

**LOWE'S QUARTERLY DIGITAL COUPON PROMOTION ("PROMOTION")
OFFICIAL RULES ("RULES")**

You can request a Lowe's digital coupon ("**Coupon**") in this Promotion through 10:00:00 p.m. in your time zone. **Coupon awarded in the Promotion must be used in-store at a Lowe's location on April 27, 2019 during store hours.** If you request or receive a Coupon after your local store closes, you will not be eligible to redeem a Coupon.

The Promotion consists of two (2) similar Promotions running in two (2) geographic regions (each a "**Geographic Region Promotion**"). Each offers a different number of Coupons based on the number of stores in the geographic region. See Section 2 for your Promotion's timing.

One-time use Coupon valid for use in-store only on April 27, 2019. Any amount remaining after the one-time use is forfeited. Coupon can't be combined with any other coupon, or discount, including, but not limited to, 5% Lowe's consumer credit discount; Lowe's military discount; Lowe's Price Match Guarantee; contractor packs; manager discretion price adjustments; Lowe's volume discount programs; or any other special pricing/discount programs. Certain brands and promotions are excluded. See Lowe's in-store signage or below for details and Coupon restrictions.

NO PURCHASE OR TEXT NECESSARY TO PARTICIPATE OR WIN. A PURCHASE OR TEXT WILL NOT INCREASE YOUR CHANCES OF WINNING. COUPON QUANTITIES LIMITED, WHILE SUPPLIES LAST. SEE SECTION 4 FOR AVAILABLE QUANTITIES.

1. ELIGIBILITY: The Promotion is open only to legal U.S. residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at the time of participation. Employees, officers and directors of Lowe's Home Centers, LLC ("**Sponsor**"), its parent, subsidiary, and affiliated companies, advertising, promotion or production agencies, web masters/suppliers, and each of the foregoing entities' respective IRS dependents and immediate family members (spouse and children, regardless of where they reside), and individuals residing in their same household (whether or not related) are not eligible to participate. By participating, participants agree to these Rules and the decisions of Sponsor which are final and binding in all respects. Void where prohibited.

2. PROMOTION PERIODS:

Geographic Region 1 Promotion runs in Lowe's stores in Mountain Daylight Time, Central Daylight Time and Eastern Daylight Time ("**Geographic Region 1**"). For Geographic Region 1, you can request a Coupon in the Promotion starting at 6:00:00 a.m. Eastern Daylight Time on April 27, 2019 through 10:00:00 p.m. Mountain Daylight Time on April 27, 2019, however **Coupon must be used in-store at a Lowe's location on April 27, 2019 during store hours.**

Geographic Region 2 Promotion runs in Lowe's stores in Pacific Daylight Time, and in Alaska and Hawaii ("**Geographic Region 2**"). For Geographic Region 2, you can request a Coupon in the

Promotion starting at 6:00:00 a.m. Pacific Daylight Time on April 27, 2019 through 10:00:00 p.m. Hawaii Standard Time on April 27, 2019, however **Coupon must be used in-store at a Lowe's location on April 27, 2019 during store hours.**

If you request a Coupon after your local store closes you will not be eligible to redeem a Coupon. The computer of Sponsor's web master is the official time-keeping device of the Promotion in regards to Submissions (as defined below).

3. HOW TO PARTICIPATE:

(a) Text Message: While at any Lowe's store on April 27, 2019, look for the Promotion signage containing a keyword for you to text to participate in this Promotion. Next, use your SMS-enabled mobile phone to text the keyword to short code 78133 ("**Submission**"). By texting the keyword to 78133, you (i) agree to these Rules and (ii) expressly authorize Sponsor to send you a link to a website which will display your randomly generated Coupon (while supplies last). Consent not required or condition for purchase. See Section 4 for Coupon details. Participants must have a mobile phone with text messaging capabilities to participate by text message. Participants participating in this Promotion via text message may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. A participant may, at any time, choose to not receive further text messages by sending an opt-out text message stating STOP to 78133. If a participant sends an opt-out text message, he/she will be sent a reply text message which will confirm that he/she has been unsubscribed and will receive no further text messages. For help, text the word HELP to 78133.

(b) Website: While at any Lowe's store on April 27, 2019, look for the Promotion signage containing a keyword. The text keyword noted on the Promotion signage must be used as part of the website request. Next, visit LoweCoupon.rewardpromo.com ("**Website**") and follow the instructions to provide the keyword and your mobile phone number, respond to the CAPTCHA (letting us know you're not a robot), and place a checkmark in the box signifying that you agree to the Rules (also, a "**Submission**"). Upon completion and verification of your Submission, a randomly generated Coupon (while supplies last) will appear on your screen. Print out Coupon and bring to store to redeem on April 27, 2019.

All information submitted by participant is subject to, and will be treated in a manner consistent with, Sponsor's Terms of Use and Privacy Policy accessible at: www.lowes.com/privacy.

All Submissions are subject to verification by Sponsor, in Sponsor's sole discretion. **Limit one (1) Submission per person/household/mobile phone number for the Promotion. For clarity: You are only eligible to (i) submit one (1) Submission for the Promotion and (ii) receive one (1) Coupon (total) for the Promotion, regardless of the Geographic Region Promotion in which you participate.**

Each Submission (via text message or Website) must be manually entered by the individual participant; automated and/or repetitive electronic Submissions (including but not limited to Submissions made using any script, macro, bot or promotional service) will be disqualified and transmissions from these or related IP addresses or mobile phone numbers may be blocked. Additionally, use of multiple mobile phone numbers and/or the manipulation of such information or any attempt to obtain more than one (1) Coupon for the Promotion, is prohibited and such persons will be disqualified, all Submissions shall be deemed invalid, and any Coupon assigned to such individual shall be forfeited.

4. COUPON DETAILS: One (1) Coupon which may be used on one in-store purchase on April 27, 2019 only as set forth in more detail below. Coupon will be randomly awarded via automated text message to the mobile number associated with the Submission or via the Website (subject to verification and while supplies last). The amount of the Coupon will range between \$5.00 and \$500.00 off (as set forth in more detail below). Quantities limited, while supplies last. See below for available quantities. Odds of receiving a Coupon depend on the number of Submissions received and the order in which they are received. If you receive a Coupon, odds of receiving a specific Coupon denomination are defined below. **Limit one (1) Coupon per person/household/mobile number, in total, regardless of the Geographic Region Promotion in which you participate. NOTE: First come. First served. Coupons available while supplies last.**

Coupon Allocation / Coupon Amount and Odds of Receiving a Specific Coupon Denomination Per Geographic Region Promotion are listed below as follows: Coupon Quantity / Coupon Dollar Amount Off / Odds.

Geographic Region 1 Promotion:

Coupon Quantity / Coupon Dollar Amount Off / Odds

- 7,948,800 / \$5.00 off / Odds: 9 in 10
- 662,400 / \$10.00 off / Odds: 3 in 40
- 128,064 / \$25.00 off / Odds: 1 in 69
- 70,656 / \$100.00 off / Odds: 1 in 125
- 22,080 / \$500.00 off / Odds: 1 in 400

Geographic Region 2 Promotion:

Coupon Quantity / Coupon Dollar Amount Off / Odds

- 1,987,200 / \$5.00 off / Odds: 9 in 10

- 165,600 / \$10.00 off / Odds: 3 in 40
- 32,016 / \$25.00 off / Odds: 1 in 69
- 17,664 / \$100.00 off / Odds: 1 in 125
- 5,520 / \$500.00 off / Odds: 1 in 400

Coupon is subject to Lowe's terms and conditions. One-time use Coupon valid for use in-store only on April 27, 2019, during store hours. Any amount remaining after the one-time use is forfeited. Coupon is good off most in-stock or special order merchandise, single receipt purchase up to the amount Coupon discount. Discount applied across all eligible items for a total discount of the Coupon amount. Coupon is not a credit or debit card, has no implied warranties & can't be used in conjunction with any other coupon/discount (including, but not limited to, 5% Lowe's consumer credit discount; Lowe's military discount; Lowe's employee discounts; Lowe's Price Match Guarantee; contractor packs; manager discretion price adjustments; Lowe's volume discount programs such as Quote Support Program "QSP"; government contract pricing; or any other special pricing/discount programs). Coupon is not redeemable for cash, not transferable, can't be replaced if lost or stolen or used on prior purchases. Void if altered, defaced, copied, transferred, or sold through any on-line auction or otherwise. Limit 1 Coupon per person/household/mobile phone number, in total, regardless of the Geographic Region Promotion in which you participate. Coupon redeemable in-store only. Not valid on: Lowes.com; LowesforPros.com; Lowe's mobile application; any Lowe's branded website operated by a 3rd party; previous sales; multiple transactions; purchase of services, installation, or extended protection plans; gift cards; Weber products; ICON, Fisher & Paykel, Monogram, Smeg, AGA, Marvel, Bosch Benchmark or Liebherr brand appliances; or any of the following promotions listed below.

- Scotts Now and Next 20% off offer.
- Scotts Annual Fertilizer Program Bundle Deal--\$20 dollars off when you buy all 4 today (955543, 955544, 955545, 955546).
- Save 10% On All In-Stock Pavers, Step Stones, and Wall Blocks When You Spend \$500 or More.
- IN-STORE ONLY - \$59.99 Whirlpool EveryDrop Water Filter 4 or 5 Bundle.
- Samsung Built-In Cooking Power Pair/Save \$300 NOW when you Purchase Select Samsung Wall Oven + Samsung Cooktop together on the same receipt.
- Buy Any 3 Mix and Match Purdy Brushes and Get 15% off (Barcode).
- 25% Off All Kitchen Cabinets with minimum purchase of \$3,000.
- Utility Companies Programs and Rebates.
- Any other promotion that is executed by Lowe's as a "barcode" offer in Sponsor's sole discretion.

Customer must pay applicable sales tax. Coupon can't be used to make payments on any charge or credit account. Cash Value: 1/100 cent. Valid in the U.S. only. Lowe's reserves the right to withdraw the Coupon at any time for any suspected fraudulent use.

Recipient must accept Coupon as stated, or Coupon shall be forfeited in its entirety. Total value of all Coupons: \$84,594,000. All federal, state and local taxes, if any, on Coupons or use of a Coupon and any other costs and expenses associated with Coupon acceptance and use not specified herein are solely recipient's responsibility. Unclaimed Coupons will not be awarded.

5. GENERAL CONDITIONS: As a condition of participating, participants agree (and agree to confirm in writing, if requested): (a) to release and hold harmless Sponsor, its parent, subsidiary and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties") and that such Released Parties shall have no liability whatsoever for and against any liability for any injuries, losses or damages of any kind to person(s) including, without limitation, death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any Coupon or participation in this Promotion or any Promotion-related activities; and (b) that, except where legally prohibited, such recipients grant (and agree to confirm that grant in writing) permission to Sponsor and those acting under its authority the right to the use of his/her name, picture, likeness, voice, biographical information and statements, at any time or times, for advertising, trade, publicity and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide in perpetuity, and on the Internet and World Wide Web, without notice, review or approval, unless prohibited by law.

6. RECIPIENT NOTIFICATION AND VERIFICATION: Neither Sponsor, nor any of its affiliates are responsible for suspended or discontinued wireless or online service which may result in a potential recipient not receiving a Coupon notification; nor is Sponsor or any of its affiliates responsible for any change in participant's mobile phone number. If (i) a potential recipient does not claim the Coupon as instructed, (ii) a potential recipient cannot be verified, or (iii) a potential recipient is otherwise unable to accept the Coupon as stated, the applicable Coupon will be forfeited. If any Coupon is returned as undeliverable, Coupon will be forfeited and Sponsor shall have no further liability to award that Coupon.

No more than the stated number of Coupons will be awarded. In the event that a programming, production, seeding or printing error or any other reason causes more than the stated number of Coupons, as set forth in these Rules, to be made available, offered and/or claimed, Sponsor reserves right to award only the stated number of Coupons.

7. LIABILITY LIMITATIONS: Released Parties are not responsible for lost, late, misdirected, incomplete, or non-delivered Submissions, text messages; or for interrupted or unavailable satellite, network, server, Internet Service Provider, Website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or

misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of a Submission or other information or the failure to capture, or loss of, any such information. Persons who tamper with or abuse any aspect of this Promotion or otherwise attempt to undermine the legitimate operation of the Promotion by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other participants or Sponsor representatives, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for injury or damage to participant's or to any other person's computer or mobile device related to or resulting from participating in this Promotion or downloading materials from or use of the promotional Website. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Submissions, Sponsor reserves the right, at its sole discretion, to suspend, modify or terminate the Promotion, and select the potential recipient(s) in a random drawing from all non-suspect, eligible Submissions received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Released Parties are not responsible for any incorrect or inaccurate information, whether caused by Website users, human error, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion, and assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction of any equipment used for this Promotion. In case of a dispute, the authorized account subscriber of the mobile phone number used to participate in the Promotion at the actual time of participation will be deemed to be the participant and must comply with these Rules. The authorized account subscriber is deemed to be the natural person who is assigned the mobile number by the organization responsible for assigning mobile numbers. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF RELEASED PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

8. BINDING ARBITRATION: Any controversy or claim arising out of or relating to this Promotion shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of

JAMS (“**JAMS Rules and Procedures**”) then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply North Carolina law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty (60) days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE PARTICIPANT’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT PARTICIPATE IN THIS PROMOTION IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE RULES.

BY PARTICIPATING IN SPONSOR’S PROMOTION, EACH PARTICIPANT AND COUPON RECIPIENT AGREES (AND AGREES TO CONFIRM IN WRITING IF REQUESTED) THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY COUPON AWARDED INCLUDING ANY TRAVEL OR COUPON ACTIVITY RELATED THERETO, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS’ FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT OR COUPON RECIPIENT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) PARTICIPANT AND COUPON RECIPIENT’S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE

ABOVE MAY NOT APPLY TO EVERY PARTICIPANT.

9. GOVERNING LAW AND JURISDICTION: By participating, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of North Carolina without giving effect to any choice of law or conflict of law rules, and any matters or proceedings which are not subject to arbitration as set forth in these Rules and/or for entering any judgment on an arbitration award, shall take place in the State of North Carolina, in Charlotte, North Carolina. By participating, participants consent to the jurisdiction and venue of the federal, state and local courts located in Charlotte, North Carolina.

10. SPONSOR: Lowe's Home Centers, LLC, 1000 Lowes Blvd, Mooresville, NC 28117.