated and usable only for that Entry Period. Daily Entry Period Keyword Codes may be found (i) by visiting Sponsor's Instagram account at @rokuplayer during any Entry Period of the Sweepstakes Period, or (ii) by locating the Winning Wonderland display screen within the Roku streaming device interface during the Sweepstakes Period. The Winning Wonderland display screen will be found in a different location within the Roku streaming device interface on each Entry Period. Each Keyword Code found may only be used for the same Entry Period of its broadcast on the Winning Wonderland display screen or the same Entry Period of its posting on Sponsor's Instagram account for an Entrant to receive a Sweepstakes entry. Limit of one (1) entry per Entry Period.

LIMIT: Each entrant is limited to receiving one (1) entry per Entry Period during the Sweepstakes Period regardless of where they found the Keyword Code or how many Keyword Codes found for that Entry Period. If more than one (1) entry per Entry Period is received from the same person, or e-mail address, only the first entry received may be considered valid.

NOTE: If accessing the Website or any of Sponsor's social media accounts via a mobile device, message and data rates may apply. Not all mobile telephone providers carry the service necessary to participate in this Sweepstakes. Entrants should consult their wireless provider's pricing plans.

4. **RANDOM DRAWING:** On or about December 23, 2025, the Administrator will randomly select the corresponding number of potential winners from among all eligible Sweepstakes entries received during the applicable Entry Period (each, a "Random Drawing"), as set forth below:

Entry Period	Total Number of Potential Winners Selected
December 15, 2024	25
December 16, 2024	10
December 17, 2024	100
December 18, 2024	25
December 19, 2024	1

Each winner is considered a potential winner pending verification of their eligibility and compliance with the Official Rules.

5. **PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING:**

- A. **Prizes (161 total):** The following prizes are available in the Sweepstakes (each a "Prize", collectively "Prizes"):

Entry Period	Quantity	Prize Description	ARV	Max Total ARV
December 15, 2025	25	Custom Roku Ultra Player and \$25 Roku Promotional Credit*	Custom Roku Ultra Player: \$99.99	\$3,124.75

			Roku Promotional Credit*: \$25	
December 16, 2025	10	Roku 43" Select Series Smart TV	\$249.99	\$2,499.90
December 17, 2025	100	Roku® Streaming Stick® + \$5 Roku Promotional Credit*	Roku Streaming Stick: \$29.99 Roku Promotional Credit*: \$5	\$3,499.00
December 18, 2025	25	Custom Roku Ultra Player + \$25 Roku Promotional Credit*	Custom Roku Ultra Player: \$99.99 Roku Promotional Credit*: \$25	\$3,124.75
December 19, 2025	1	Roku 75" Pro Series 4K QLED Smart TV	\$1,699	\$1,699

Use of Roku players, redemption of Roku promotional credits, and usage of smart TV features of Roku Select Series and Pro Series televisions requires creation and activation of Roku account. Creating a Roku account is free. Roku promotional credit will be applied to verified winner's Roku account.

* **Roku promotional credit has no cash value and is not redeemable for cash.** For additional terms applicable to Roku promotional credit see <https://docs.roku.com/published/promocreditterms/en/us>. Roku promotional credit is only redeemable for Eligible Purchases as described in the applicable terms.

B. **Odds of Winning:** The odds of winning a Prize depend on the total number of eligible Sweepstakes entries received during the applicable Entry Period.

C. **General Prize Conditions:** There is a limit of one (1) Prize per person/household during the entire Sweepstakes Period. In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. The right to receive a Prize is non-assignable, non-transferable and no Prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a Prize (or Prize component) of equal or greater value in case of unavailability of a Prize (or Prize component) or the occurrence of a force majeure event, at Sponsor's sole and absolute discretion. ARVs are as of the time these Official Rules were printed and the value of a Prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Each Prize will only be awarded to a verified winner. Prizes that are unclaimed, unredeemed, or returned as undeliverable may not be awarded.

6. **HOW TO CLAIM A PRIZE:** Each potential winner is subject to verification of eligibility and compliance with these Official Rules. The potential December 19, 2025 winner will be required

to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required documents and/or information within the stated time period may result in forfeiture of a winner's right to claim their Prize. All potential winners will be notified by e-mail with instructions on how to claim a Prize. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or the Prize is returned as undeliverable, such Prize may be forfeited. If any Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible Sweepstakes entries received during the applicable Entry Period. If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize may not be re-awarded. Prizes will be mailed to verified winners at the street address provided at the time of registration within approximately eight (8) to ten (10) weeks from verification of eligibility. Sweepstakes Entities shall not be held responsible for any delays in awarding any Prize for any reason. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. Sponsor will issue an IRS Form 1099-MISC for the December 19, 2025 winner. Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered postal mail or emails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes email, including any winner notification email, to a spam or junk folder.

7. **LIMITATION OF LIABILITY:** By participating in this Sweepstakes entrants agree that the Sweepstakes Entities, and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents (collectively, "Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, human or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Sweepstakes- related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting or using a Prize. The Released Parties shall not be responsible or liable for entries that are entered by any automated computer, program, mechanism or device, for any entries in excess of the stated limit or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable, which may include the selection of the winners from among all eligible, non-suspect entries received prior to such cancellation, termination, modification or suspension.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from and against any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including but not limited to any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes, (b) the violation of any third-party privacy, personal, publicity or proprietary rights, (c) typographical, human or printing errors in these Official Rules or any Sweepstakes materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof), (e) any change in the Prizes (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, pandemic or epidemic, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Sweepstakes, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any entry (including, without limitation, the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Sweepstakes, the Website or any other Sweepstakes-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Sweepstakes and/or its contents related to or resulting from any part of the Sweepstakes, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed Prizes (or any element thereof), or (p) negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Sweepstakes, including the Website and Prize components, are provided "as is" without warranty of any kind, either express or

implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for implied warranties, so some of the above limitations or exclusions may not apply to you. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

8. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE PROMOTION PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO PORTIONS OF THE ABOVE MAY NOT APPLY TO YOU.

9. PRIVACY: Sponsor’s privacy policy is available at: <https://docs.roku.com/published/userprivacypolicy/en/us>.

10. PUBLICITY RIGHTS: Except where prohibited, by participating in the Sweepstakes and/or accepting a Prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use their name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television social media and the Internet, worldwide, without further notice, review or approval and without additional compensation.

11. GENERAL: Any attempted form of participation in this Sweepstakes other than as described herein is void. If it is discovered or suspected in Sponsor’s sole and absolute discretion that an entrant has registered or attempted to register more than once using multiple e-mail addresses, accounts, multiple identities, proxy servers or like methods, all of that entrant’s entries will be declared null and void, and that entrant will be ineligible to win a Prize. Also, if it is discovered that any entrant attempts to receive additional entries in excess of the stated limitation, that entrant may, in Sponsor’s sole discretion, be disqualified from the Sweepstakes. In the event of a dispute as to the identity of a winner, the winning entry will be

declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in their opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries, and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any notifications or promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall govern and prevail.

12. WINNERS LIST: The winners list will be posted after winner confirmation is complete, and available for 60 days thereafter. For a list of the winners, please [click here](#).

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