

The MAXIM Cover Girl 2026 Competition Promotion Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. PLEASE READ THESE RULES CAREFULLY. AS EXPLAINED BELOW, TO THE FULLEST EXTENT PERMITTING BY APPLICABLE LAW, THE RULES REQUIRE THAT DISPUTES ARISING OUT OF OR RELATING TO THIS PROMOTION BE RESOLVED IN ARBITRATION ON AN INDIVIDUAL BASIS, RATHER THAN BY CLASS ACTIONS OR JURY TRIALS, AND LIMIT YOUR RIGHTS AND REMEDIES IN THE EVENT OF A DISPUTE.

Following are the Official Promotion Rules for this Promotion. By participating, you are bound by these Promotion Rules and the [Maxim Master Rules](#), which are incorporated by reference into these Promotion Rules of this Promotion. Capitalized terms used and not defined here have the respective meanings ascribed to them in the [Maxim Master Rules](#).

1. **Promotion ID:** 28
2. **Promotion Name:** The Cover Girl 2026 Competition presented by MAXIM (the “**Promotion**”)
3. **Promotion Type:** A Competition
4. **Promotion URL:** <https://covergirl.maxim.com> (the “**Promotion URL**”)
5. **Promotion Period:** The Promotion begins at 9:00 p.m. Eastern Time (“**ET**”) on January 21, 2026 and ends at 9:00 p.m. ET on October 7, 2026 (the “**Promotion Period**”).
6. **Eligibility:** In addition to the Eligibility requirements listed in the Master Rules, Entrants of this Promotion must be female (except as prohibited by law).
7. **How to Register to Enter:** From 9:00 p.m. ET on January 21, 2026 through 9:00 p.m. ET on July 5, 2026 (the “**Registration Period**”) visit the Promotion URL and locate the official entry form for this Promotion. Follow the instructions, complete all required fields, upload at least one (1) or more photographs of yourself, and submit the entry form to receive an Entry in this Promotion. **LIMIT ONE (1) CONCURRENT ENTRY PER PERSON/EMAIL ADDRESS/PROFILE.**
8. **Phases, Groups & Rounds:** The competition consists of 3 Phases and multiple Rounds:
 - a. **Phase 1: Voting Phase:** This Phase consists of the Groups and Rounds defined below. Entries received shall be placed by Sponsor into Groups of Entries. Winners for each Voting Phase Round will be selected by Voting.
 - i. **Voting Phase Start Dates, End Dates & Overtime:**
 - 1) **Top 25 Round Dates:** When you register for this Promotion, you will be placed into a Group of up to one hundred (100) Entries that all registered during the same time period as set forth in the Chart below. There may be more than one “Group” during each period; the collection of such “Groups” is identified in the chart below as a “Cohort”. Entries may start collecting Votes as soon as they are registered for this Promotion. The start and end dates for each Group within a Cohort are set forth in the chart below. For each Cohort listed below, the ‘Round, Registration & Voting Start Date’ will begin for all Groups in that Cohort at 9:00:00 PM ET on the date indicated and the Registration End Date will end at 9:00:00 PM ET on the date indicated. The Round and Voting End Date for all Groups within a Cohort will end at 9:00:00 PM ET on the date indicated, subject to any Overtime as described in the Master Rules. All of the foregoing is determined at Sponsor’s discretion.

Cohort	Top 25 Round, Registration & Voting Start Date	Registration End Date	Top 25 Round & Voting End Date
A	January 21, 2026	January 25, 2026	January 29, 2026
B	January 25, 2026	February 1, 2026	February 5, 2026
C	February 1, 2026	February 8, 2026	February 12, 2026
D	February 8, 2026	February 15, 2026	February 19, 2026
E	February 15, 2026	February 22, 2026	February 26, 2026
F	February 22, 2026	March 1, 2026	March 5, 2026
G	March 1, 2026	March 8, 2026	March 12, 2026
H	March 8, 2026	March 15, 2026	March 19, 2026
I	March 15, 2026	March 22, 2026	March 26, 2026
J	March 22, 2026	March 29, 2026	April 2, 2026
K	March 29, 2026	April 5, 2026	April 9, 2026
L	April 5, 2026	April 12, 2026	April 16, 2026
M	April 12, 2026	April 19, 2026	April 23, 2026
N	April 19, 2026	April 26, 2026	April 30, 2026
O	April 26, 2026	May 3, 2026	May 7, 2026
P	May 3, 2026	May 10, 2026	May 14, 2026
Q	May 10, 2026	May 17, 2026	May 21, 2026
R	May 17, 2026	May 24, 2026	May 28, 2026
S	May 24, 2026	May 31, 2026	June 4, 2026
T	May 31, 2026	June 7, 2026	June 11, 2026
U	June 7, 2026	June 14, 2026	June 18, 2026
V	June 14, 2026	June 21, 2026	June 25, 2026
W	June 21, 2026	June 28, 2026	July 2, 2026
X	June 28, 2026	July 5, 2026	July 9, 2026

- 2) **All other Voting Rounds Dates:** Except for the Top 25 Round, each Round (and Voting for each such Round) will start and end as specified for each Round below. If there are not enough Entries to start the next Round, then the next Round (and Voting for that Round) will be delayed until the subsequent start date in the Round when there are enough eligible Entries available to start the next Round. If all qualified Entries are not able to be placed within the specified start and end times listed for a Round, the start and end times for such round may be changed in order to accommodate adding those Entries to such Round.
- 3) **Overtime:** If Overtime is triggered for any Group within a Voting Round, then the end time for that Voting Round could be extended up to a maximum of two (2) additional hours for that Group. See the Overtime section in the Master Rules for more details. If an Entry receives Votes after 9:00 p.m. ET while its Group is in Overtime, and the Entry's next Round is a Voting Round scheduled to begin at 9:00 p.m. ET that same day, those Votes will count in both the Overtime Round and the Entry's next Round.

The Voting Phase Rounds are as follows:

- ii. **Group Rounds:** The first six (6) Rounds of the Voting Phase are “**Group Rounds**”. Each Group in the Group Rounds will advance through the following Rounds with their assigned Group.

1) Top 25 Round: During this Round:

- a) Entries face new competitors. Vote counts start at 0.
- b) In each Group the twenty-five (25) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 25 Winners**” for that Group. The Top 25 Winner Entries will advance to compete against each other in the Top 20 Round.
- c) The losing Entries from this Round will be eliminated from this Promotion.

2) Top 20 Round: This Round will run between January 29, 2026 and July 16, 2026. Entries in this Round will be composed of Top 25 Winners. During this Round:

- a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
- b) In each Group the twenty (20) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 20 Winners**” for that Group. The Top 20 Winner Entries will advance to compete against each other in the Top 15 Round.
- c) The losing Entries from this Round will be eliminated from this Promotion.

3) Top 15 Round: This Round will run between February 5, 2026 and July 23, 2026. Entries in this Round will be composed of Top 20 Winners. During this Round:

- a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
- b) In each Group the fifteen (15) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 15 Winners**” for that Group. The Top 15 Winner Entries will advance to compete against each other in the Top 10.
- c) The losing Entries from this Round will be eliminated from this Promotion.

4) Top 10 Round: This Round will run between February 12, 2026 and July 30, 2026. Entries in this Round will be composed of Top 15 Winners. During this Round:

- a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
- b) In each Group the ten (10) Entries with the highest number of Votes accumulated through the end of this Round will be selected as “**Top 10 Winners**” for that Group. The Top 10 Winner Entries will advance to compete against each other in the Entry Round Finals.
- c) The losing Entries from this Round will be eliminated from this Promotion.

5) Entry Round Finals: This Round will run between February 19, 2026 and August 6, 2026. Entries in this Round will be composed of Top 10 Winners. During this Round:

- a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
 - b) In each Group the five (5) Entries with the highest number of Votes accumulated through the end of this Round will be selected as **“Entry Round Finals Winners”** for that Group. The Top 5 Entry Round Finals Winner Entries will advance to compete against each other in the Entry Round Victory Lap.
 - c) The losing Entries from this Round will be eliminated from this Promotion.
- 6) **Entry Round Victory Lap:** This Round will run between February 26, 2026 and August 13, 2026. Entries in this Round will be composed of Entry Round Finals Winners. During this Round:
 - a) Entries face the same competitors in the same Group as from the previous Round. Vote counts carry over from previous Round.
 - b) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as an **“Entry Round Victory Lap Winner”** for that Group. The Entry Round Victory Lap Winners’ Entries will advance to the Quarterfinals Round.
 - c) The remaining Entries from this Round will be selected as **“Entry Round Victory Lap Runners-Up”** for that Group. Entry Round Victory Lap Runners-Up Entries will advance to Round 2 Wild Card.
- iii. **Finals Rounds:** The next three (3) Rounds of the Voting Phase are **“Finals Rounds”**. New Groups will be formed for each Round in the Finals Rounds as described below.
 - 1) **Quarterfinals Round:** This Round will run between March 5, 2026 and September 3, 2026. Each Quarterfinals Group will have up to fifty (50) Entries composed of Entry Round Victory Lap Winners, Quarterfinals Wild Card Round Runners-Up, Round 2 Wild Card Runners-Up, Quarterfinals Retry Badge Holders and the Semifinals Wild Card Losers. During this Round:
 - a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **“Quarterfinals Winner”** for that Group. The Quarterfinals Winner Entries will advance to the Semifinals Round.
 - c) In each Group the next two (2) Entries with the 2nd and 3rd highest number of Votes accumulated through the end of this Round will be selected as **“Quarterfinals Runners-Up”** for that Group. Quarterfinals Runner-Up Entries will advance to the Semifinals Wild Card Round.
 - d) This is a Retry Badge Round. Losing entries that do not already possess a Retry Badge will be awarded one and will repeat this Round one (1) additional time, as defined in the Master Rules.
 - e) Entries that lose while already possessing a Retry Badge from this Round will be selected as **“Quarterfinals Losers”**. Except for the last two (2) Quarterfinals Rounds, Quarterfinals Loser Entries will advance to the Quarterfinals Wild Card Round. In the last two (2)

Quarterfinals Rounds, the Quarterfinals Loser Entries will be eliminated from this Promotion.

- f) If a model does not finish 1st, 2nd, or 3rd place but earns greater than or equal to 500 public votes in this round, that model will advance to the Semifinal Wild Card Round.

2) Semifinals: This Round will run between March 12, 2026 and September 17, 2026. Each Semifinals Group will have up to fifty (50) Entries composed of Quarterfinals Winners, Semifinals Retry Badge Holders, Semifinals Wild Card Round Runners-Up and Finals Wild Card Round Losers. During this Round:

- a) Entries face new competitors. Vote counts start at 0.
- b) In each Group the Entry with the highest number of Votes accumulated through the end of this Round will be selected as a **"Semifinals Winner"** for that Group. The Semifinals Winner Entries will advance to the Finals Round.
- c) In each Group the next one (1) Entry with the 2nd highest number of Votes accumulated through the end of this Round will be selected as **"Semifinals Runner-Up"** for that Group. Semifinals Runner-Up Entries will advance to the Finals Wild Card Round.
- d) This is a Retry Badge Round. Losing entries that do not already possess a Retry Badge will be awarded one and will repeat this Round one (1) additional time, as defined in the Master Rules.
- e) Entries that lose while already possessing a Retry Badge from this Round will be selected as **"Semifinals Losers"**. Except for the last two (2) Semifinals Rounds, Semifinals Loser Entries will advance to the Semifinals Wild Card Round. In the last two (2) Semifinals Rounds, the Semifinals Loser Entries will be eliminated from this Promotion.
- f) If a model does not finish in 1st or 2nd place but earns greater than or equal to 1,000 public votes in this round, that model will advance to the Finals Wild Card Round.

3) Finals: This Round will run between March 19, 2026 and October 1, 2026. Groups will have up to fifty (50) Entries composed of Semifinals Round Winners, Voting Finals Runners-Up, Finals Wild Card Round Winners and Finals Retry Badge Holders. During this Round:

- a) Entries face new competitors. Vote counts start at 0.
- b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **"Voting Finals Winner"** for that Group. The Voting Finals Winner Entries will advance to the Championship Interview Round.
- c) In each Group the Entry with the 2nd highest number of Votes accumulated through the end of this Round will be selected as a **"Voting Finals Runner-Up"** for that Group. Voting Finals Runner-Up Entries will retry the Finals Round in a new Group.
- d) This is a Retry Badge Round. Losing entries that do not already possess a Retry Badge will be awarded one and will repeat this Round one (1) additional time, as defined in the Master Rules.
- e) Entries that lose while already possessing a Retry Badge from this Round will be selected as **"Voting Finals Losers"**. Except for the

last two (2) Finals Rounds, Voting Finals Loser Entries will advance to the Finals Wild Card Round. In the last two (2) Finals Rounds, the Voting Finals Loser Entries will be eliminated from this Promotion.

- iv. **Wild Card Rounds:** The following Wild Card Rounds offer an opportunity for Runner Up and Loser Entries to compete for another chance in this Promotion. New Groups will be formed for each Round in the Wild Card Rounds as described below.

- 1) **Round 2 Wild Card:** This Round will run between March 5, 2026 and August 20, 2026. Each Round 2 Wild Card Group will have up to fifty (50) Entries composed of Entry Round Victory Lap Runners-Up. During this Round:

- a) Entries face new competitors. Vote counts start at 0.
- b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **"Round 2 Wild Card Winner"** for that Group. The Round 2 Wild Card Winner Entries will advance to the Semifinals Wild Card Round.
- c) In each Group the next two (2) Entries with the 2nd and 3rd highest number of Votes accumulated through the end of this Round will be selected as **"Round 2 Wild Card Runners-Up"** for that Group. Round 2 Wild Card Runner-Up Entries will advance to the Quarterfinals Round.
- d) Entries that lose this round will advance to the Quarterfinals Wild Card Round.

- 2) **Quarterfinals Wild Card:** This Round will run between March 12, 2026 and August 27, 2026. Each Wild Card Group will have up to fifty (50) Entries composed of Quarterfinals Round Losers, Quarterfinals Wild Card Retry Badge Holders and Round 2 Wild Card Losers. During this Round:

- a) Entries face new competitors. Vote counts start at 0.
- b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **"Quarterfinals Wild Card Winner"** for that Group. The Quarterfinals Wild Card Winner Entries will advance to the Semifinals Wild Card Round.
- c) In each Group the next two (2) Entries with the 2nd and 3rd highest number of Votes accumulated through the end of this Round will be selected as **"Quarterfinals Wild Card Runners-Up"** for that Group. Quarterfinals Wild Card Runner-Up Entries will advance to the Quarterfinals Round.
- d) This is a Retry Badge Round. Losing entries that do not already possess a Retry Badge will be awarded one and will repeat this Round one (1) additional time, as defined in the Master Rules.
- e) Entries that lose while already possessing a Retry Badge from this Round will be eliminated from this Promotion.

- 3) **Semifinals Wild Card:** This Round will run between March 12, 2026 and September 10, 2026. Each Semifinals Wild Card Group will have up to fifty (50) Entries composed of Semifinals Round Losers, Semifinals Wild Card Retry Badge Holders, Round 2 Wild Card Winners, Quarterfinals Round Runners-Up and Quarterfinals Wild Card Round Winners. During this Round:

- a) Entries face new competitors. Vote counts start at 0.

- b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **“Semifinals Wild Card Winner”** for that Group. The Semifinals Wild Card Winner Entries will advance to the Finals Wild Card Round.
 - c) In each Group the next one (1) Entry with the 2nd highest number of Votes accumulated through the end of this Round will be selected as **“Semifinals Wild Card Runner-Up”** for that Group. Semifinals Wild Card Runner-Up Entries will advance to the Semifinals Round.
 - d) This is a Retry Badge Round. Losing entries that do not already possess a Retry Badge will be awarded one and will repeat this Round one (1) additional time, as defined in the Master Rules.
 - e) Entries that lose while already possessing a Retry Badge from this Round will be selected as **“Semifinals Wild Card Losers”**. Except for the last two (2) Semifinals Wild Card Rounds, Semifinals Wild Card Loser Entries will advance to the Quarterfinals Round. In the last two (2) Semifinals Wild Card Rounds, the Semifinals Wild Card Loser Entries will be eliminated from this Promotion.
- 4) **Finals Wild Card:** This Round will run between March 19, 2026 and September 24, 2026. Each Finals Wild Card Group will have up to fifty (50) Entries composed of Semifinals Round Runners-Up, Finals Wild Card Retry Badge Holders, Semifinals Wild Card Round Winners, Finals Wild Card Round Runners-Up and Voting Finals Losers. During this Round:
- a) Entries face new competitors. Vote counts start at 0.
 - b) In each Group the Entry with the highest number of Votes in this Round will be selected as a **“Finals Wild Card Winner”** for that Group. The Finals Wild Card Winner Entries will advance to the Finals Round.
 - c) In each Group the next one (1) Entry with the 2nd highest number of Votes accumulated through the end of this Round will be selected as **“Finals Wild Card Runner-Up”** for that Group. Finals Wild Card Runner-Up Entries will retry the Finals Wild Card Round.
 - d) This is a Retry Badge Round. Losing entries that do not already possess a Retry Badge will be awarded one and will repeat this Round one (1) additional time, as defined in the Master Rules.
 - e) Entries that lose while already possessing a Retry Badge from this Round will be selected as **“Finals Wild Card Losers”**. Except for the last two (2) Finals Wild Card Rounds, Finals Wild Card Loser Entries will advance to the Semifinals Round. In the last two (2) Finals Wild Card Rounds, the Finals Wild Card Loser Entries will be eliminated from this Promotion.
- b. **Phase 2: Championship Interview Round.** This Round will run between March 26, 2026 and October 21, 2026. In this Phase each Voting Finals Winner will be placed into one (1) of three (3) Groups. The total number of Entries per Group will be based on the number of Voting Finals Winners. In this Round, each Voting Finals Winner will participate in a video conference Interview with Sponsor or Sponsor’s designated representatives. Video conference interviews must be completed and submitted to Sponsor by October 1, 2026.
- During this Round each Voting Finals Winner’s Entry, Interview, and Profile will be judged by qualified judges, under the supervision of Promotion Administrator, an independent judging organization, on the basis of the following: model potential, authenticity, modeling skill,

professionalism, iconicity, range/versatility, charisma, and creativity (collectively the **"Championship Interview Judging Criteria"**).

The Voting Finals Winner who receives the highest total score within their Group based on the Championship Interview Judging Criteria shall be deemed a **"Cover Girl 2026 Competition Finalist"**. A total of three (3) MAXIM Cover Girl 2026 Competition Finalists will be selected. The Cover Girl 2026 Competition Finalists will be determined between October 7, 2026 and November 7, 2026 in San Antonio, Texas.

In the event of a tie within any Group, each tied Voting Finals Winner's Entry, Interview, and Profile will be re-judged by the judges using the Championship Interview Judging Criteria. If there is a subsequent tie, the tie breaker will be based upon the highest score in the first Championship Interview Judging Criterion, continuing thereafter to each Championship Interview Judging Criterion in order, as needed, to break the tie.

- c. **Phase 3: Championship Photoshoot Round:** This Round will run between October 28, 2026 and November 30, 2026. In this Phase, the three (3) Cover Girl 2026 Competition Finalists will each participate in a Photoshoot.

During this Round, each Cover Girl 2026 Competition Finalist's Photoshoot, Entry, Interview, and Profile will be judged by qualified judges, under the supervision of Promotion Administrator, an independent judging organization, on the basis of the following: model potential, authenticity, modeling skill, professionalism, iconicity, range/versatility, charisma, and creativity (collectively the **"Championship Photoshoot Judging Criteria"**).

The Cover Girl 2026 Competition Finalist who receives the highest total score, based on the Championship Photoshoot Judging Criteria shall be deemed the **"Cover Girl 2026 Competition Champion"**. The Cover Girl 2026 Competition Champion will be determined on or about December 10, 2026 in San Antonio, Texas.

In the event of a tie, each tied Cover Girl 2026 Competition Finalist's Photoshoot, Entry, Interview, and Profile will be re-judged by the judges using the Championship Photoshoot Judging Criteria. If there is a subsequent tie, the tie breaker will be based upon the highest score in the first Championship Photoshoot Judging Criterion, continuing thereafter to each Championship Photoshoot Judging Criterion in order, as needed, to break the tie.

9. Prizes and Approximate Retail Values ("ARV"):

- d. **One (1) Cover Girl 2026 Competition Champion Prize awarded to the Cover Girl 2026 Competition Champion:** The Cover Girl 2026 Competition Champion Prize includes the following:
- i. \$100,000 USD paid in the form of a check (ARV \$100,000 USD);
 - ii. A trip for the Cover Girl 2026 Competition Champion to Venice, Italy to participate in a Photoshoot. Includes roundtrip economy air transportation from the major airport nearest to the winner's residence to Venice, Italy (as determined in Sponsor's sole discretion) and hotel accommodations for 4-days / 5-nights (ARV: up to \$7,500).
 - iii. A Photoshoot in Venice, Italy (ARV \$5,000 USD);
 - iv. Maxim Content from the Grand Prize Photoshoot shall be included on the cover of and featured in an article in MAXIM magazine (ARV \$5,000 USD);
 - v. Sponsor will make a five-thousand-dollar (\$5,000) USD donation on behalf of the winner to one of the following charities selected by the winner: Breast Cancer Research Foundation, Alex's Lemonade Stand Foundation, Soldiers' Angels, Operation Homefront or Rescue City.

Total ARV of the Cover Girl 2026 Competition Champion Prize is up to \$122,500 USD. Because Sponsor will be donating directly to the charity on behalf of the winner, that portion

of the prize will not be awarded directly to the winner. Total ARV of the Cover Girl 2026 Competition Champion Prize which will be awarded to the winner is up to \$117,500 USD.

- e. **Three (3) Cover Girl 2026 Competition Finalist Prizes awarded to the Cover Girl 2026 Competition Finalists:** Each Cover Girl 2026 Competition Finalist Prize includes the following:

- i. \$10,000 paid in the form of a check (ARV \$10,000);
- ii. A trip for the Cover Girl 2026 Competition Finalist to New York, NY, USA to participate in a Championship Interview Photoshoot. Includes round-trip economy air transportation from the major airport nearest winner's residence to New York, NY, USA (as determined in Sponsor's sole discretion) and hotel accommodations for 4-days / 3-nights (ARV up to \$3,000 USD); and
- iii. A Photoshoot in New York, USA (ARV \$5,000 USD);

Total ARV of each Cover Girl 2026 Competition Finalist Prize is up to \$18,000 USD.

- f. **Additional Prizes:** The following prizes will be awarded based on the number of groups in each Round and the number of winners in each group, up to a maximum of one hundred thousand (100,000) of each of the following prizes. Each Digital Mystery Prize has an ARV of \$0 and consists of a predetermined number of Award Votes (between 0 and 1,000 Award Votes) and/or Extra Life Points (between 0 and 100 Extra Life Points) that will be revealed to the winner upon winning the prize.

- i. **Top 25 Winner Prizes awarded to the Top 25 Winners.** Each prize includes one (1) Cover Girl 2026 Top 25 Winner Digital Mystery Prize.
- ii. **Top 20 Winner Prizes awarded to the Top 20 Winners.** Each prize includes one (1) Cover Girl 2026 Top 20 Winner Digital Mystery Prize.
- iii. **Top 15 Winner Prizes awarded to the Top 15 Winners.** Each prize includes one (1) Cover Girl 2026 Top 15 Winner Digital Mystery Prize.
- iv. **Top 10 Winner Prizes awarded to the Top 10 Winners.** Each prize includes one (1) Cover Girl 2026 Top 10 Winner Digital Mystery Prize.
- v. **Entry Round Finals Winner Prizes awarded to the Entry Round Finals Winners.** Each prize includes one (1) Cover Girl 2026 Entry Round Finals Winner Digital Mystery Prize.
- vi. **Entry Round Victory Lap Winner Prizes awarded to the Entry Round Victory Lap Winners.** Each prize includes one (1) Cover Girl 2026 Entry Round Victory Lap Winner Digital Mystery Prize.
- vii. **Entry Round Victory Lap Runner-Up Prizes awarded to the Entry Round Victory Lap Runners-Up.** Each prize includes one (1) Cover Girl 2026 Entry Round Victory Lap Runner-Up Digital Mystery Prize.
- viii. **Quarterfinals Winner Prizes awarded to the Quarterfinals Winners.** Each prize includes one (1) Cover Girl 2026 Quarterfinals Winner Digital Mystery Prize.
- ix. **Quarterfinals Runner-Up Prizes awarded to the Quarterfinals Runners-Up.** Each prize includes one (1) Cover Girl 2026 Quarterfinals Runner-Up Digital Mystery Prize.
- x. **Semifinals Winner Prizes awarded to the Semifinals Winners.** Each prize includes one (1) Cover Girl 2026 Semifinals Winner Digital Mystery Prize.
- xi. **Semifinals Runner-Up Prizes awarded to the Semifinals Runners-Up.** Each prize includes one (1) Cover Girl 2026 Semifinals Runner-Up Digital Mystery Prize.
- xii. **Voting Finals Winner Prizes awarded to the Voting Finals Winners.** Each prize includes one (1) Cover Girl 2026 Voting Finals Winner Digital Mystery Prize.

- xiii. **Voting Finals Runner-Up Prizes awarded to the Voting Finals Runners-Up.** Each prize includes one (1) Cover Girl 2026 Voting Finals Runner-Up Digital Mystery Prize.
- xiv. **Round 2 Wild Card Winner Prizes awarded to the Round 2 Wild Card Winners:** Each prize includes one (1) Cover Girl 2026 Round 2 Wild Card Winner Digital Mystery Prize.
- xv. **Round 2 Wild Card Runner-Up Prizes awarded to the Round 2 Wild Card Runners-Up:** Each prize includes one (1) Cover Girl 2026 Round 2 Wild Card Runner-Up Digital Mystery Prize.
- xvi. **Quarterfinals Wild Card Winner Prizes awarded to the Quarterfinals Wild Card Winners.** Each prize includes one (1) Cover Girl 2026 Quarterfinals Wild Card Winner Digital Mystery Prize.
- xvii. **Quarterfinals Wild Card Runner-Up Prizes awarded to the Quarterfinals Wild Card Runners-Up.** Each prize includes one (1) Cover Girl 2026 Quarterfinals Wild Card Runner-Up Digital Mystery Prize.
- xviii. **Semifinals Wild Card Winner Prizes awarded to the Semifinals Wild Card Winners.** Each prize includes one (1) Cover Girl 2026 Semifinals Wild Card Winner Digital Mystery Prize.
- xix. **Semifinals Wild Card Runner-Up Prizes awarded to the Semifinals Wild Card Runners-Up.** Each prize includes one (1) Cover Girl 2026 Semifinals Wild Card Runner-Up Digital Mystery Prize.
- xx. **Finals Wild Card Winner Prizes awarded to the Finals Wild Card Winners.** Each prize includes one (1) Cover Girl 2026 Finals Wild Card Winner Digital Mystery Prize.
- xxi. **Finals Wild Card Runner-Up Prizes awarded to the Finals Wild Card Runners-Up.** Each prize includes one (1) Cover Girl 2026 Finals Wild Card Runner-Up Digital Mystery Prize.

Total ARV of all prizes is up to \$176,500 USD. LIMIT ONE (1) COVER GIRL 2026 COMPETITION FINALIST PRIZE PER PERSON/EMAIL ADDRESS/PROFILE.

10. Additional Terms for Cover Girl 2026 Competition Champion:

- a. The Cover Girl 2026 Competition Champion agrees that she may refer to herself as a "Cover Girl 2026 Model" and/or a "Cover Girl 2026 Competition Champion" in written and/or descriptive materials, but only if such use(s) and display(s) is/are purely non-commercial and in no event suggest or create any confusion whatsoever that the Promotion Parties are endorsing or participating in any manner related to the use of the Cover Girl 2026 Competition Champion's name, logo, or font.
- b. During the prize trip the Grand Prize Winner shall be required to create a minimum of ten (10) videos and twenty-five (25) photos of various activities throughout the trip, as specified by Sponsor or its authorized representatives ("**Event Media**"). This includes, but is not limited to, the Grand Prize Winner capturing their experience and the overall atmosphere (both in front of and behind the camera) at restaurants, at historical sites, and at any other designated locations or activities. All Event Media shall be deemed "Other Additional Content" as defined in the Master Rules and shall be subject to all terms and conditions set forth therein. The Sponsor reserves the right to review, approve, reject, use, or not use any Event Media in its sole discretion. Any Event Media deemed by the Promotion Administrator, in its sole opinion, to be inappropriate for publication, inconsistent with the brand image of Maxim or the Promotion, or unsuitable for inclusion in any promotional materials, will not be considered or displayed. The Promotion Administrator, in its sole discretion, may disqualify the Grand Prize Winner and cause forfeiture of the Grand Prize and any remaining Grand Prize elements due to failure of the Grand Prize Winner to provide suitable Event Media as required, or the submission of inappropriate Event Media.

11. **Additional Terms for Cover Girl 2026 Competition Finalists:** Each Cover Girl 2026 Competition Finalist agrees that she may refer to herself as a "Cover Girl 2026 Competition Finalist" in written and/or descriptive materials, but only if such use(s) and display(s) is/are purely non-commercial and in no event suggest or create any confusion whatsoever that the Promotion Parties are endorsing or participating in any manner related to the use of the Cover Girl 2026 Competition Finalists' names, logos, or fonts.