

MONOGRAM ICONIC KITCHEN DESIGN AWARDS OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF AND LIVING WITHIN THE 50 UNITED STATES/DISTRICT OF COLUMBIA WHO ARE 21 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY AND WHO ARE PROFESSIONAL RESIDENTIAL INTERIOR DESIGNERS, KITCHEN AND BATH DESIGNERS, ARCHITECTS, BUILDERS OR REMODELERS/CONTRACTORS.

BE SURE TO CAREFULLY READ THESE OFFICIAL RULES BEFORE YOU ENTER. BY ENTERING, YOU AGREE TO BE BOUND BY THEM.

1. ELIGIBILITY: The "Monogram Iconic Kitchen Design Awards" ("Contest") is open only to individuals who are legal residents of and living within the 50 United States/District of Columbia, are 21 years of age or older at the time of entry, and who are professional residential interior designers, kitchen and bath designers, architects, builders or remodelers/contractors (i.e., any person or company paid for residential kitchen design services). Entries may be submitted on behalf of the individual entrant or on behalf of a design firm/team; however, the entrant must complete the entry/submission requirements as the firm/team's authorized representative and must have authority to bind the design firm/team to these Official Rules.

A Project that includes any free or gifted products or that received special no-cost product support provided by Sponsor in connection with that Project (as that term is defined in Rule 2) is not eligible to be submitted as a Contest Entry. This restriction applies only to a Project containing such received or supported products and does not otherwise disqualify the individual/firm from submitting other eligible Projects. Receipt of ordinary trade pricing, dealer pricing, builder program pricing, a rebate, a financing offer, or a publicly available promotion does not automatically disqualify a Project. Further, individuals/firms who have an existing contract with a mass or luxury appliance competitor (e.g., LG, Samsung, Whirlpool, Electrolux, Sub-Zero/Wolf, Miele, Thermador, SKS, Dacor, Viking, JennAir, Fisher & Paykel, Gaggenau, La Cornue) are not eligible to enter or win the Contest.

Officers, directors and employees (and their household and immediate family members, i.e., parents, children, spouse, siblings and the "steps" of each and persons residing in the same household of such immediate family members) of Haier US Appliance Solutions, Inc. DBA GE Appliances ("Sponsor"), its subsidiaries, affiliates, sales representatives, distributors, retailers, advertising agencies, promotion agencies, fulfillment agencies and web design agencies, including Mercury Promotions & Fulfillment ("Mercury") and CPJ Association Management ("CPJ"), the entry platform provider, their respective affiliates, assigns or representatives (collectively, "Sponsor & Others"); and all other persons or entities associated with the development, administration, promotion, execution of or supply to this Contest are ineligible to enter or win this Contest.

2. BRIEF CONTEST OVERVIEW: The Contest honors exceptional residential projects that embody luxury design, craftsmanship, and the art of living with Monogram. Only eligible entrants may enter. To be deemed an eligible entrant ("Entrant"), an Entrant must be the individual (or authorized firm/team representative) responsible for the kitchen design project ("Project") that is the subject of the contest entry ("Contest Entry"). Any Project submitted as a Contest Entry must have been completed by November 30, 2026. Entrants must submit an original kitchen design, as described in Rule 5 below, that showcases and integrates Monogram appliances. Contest Entries will be judged by a Sponsor-appointed panel of celebrity and industry professionals according to the criteria stated in Rule 7 below.

There are four (4) Contest categories ("Category(ies)") into which Contest Entries may be submitted: (a) Contemporary Kitchen (clean lines, modern materials, and minimalist design); (b) Traditional Kitchen (classic detailing, rich craftsmanship, and timeless elegance); (c) Transitional Kitchen (a balanced blend of traditional warmth and contemporary simplicity); and (d) Beyond the Kitchen (projects extending luxury design into spaces such as sculleries, wine rooms, or entertaining areas). Twelve (12) finalists ("Finalists") will be selected in total,

three (3) in each of the four (4) Categories, consisting of one (1) potential Grand Prize Winner, one (1) potential First Prize (First Runner-Up) Winner, and one (1) potential Second Prize (Second Runner-Up) Winner per Category. Each Finalist who satisfies all verification requirements set forth in Rule 8 will be confirmed as a winner ("Winner") of the prize associated with that Finalist's ranking in its Category.

An Entrant may submit one (1) Contest Entry into each of the four (4) Categories. No one person may be part of more than one (1) entry per Category. Each Project may be submitted only one (1) time and not by multiple individuals. If the same Project is submitted by more than one person, the first entry received will be eligible and all others are void.

3. IMPORTANT CONTEST DATES:

- (a) Submission Window: Starts August 1, 2026 at 12:00 A.M., ET, and all Contest Entries must be received by 11:59 P.M., ET on November 30, 2026 ("Contest Entry Period").
- (b) Judging and Evaluation: On or about December 1, 2026 through January 22, 2027.
- (c) Finalists Notified: Week of January 25, 2027.
- (d) Announcement of Finalists: February 1-4, 2027.
- (e) Winners/Prizes Announced: April 10-14, 2027

4. HOW TO ENTER: The Contest may be entered online only. Mail-in entries will not be accepted. During the Contest Entry Period, an Entrant should go to <https://www.monogram.com/iconic-design-awards> ("Website"), which will contain a link to these Official Rules and to the official entry platform hosted by CPJ Association Management ("CPJ Platform"). To register, the Entrant must click the "Register" button and, as an individual or firm/team representative, create Username/Password credentials on the CPJ Platform (or use existing CPJ Platform credentials if the Entrant already has them). Once logged in, the Entrant will select the Category for the Contest Entry and complete all required information fields and checkboxes.

5. THE SUBMISSION / PROJECT REQUIREMENTS: The Project that is the subject of the Contest Entry must include:

- (a) Monogram Refrigeration: The Project must include one of the following:
 - (i) A Monogram refrigeration appliance product must serve as the primary food preservation unit(s), including at least one (1) full-size Monogram refrigeration unit (e.g. column, side by side, French door refrigerators. Wine storage units do not satisfy the primary food preservation requirement in kitchen projects.
 - (ii) For the "Beyond the Kitchen" Category only, two (2) or more Monogram undercounter refrigeration, ice, wine units or full-size wine units.
- (b) Monogram Cooking Appliance: A Monogram cooking appliance product must serve as the primary food preparation unit, including ranges, range tops, ovens or cooktops. This requirement does not apply to the "Beyond the Kitchen" Category.

The Project that is the subject of the Contest Entry must NOT include full-size competitive refrigeration, cooking and dishwasher appliances. Competitive ventilation, microwave ovens, warming drawers, coffeemakers, and small appliances are acceptable.

The Project has no square footage or ceiling height requirements. The Project must have been completed between January 1, 2021 and November 30, 2026. The Project must have been installed in a client's residence and must be functional. If custom panels are used on a dishwasher or refrigeration unit, a photo of each showing the interior of the product is optional but encouraged.

Each Contest Entry must include the following information and materials submitted via the CPJ Platform:

- (i) Personal Information (not visible to judges): primary entrant name; primary entrant title, firm name primary entrant job classification, Instagram handle; business address; email address; telephone number.
- (ii) Project Information: Address of Project (not visible to judges); Project title/name (not visible to judges); Project completion date; and a Design Statement addressing the following:
 - (a) Project Vision & Inspiration: Share the story behind the Project, including the client's goals, the inspiration for the space, and the overall vision that guided your approach (up to 150 words).
 - (b) Design Challenges & Solutions: Describe any unique design or functional challenges you encountered and how your creative solutions helped bring your vision to life (up to 150 words).
 - (c) What Makes the Project Iconic: Tell us what sets this Project apart and why it represents an iconic Monogram design. Highlight how the Project reflects luxury design and craftsmanship, elevates the client's lifestyle and demonstrates innovation in materials and execution (up to 150 words).
 - (d) Provide a short explanation of how Monogram appliances influenced or elevated the design (up to 100 words)
- (iii) Monogram Information:
 - (a) Provide the name of the retailer where the appliances were purchased (not visible to judges);
 - (b) Select all Monogram appliances included from drop down menus (not visible to judges);
- (iv) Images uploaded directly to as part of Contest Entry:
 - (a) One (1) to three (3) floor plan or layout drawings (under 20 MB; PDF, JPG, or PNG);
 - (b) One (1) to three (3) elevation, rendering, or additional design drawings (under 20 MB; PDF, JPG, or PNG);
 - (c) A minimum of five (5) and up to ten (10) additional color photographs of the completed design (professional photography preferred; each photo under 20 MB in JPG or PNG; photographer name required);
 - (d) (Optional) - Up to seven (7) optional photos such as 1) "Before" photos, 2) close-up photos detailing appliance integration, storage, materials, craftsmanship, or functional zones or 3) Photos of paneled refrigerator and dishwashers (if applicable) with doors open to help validate the Monogram models used in the project. (under 20 MB each, JPG or PNG);

- (e) (Optional) Materials provided via shareable cloud link (e.g., Dropbox, Box.com, Google Drive: One (1) video tour of the finished space (recommended maximum 60-90 seconds). The video can be shot on a cell phone, and it should not include the Entrant's or designer's identity. Once video is loaded into the file-sharing service folder, Entrant must insert a sharable link to the video.

(v) Additional requirements and background information:

- (a) Provide a short explanation (up to 25 words) on how you heard about the awards;
- (b) Provide a short explanation (up to 25 words) of whether the Project has previously been featured in editorial coverage;
- (c) Provide acknowledgement and agreement to the Official Rules;
- (d) Provide agreement to photo usage right;
- (e) (Optional) Agreement to receive future marketing emails from Monogram; and

Please share the exact name and design firm that you want to appear on your award, should you be chosen as a winner. If you would like to acknowledge another individual on your award, you can list their name here, too (optional).

6. CONTEST ENTRY PROTOCOL: The Contest Entry, in its entirety:

- (a) Must be solely the Entrant's own original creation and must not infringe any third party's intellectual property, privacy, or publicity rights;
- (b) Must reflect a project completed within the timeframe stated in Rule 5;
- (c) Must be entirely in English;
- (d) Must not, in the judged materials, contain the designer's, firm's, or any individual's or entity's name, logos, watermarks, or other identifying marks, including in photo file names;
- (e) Must not include confidential client information, private addresses, or personal or identifying information unless permission has been obtained;
- (f) Must not include content that is offensive, defamatory, unsafe, obscene, discriminatory, political, hateful, unlawful, or otherwise inappropriate, and must not disparage Monogram, GE Appliances, competitors, or any person or entity;
- (g) Must not use any element that is computer-generated imagery (CGI), and must not use AI-assisted photography or video (AI use is limited to text statements only); no AI-generated content may be used without disclosure; and
- (h) Must include only photographs and materials for which the Entrant has secured all necessary rights, permissions, and releases (see Rules 4, 10 and 11).

Incomplete, inaccurate, misleading, fraudulent, AI-misrepresented, infringing, unverifiable, or otherwise noncompliant entries will be disqualified. Sponsor may request additional documentation to verify eligibility,

project completion, product inclusion, permissions, or ownership of submitted materials, and reserves the right to accept, edit, modify, or reject any Contest Entry in its sole discretion.

7. SELECTION OF WINNERS & CONTEST JUDGING CRITERIA: Following the close of the Contest Entry Period, Sponsor will review all entries for eligibility and completeness, and eligible entries will be advanced to judging. A Sponsor-appointed panel of celebrity and industry professionals ("Contest Judges") will review, rate, and award points to Contest Entries based on the criteria below. The highest-scoring entries in each Category will be selected, based on scores, as the Finalists and potential Grand Prize, First Prize (First Runner-Up), and Second Prize (Second Runner-Up) Winners in that Category. A Finalist will become a Winner only upon satisfying the verification requirements set forth in Rule 8.

Judging Criteria:

- i. Integration of Monogram appliances (30%) – Evaluates how seamlessly Monogram appliances are incorporated into the overall design, enhancing the aesthetic, functionality and homeowner experience while reflecting the brand's commitment to luxury design, craftsmanship and the art of living with Monogram;
- ii. Overall aesthetics and design excellence (25%) – The overall quality of the design, including creativity, composition, material selection, craftsmanship, attention to detail and visual harmony;
- iii. Functionality and space planning (20%) – Measures how effectively the space supports cooking, entertaining and everyday living through thoughtful layouts, intuitive workflows and overall usability
- iv. Innovation and originality (15%) – Recognizes distinctive ideas, creative problem-solving and innovative applications of materials, technology or design that set the project apart; and
- v. Design statement and supporting materials (10%) – Evaluates the strength of the written design statement and supporting imagery, considering how clearly they communicate the project's vision, design intent and execution.

In the event of a tie, the Entrant whose Contest Entry received the higher score for "Integration of Monogram Appliances" will be deemed the potential Winner; if a tie remains, the higher score for "Overall aesthetics and design excellence" will control. Entrants agree that Sponsor has the sole right to decide all matters and disputes arising from this Contest and that its decisions are final and binding.

8. FINALIST/WINNER NOTIFICATION AND VERIFICATION: Finalists will be notified during the week of January 25, 2027, by email, phone, and/or other means. Selection as a Finalist does not by itself entitle an Entrant to any prize; a Finalist will become a Winner only after Sponsor confirms that the Finalist has satisfied all verification and eligibility requirements set forth in this Rule 8. Each Finalist will be required to sign and return a notarized Affidavit of Eligibility/Compliance and Publicity/Liability Release and an IRS Form W-9 by the date stated in the notification. As a condition of being awarded a prize, each Winner will also be required to execute an assignment transferring to Sponsor ownership of all intellectual property rights in and to the winning Contest Entry, and the Affidavit will include the Winner's agreement to indemnify Sponsor & Others against any claim of intellectual property infringement arising from the submission of the Entry. Failure to sign and return these documents by the specified date, or the return of any prize notification as undeliverable, may result in forfeiture of the prize and selection of an alternate (the Entrant with the next highest-scoring Contest Entry), who will then be treated as a Finalist for purposes of this Rule 8. A basic background check will be conducted on each Finalist, and by entering, each Entrant consents to such a background check if selected. Each Winner will be issued an IRS Form 1099 for the actual value of the prize and must submit a Social Security Number or Taxpayer ID Number as required by law. All federal, state, and local taxes are solely the responsibility of each Winner.

9. PRIZES: Twelve (12) prizes will be awarded, three (3) in each of the four (4) Categories, with payment to be made in April 2027:

Grand Prize (four (4); one (1) per Category): A check in the amount of Twenty-Five Thousand Dollars (\$25,000), plus national recognition, social media content and editorial print coverage in a Hearst design publication such as House Beautiful, VERANDA, or ELLE DECOR.

First Prize / First Runner-Up (four (4); one (1) per Category): A check in the amount of Ten Thousand Dollars (\$10,000).

Second Prize / Second Runner-Up (four (4); one (1) per Category): A check in the amount of Five Thousand Dollars (\$5,000).

All Winners will also be provided with: (i) two round-trip coach class airfare for the Winners to Greensboro, Raleigh-Durham or Charlotte airport from the major U.S. airport nearest that Winner's residence (as determined by Sponsor); (ii) two (2) days and one (1) night's hotel accommodations (one day of which will include the date that the Winners are announced at High Point Market's Spring Market in April 2027), one (1) standard room (double occupancy) as determined by Sponsor; and (iii) admission to High Point Market's Spring Market. The Approximate Retail Value ("ARV") of each trip is Two Thousand Five Hundred Dollars (\$2,500.00).

Total ARV of all prizes, not including transportation and hotels to attend High Point Market's Spring Market: \$160,000 USD. The total ARV including transportation and hotels to attend High Point Market's Spring Market is approximately \$190,000.00, which may vary depending on the flight itinerary, fluctuations in charges for airfare and hotel rooms and the location of the Winners' residence.

Only one (1) prize will be awarded per winning Contest Entry regardless of how many individuals were involved, and the prize will be awarded to the Entrant (individual or entity) officially responsible for the project. Prizes are not transferable or substitutable except by Sponsor with a prize of equal or greater value.

10. RESPONSIBILITIES OF ENTRANT; REPRESENTATIONS AND WARRANTIES: By participating, an Entrant represents and warrants that: (i) the Entrant has the legal capacity and, if entering on behalf of a firm or entity, the authority to bind that entity to these Official Rules; (ii) the Entrant is responsible for the Project that is the subject of the Contest Entry; (iii) the Contest Entry is the Entrant's own original work and the Entrant owns or has secured all rights, permissions, licenses, professional credentials, client and property-owner approvals, and other authority necessary to submit the project, images, descriptions, names, likenesses, designs, plans, specifications, trade names, and all other materials included in the entry; (iv) the Entrant has obtained permission from the homeowner/client, photographer, architect, builder, stylist, and all other relevant rights holders; and (v) the Contest Entry does not infringe the intellectual property, privacy, publicity, or other rights of any third party. Entrants are solely responsible for securing all intellectual property rights associated with their Contest Entry, including the rights of any photographer who took photographs included in the Contest Entry by obtaining the affirmative consent of the photographer for Entrant and Sponsor to use the photographs in this Contest and the promotion of his Contest as permitted under these Official Rules.

11. GRANTS/WAIVERS AND MARKETING USE (LICENSE): By submitting a Contest Entry, the Entrant grants to Sponsor, its affiliates, legal representatives, assigns, agents, and licensees a non-exclusive, irrevocable, royalty-free, fully paid-up, worldwide license to copy, transmit, publish, post, broadcast, display, adapt, edit, crop, reproduce, encode, and store the Contest Entry (including all submitted photographs and any element of the submission), in whole or in part, as submitted or as edited/modified in Sponsor's sole discretion, for purposes of administering and promoting this Contest and Sponsor's related marketing activities, including posting the designs on Sponsor's owned social media channels and with Sponsor's partners, in any and all media now

known or hereafter devised, worldwide, without additional compensation, notice, or approval. The Entrant retains ownership of the Contest Entry, and no ownership of intellectual property transfers to Sponsor upon submission; any transfer of ownership will occur only as provided in Rule 8 as a condition of prize award. The Entrant represents and warrants that it has secured all rights, permissions, and releases necessary to grant this license, including the rights of any photographer, and agrees to execute any further documents Sponsor may reasonably require. The Entrant waives any moral rights and any privacy/publicity rights that might limit the use permitted above. Sponsor may, at its expense, request to reshoot the space for editorial purposes.

12. INDEMNIFICATION/RELEASE: By submitting a Contest Entry, the Entrant agrees to indemnify and hold harmless Sponsor & Others from any and all claims, damages, expenses, costs (including reasonable attorneys' fees), and liabilities brought by any third party arising out of the Contest Entry or the Entrant's conduct in connection with this Contest, including claims for trademark or copyright infringement, violation of rights of publicity or privacy, or defamation. By acceptance of a prize, each Winner further releases and holds harmless Sponsor & Others from any and all claims, damages, or injury to person or property arising out of participation in the Contest, acceptance or use of a prize, or any Contest- or prize-related activity.

13. LIMITATIONS OF LIABILITY: Sponsor & Others are not responsible for interrupted or unavailable network, server, or other connections; miscommunications; failed computer or electronic transmissions; technical or human errors; or lost, late, damaged, incomplete, or misdirected entries or transmissions, howsoever caused. Persons found tampering with or abusing any aspect of this Contest, as solely determined by Sponsor, will be disqualified and may be subject to prosecution. If the Contest is compromised by viruses, bugs, unauthorized intervention, or other causes that corrupt or interfere with its administration, security, fairness, or intended operation, Sponsor reserves the right, in its sole discretion, to discontinue, suspend, modify, or terminate the Contest and to proceed in a manner it deems fair and reasonable, including selecting Winners from among eligible entries received prior to such action. Any personally identifiable information collected during participation will be used by Sponsor and its agents solely for the proper administration and fulfillment of the Contest as described in these Official Rules or as stated in Sponsor's Privacy Policy at https://www.geappliances.com/privacy/privacy_policy.htm.

CAUTION: ANY ATTEMPT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

14. PUBLICITY RIGHTS: By acceptance of a prize, and as otherwise required of Finalists, each Winner agrees that Sponsor and its designees may use the Entrant's name, personal information, firm name, photographs, videos, and/or likeness, and statements for promotion, trade, commercial, advertising, and publicity purposes, at any time, in all media now known or hereafter devised, worldwide, without further notice, review, approval, or additional compensation, except where prohibited by law. As a condition of being awarded and retaining a prize, each Finalist and Winner shall participate, at Sponsor's reasonable request and without additional compensation, in interviews, photography, video, events (including the High Point Market Spring Market event referenced in Rule 9), and other publicity activities as reasonably directed by Sponsor. Failure or refusal to participate as required under this Rule 14 may result in disqualification and/or forfeiture of the prize and selection of an alternate in accordance with Rule 8.

15. NO RELATIONSHIP; PLATFORM AND SOCIAL MEDIA DISCLAIMERS: Entering the Contest does not create any employment, agency, partnership, endorsement, or sponsorship relationship between the Entrant and Sponsor. This Contest is in no way sponsored, endorsed, administered by, or associated with Instagram, Facebook, LinkedIn, Pinterest, TikTok, YouTube, or any other social media platform. Each Entrant releases the foregoing platforms and understands that any information provided is provided to Sponsor, not to those platforms.

16. DISPUTE RESOLUTION AND CHOICE OF LAW: Issues concerning the construction, validity, interpretation, and enforceability of these Official Rules shall be governed by the laws of the Commonwealth of Kentucky, without regard to its conflict-of-laws principles. All disputes arising out of or connected with this Contest will be resolved individually, without resort to class action, exclusively in the state or federal courts located in Jefferson County, Kentucky. All judgments or awards shall be limited to actual out-of-pocket expenses (excluding attorneys' fees) associated with participation in this Contest and shall not include any indirect, punitive, incidental, or consequential damages.

17. GENERAL: By entering, Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all matters pertaining to this Contest. Entrants waive any right to claim ambiguity in these Official Rules. This Contest is void wherever prohibited by law. All federal, state, and local laws and regulations apply.

18. WINNERS LIST: For the names of the Winners, send a self-addressed, stamped envelope by November 1, 2027 to: Monogram Iconic Kitchen Design Awards Winners List, 35610 Mound Road, Dept. 900, Sterling Heights, MI 48310.

19. SPONSOR: Haier US Appliance Solutions, Inc. DBA GE Appliances, Appliance Park, Louisville, KY 40225. Monogram is a trademark of Haier US Appliance Solutions, Inc. House Beautiful, VERANDA, and ELLE DECOR are trademarks of their respective owners. Copyright 2026 Haier US Appliance Solutions, Inc. All rights reserved. No portion of these Official Rules may be republished or reprinted in whole or in part without prior written consent.