

The MAXIM Model Referral Video Challenge Q2 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, 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 [Master Rules](#).

1. **Promotion ID:** 12
2. **Promotion Name:** The MAXIM Model Referral Video Challenge Q2 (the “**Promotion**”)
3. **Promotion Type:** A Contest
4. **Promotion URL:** <https://tinyurl.com/MaximVideoReferralChallengeQ2> (the “**Promotion URL**”)
5. **Promotion Period:** The Promotion begins at 9:00 p.m. Eastern Time ("ET") on April 1, 2025 and ends at 9:00 p.m. ET on June 30, 2025 (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 Enter:** During the Promotion Period visit the Promotion URL and locate the official entry form for this Promotion. Follow the instructions, upload a Video that promotes MAXIM and/or MAXIM Competitions, complete all required fields, and submit the entry form to receive one (1) entry in the Promotion (each an “Entry”). THERE IS NO LIMIT TO THE NUMBER OF ENTRIES PER PERSON/EMAIL ADDRESS/PROFILE. HOWEVER, EACH ENTRY MUST BE SUBSTANTIALLY DIFFERENT, AND IF SUBSTANTIALLY SIMILAR, ONLY THE FIRST SUCH ENTRY RECEIVED WILL BE ELIGIBLE FOR ENTRY.
8. **Winner Judging:** Periodically during the Promotion Period as Entries are received and on or about one (1) week after the end of the Promotion Period, all eligible Entries received during Promotion Period will be judged by qualified judges, under the supervision of Promotion Administrator, an independent judging organization, on the basis of: will the Entry be effective at promoting MAXIM and/or MAXIM Competitions (the "Judging Criteria"). All of the Entrants whose Entries are judged to be effective at promoting MAXIM and/or MAXIM Competitions shall be deemed winners.
9. **Prizes and Approximate Retail Values (“ARV”):** The number of prizes that will be awarded is based on the number of Entries that are judged to meet the Judging Criteria, up to the maximum number of prizes.
 - a. Up to ten thousand (10,000) Prizes: Each prize includes one (1) MAXIM Model Referral Video Winner Digital Mystery Prize (ARV: \$0). Total ARV of all prizes is \$0. LIMIT ONE (1) PRIZE PER PERSON/EMAIL ADDRESS.

Total ARV of all prizes is \$0. THERE IS NO LIMIT TO THE NUMBER OF PRIZES PER PERSON/EMAIL ADDRESS/PROFILE.