

**THE FLORIDA DERBY CHALLENGE
SATURDAY, MARCH 27, 2021**

OFFICIAL RULES

CONTEST DATE

Saturday, March 27, 2021

CONTEST LOCATIONS

Online:	https://www.xpressbet.com/
Gulfstream Park:	901 S. Federal Hwy, Hallandale Beach, FL 33009

NHC TOUR POINTS

This is an official NHC Tour event. Per the NHC, NHC Tour points will be awarded in accordance with the official 2021 NHC Tour rules, which can be found at www.nhctour.com.

BUY-IN

\$1,500 per entry (\$1,000 Bankroll / \$500 Entry Fees)
100% of Entry Fees paid out as prizes.

MAXIMUM ENTRIES

Maximum of two (2) entries per person.

1. CONTEST LOCATIONS

Players may compete in this contest from the following locations:

Online:	https://www.xpressbet.com/
Gulfstream Park:	Hallandale Beach, FL – Limited Seating

Gulfstream Park Accommodations

Please note that Gulfstream Park is currently working with health officials to operate under the most current health and safety protocols. These protocols will continue to be updated at the advice of health officials and could change the information pertaining to accommodations at Gulfstream Park (updates will be announced in a timely manner).

Currently, the Sport of Kings Theatre at Gulfstream Park will be open at a strict limited capacity of 50 tournament players and seating will be properly spaced for social distancing. Health screenings and masks will be mandatory for all players and guests prior to entering the racetrack. For each on-track player, entry into this contest includes two (2) tickets for the Sport of Kings Theatre at Gulfstream Park

on Saturday, March 27, 2021. Each player may bring one (1) guest with them. The tickets may be used for each on-track player and a guest.

2. PLAYER'S BANKROLL

This is a 'real money' Handicapping Contest. In order to participate, this contest requires a \$1,500 buy-in, per entry. Of each buy-in, \$1,000 will be used for a player's bankroll, while the remaining \$500 will be allocated to the prize pool (100% of entry fees will be paid out as prizes). Players may compete online at www.xpressbet.com or on-track at Gulfstream Park (capped at 50 tournament players).

On-Track Participation at Gulfstream Park

Players that choose to compete on-track at Gulfstream Park in Hallandale Beach, Florida will each receive, at the beginning of the contest, an official contest wagering card that has a balance of \$1,000 for each of their paid entries, this balance will be the player's initial bankroll. This wagering card must be used for all wagers that are placed for contest purposes.

Online Participation

Players that choose to compete online at www.xpressbet.com will have a separate Contest account for each entry that they purchase. Each Contest account will have a balance of \$1,000 for each of their paid entries, this balance will be the player's initial bankroll. To participate in the contest, follow instructions at www.xpressbet.com. Players must have an Xpressbet account in good standing to play.

At the conclusion of the Contest, any dollar amount remaining within the Xpressbet Contest account or on the wagering card remains the property of the player. Xpressbet will transfer funds from the Contest account back to the player's primary Xpressbet account at the conclusion of the Contest.

3. TO ENTER

As mentioned previously, players may choose to compete in this contest on Saturday, March 27, 2021 either on-track at Gulfstream Park or online at xpressbet.com. There is a maximum of two (2) entries per person.

For all locations, entries will be accepted up until the start of the fifth race at Gulfstream Park on Saturday, March 27, 2021.

To Register for a Gulfstream Park Entry

Individuals that would like to participate on-track at Gulfstream Park may enter by:

1. Phone:	Call (626) 574 – 6384
2. Online:	www.santaanita.com/contests
3. Walk-Up (tentative):	Gulfstream Park
4. Mail:	Make checks payable to Los Angeles Turf Club, Inc. and mail to: Santa Anita Park Attn: Dan Cirimele 285 W. Huntington Dr.

Arcadia, CA 91007

Accepted payment methods for entries at Gulfstream Park are check, credit card and/or cash. Personal checks will not be accepted after Monday, March 22, 2021.

To Register for an Xpressbet.com Entry

Online entries will be accepted up until the start of the fifth race at Gulfstream Park on Saturday, March 27, 2021.

Online registration begins on Tuesday, March 23, 2021 at approximately 12:00PM ET. To participate in the contest, follow instructions at www.xpressbet.com. Participants must have or open a valid Xpressbet account that is in good standing, subject to the Xpressbet terms and conditions. Due to state regulations, residents of the state of Washington are ineligible to participate in this tournament. Residents of state(s) that are unable to bet Gulfstream Park are also ineligible to participate in this tournament online.

4. PRE-CONTEST QUALIFIERS

Xpressbet.com Qualifiers:

1. Saturday, March 13, 2021 // Santa Anita/Xpressbet \$500 Contest
2. Saturday, March 20, 2021 // Santa Anita/Xpressbet \$500 Contest

HorseTournaments Qualifiers:

Visit HorseTournaments.com for more information.

5. FORMAT

- Tournament races include all live races from Gulfstream Park on Saturday, March 27, 2021.
- Permitted wagers are Win, Place, Show, Exacta, Trifecta and Daily Double.
- No Superfecta, Super High 5, Pick 3, Pick 4, Pick 5, Pick 6, Golden Hour Double or Golden Hour Pick 4 wagers are permitted in this contest. The Parlay function for Win, Place and Show wagers is not permitted in this contest.
- Players must wager on a minimum of five (5) contest races at a minimum of \$100 on each of those five (5) races.
- Players must wager, at minimum, their entire \$1,000 bankroll during the contest.
- There are no maximums – players may wager as much as they want, including the winnings from their bankroll, whenever they wish.

- For purposes of this contest, a Daily Double wager counts as a bet on one (1) contest race. For example, a Daily Double wager on the Race 4 (linking to Race 5) Double will count as a wager on Race 4.
- In the unlikely event of a cancellation of a race card, Tournament Officials reserve the right to substitute races from another racetrack or cancel the tournament and issue refunds to all participants.

Should an entry in this contest fail to meet the above-mentioned requirements, that entry may be disqualified from the contest, making the entry ineligible to win prizes. Any situation involving a late scratch where it is deemed the players were not given sufficient time to adjust their betting will be handled on a case-by-case basis by contest officials.

The player with the largest bankroll after the last Contest Race on March 27, 2021, will be declared the winner. It is the player’s responsibility to meet the wagering requirements listed above. Contest officials will make the decision on disqualification in the event of a rule violation and all decisions are final. The remaining bankroll in either their tournament card or their online Xpressbet contest account remains the property of the player. Entry fees will not be refunded in the event of a disqualification.

6. PRIZES

Per Item 1, 100% of the entry fees will be paid out as prizes. The final prize pool will be announced on March 27, 2021, after Registration closes. The final prize pool distribution and number of qualifying spots for the National Horseplayers Championship (NHC) and 2022 Pegasus World Cup Betting Championship will be based upon the total number of entries in this contest. Contest officials of Gulfstream Park, Santa Anita Park, 1/ST and Xpressbet reserve the right to adjust the final prize pool after registration closes (100% of entry fees will be paid out as prizes).

Below are two (2) examples of the prize pool distribution depending on the number of entries in this contest:

At 90 entries, prizes will be:

- Two (2) entries into the 2022 Pegasus World Cup Betting Championship. Entries are valued at \$6,000 each and include a \$500 travel allowance for participants who choose to play in the tournament on-site at Gulfstream Park or at a satellite location (locations TBD).
- Two (2) entries into the 2022 National Horseplayer’s Championship (NHC) in Las Vegas. Entries include a four-night stay at Bally’s in Las Vegas and a \$500 travel reimbursement.
- \$21,276 Cash Prize pool for the top five (5) finishers.

Cash prize pool distribution based on 90 entries:

Number of Entries	90	
Final Standing	Cash Prize	% of Cash Pool

1st	\$10,638.00	50%
2nd	\$4,255.00	20%
3rd	\$3,191.00	15%
4th	\$2,128.00	10%
5th	\$1,064.00	5%
TOTAL CASH PRIZES	\$21,276.00	

At 150 entries, prizes will be:

- Four (4) entries into the 2022 Pegasus World Cup Betting Championship. Entries are valued at \$6,000 each and include a \$500 travel allowance for participants who choose to play in the tournament on-site at Gulfstream Park or at a satellite location (locations TBD).
- Two (2) entries into the 2022 National Horseplayer's Championship (NHC) in Las Vegas. Entries include a four-night stay at Bally's in Las Vegas and a \$500 travel reimbursement.
- \$38,276 Cash Prize pool for the top five (5) finishers.

Cash prize pool distribution based on 100 entries:

Number of Entries	150	
Final Standing	Cash Prize	% of Cash Pool
1st	\$19,138.00	50%
2nd	\$7,655.00	20%
3rd	\$5,741.00	15%
4th	\$3,828.00	10%
5th	\$1,914.00	5%
TOTAL CASH PRIZES	\$38,276.00	

Entry Prizes

At the conclusion of this contest, the first place finisher after the final contest race on Saturday, March 27, 2021 will have first choice of one (1) of the available entry prizes. After the first place finisher has chosen their entry prize, the second place finisher will have a choice of one (1) entry from the remaining prize options. This will be repeated until all entries have been awarded.

PEGASUS WORLD CUP BETTING CHAMPIONSHIP (PWCBC) ENTRIES

The prize entries into the Pegasus World Cup Betting Championship (PWCBC) will be valid for 2022 only. Each entry prize into the 2022 PWCBC will be valid for a maximum of one full paid entry (total value \$6,000). The player that wins an entry into the 2022 PWCBC will have a choice to compete in the 2022 PWCBC at Gulfstream Park in Hallandale, Beach, Florida, at Santa Anita Park, in Arcadia, California, or online at xpressbet.com. On-site participation and satellite location participation are subject to approval from those location(s) health authorities.

PWCBC Travel Reimbursement: Should a player that wins a PWCBC entry choose to compete in the 2022 PWCBC at Gulfstream Park, they will be provided a \$500 travel reimbursement plus two admission tickets to the races at Gulfstream Park for the 2022 Pegasus World Cup.

Dual Qualified for the PWCBC: A player that has two (2) entries into the 2022 PWCBC prior to the start of this contest can accept a PWCBC entry prize if, and only if, they have a contest entry finish in a placing that earns a PWCBC entry. However, per the PWCBC rules, a player may only compete in the PWCBC a maximum of two (2) times. As a result, any number of 2022 PWCBC entries won over the permitted two (2), are required to be transferred, or sold, to another player by notifying PWCBC officials prior to January 21, 2022.

Winning Multiple PWCBC Entries: A player may win up to two (2) 2022 PWCBC entries in this contest. In order to win up to two (2) entries into the 2022 PWCBC in this contest, a player would need to have two (2) entries in this contest that finish in the final standings where both entries qualify to earn an entry prize, and a 2022 PWCBC entry is available at the time of each entry's respective prize selection.

PWCBC Cancellation: In the event that the 2022 Pegasus World Cup Betting Championship is not contested, the winner of a PWCBC entry will receive \$6,000 in tournament credits that can be applied to any other buy-in tournament(s) offered by Xpressbet, Gulfstream Park or Santa Anita Park during the 2022 calendar year.

NHC ENTRIES

Entries into the National Horseplayers Championship (NHC) will be valid for 2022 only. Each NHC entry prize will include a four (4) night stay at Bally's in Las Vegas and a \$500 travel reimbursement for the NHC.

As required by the NTRA, all contest participants must be members of the NHC Tour prior to the start of this contest in order to participate in the NHC (See Section 16). The NHC entry prizes in this contest will not be awarded to any contest participant that is not a current member of the 2022 NHC Tour prior to the start of this contest. Xpressbet, Gulfstream Park and Los Angeles Turf Club, Inc. (in cooperation with the NTRA) may assign an alternate qualifier for the NHC. It is solely the responsibility of each contest participant to maintain the status of their NHC Tour membership. For information about membership to the NHC, please visit: <https://www.ntra.com/membership/>.

Dual Qualification for the NHC: Per NTRA rules, a player may qualify to the NHC twice, but only once in any single NHC qualifying event. At the conclusion of this contest, should a player finish with two entries in a position that each qualify for an NHC entry prize, the player will be awarded a maximum of one NHC entry for 2022 and the player will receive in lieu of the second NHC entry prize a \$4,000 transferable credit to a future Xpressbet, Santa Anita Park or Gulfstream Park handicapping contest in 2021. The second NHC entry prize will then be awarded to the next highest eligible entry.

In the event a contest player that is already dual qualified for the 2022 NHC prior to the start of this contest, has an entry in this contest that finishes in a position to earn an NHC entry prize, that player will receive, in lieu of the second NHC entry prize, a \$4,000 transferable credit to a future Xpressbet, Santa

Anita Park or Gulfstream Park handicapping contest in 2021. The NHC entry prize will then be awarded to the next highest eligible entry.

NHC Tour Points: This is an official NHC Tour event. Per the NHC, NHC Tour points will be awarded in accordance with the official 2021 NHC Tour rules, which can be found at www.nhctour.com.

7. CHECK IN FOR CONTEST ENTRIES

Gulfstream Park Check-In

Participants that choose to compete in this contest on-track at Gulfstream Park on Saturday, March 27, 2021 must check-in at the Sport of Kings Theatre located on the second level of the grandstand, overlooking the walking ring. For assistance finding the Sport of Kings Theatre, please call 954.454.7000.

Xpressbet.com Check-In

On the day of the contest, after completing registration, the player must log into their Xpressbet account. During login, the player will be prompted to select their Main Xpressbet Account or their Xpressbet Contest Account. The Contest wagers must be placed through the Contest account. If a player has purchased multiple entries, they will have the option to choose which Contest account they would like to use at log in. Players may open multiple browser windows and log into each Contest account in different windows.

8. PLAYER CARDS FOR ON-TRACK PARTICIPANTS

Each participant that chooses to compete in this contest at Gulfstream Park on Saturday, March 27, 2021 will be issued an official contest card used for all contest wagers. This card contains the 'real money' bankroll of \$1,000. If a player loses their card, or the card is not working, the player should immediately report to a contest official to receive a new card. Gulfstream Park and 1/ST are not responsible for any races missed due to a malfunctioning or lost card. Players are encouraged to wager early so they are not shut out due to mutuel lines or malfunctioning contest cards.

Contestants may not add additional cash to their contest card. Adding additional cash to the bankroll on an official contest card will result in automatic disqualification.

Xpressbet.com Entries

Upon completion of registration, the \$1,500 Buy-In will be deducted from the player's Xpressbet account. A Contest account will be created and \$1,000 will be deposited into the player's Contest account. All contest wagers must be placed from the Contest account.

9. PLACING WAGERS ON-TRACK & AT SATELLITE LOCATIONS:

Each participant that chooses to compete in this contest from Gulfstream Park on Saturday, March 27, 2021 must place all contest wagers with their contest wagering card through self-service machines. Wagers will not be accepted through mutuel tellers. Players must place all wagers personally, unless pre-approved by a contest official. No person shall directly, nor indirectly, act as an intermediary, transmitter or agent in placing wagers for the player, unless authorized by contest officials. All official

track rulings will apply to wagers placed in the contest, except as otherwise stipulated. The contest will be based on official placement and mutuels at Gulfstream Park. If a player wagers on a non-eligible contest race (see section 4) for purposes of the contest, the player may be disqualified and any winnings will not count for contest standings.

Xpressbet.com Entries

On the day of the contest, after completing registration, the player must log in to their Xpressbet account. During login, the player will be prompted to select their Main Xpressbet Account or their Contest account. The Contest wagers must be placed through the Contest account.

10. ADVANCE WAGERING

Advance wagering will not be permitted unless prior approval has been obtained by a contest official. Wagers for each race must be placed after the prior race has been declared official. This rule is designed to maintain an accurate leaderboard. If a player needs to advance wager for any reason, a player must contact a contest official. The contest official will decide if an advance wager will affect the integrity of the leaderboard. All decisions are final and penalties for violating this rule will be at the sole discretion of contest officials.

11. CASHING OUT

Gulfstream Park Entries

Players competing at Gulfstream Park will not be permitted to cash out their wagering card until 10 minutes after the results of the final live contest race on Saturday, March 27, 2021 become official. Should a player cash out their card before the last live contest race is declared official, that player's entry can be disqualified from any prizes.

Xpressbet.com Entries

Players competing online will not be able to cash out their account balances until after the results of the final live contest race on Saturday, March 27, 2021 become official. After the contest is official, any remaining balance from the Contest account will be transferred back to the player's primary Xpressbet account.

12. IRS WITHHOLDING:

Per the tax rules by the U.S. Treasury Department and the Internal Revenue Service.

13. SCRATCHES

If a horse is scratched after a wager is placed, it is the player's responsibility to change their selection prior to the start of the race in order to meet contest parameters. If a late scratch occurs or a horse is declared a 'non-starter' and post time prevents the selection of an alternate horse or bet cancellation, the contestant will not be disqualified for failure to bet the minimum amount and any live tickets bet will be in play.

14. CONTEST STANDINGS:

Contest standings will be based off of each player's bankroll on their official contest entry. Standings will rank all bankrolls based off of dollar value from largest to smallest, with first place being the largest bankroll and last place being the smallest bankroll.

Current standings will be posted after every race, or as soon as the information is available. Standings will be posted at xpressbet.com and on a designated television channel at Gulfstream Park. For on-track contestants, please inquire at the registration desk for the television channel number.

15. TIES

In a result of a tie between any of the finishing positions, the following will be done with regard to prize distribution:

For Entry Prizes

If the tie occurs in a place in the standings that will earn an entry prize, the player with the largest dollar amount in total wagers will be declared the winner of the tie and awarded the higher placing in the final official standings, resulting in that player having the first choice (among the tied players) of one (1) prize entry. For example, if two players tie for third place and player #1 has wagered a total of \$1,000 ending with a bankroll of \$8,000 and player #2 has wagered a total of \$2,000 finishing with a bankroll of \$8,000 (based on wagering his/her winnings as well as original bankroll), Player #2 will receive the higher placing and will be able to choose a prize entry before Player #1.

If both players wagered the same amount and finished with the same final bankroll, the player with the highest single race profit will be awarded the higher placing in the final official standings. In the event both players wagered the same amount, finished with the same bankroll, and tied with the largest single race profit, the higher placing will be decided by whoever registered for the contest first.

For Cash Prizes

If the tie occurs in a place in the standings that will earn a cash prize, then the cash prizes for that tied placing and the subsequent placing will be combined and split evenly among the tied players. For example, if two players finish tied for third place in the final standings, then the cash prize for third place and the cash prize for fourth place will be combined together and then split evenly among the players tied for third place.

16. NHC TOUR MEMBERSHIP REQUIRED TO PARTICIPATE IN THE NHC

As required by the NTRA: All contest participants must be members of the NHC Tour prior to the start of this contest in order to participate in the NHC in Las Vegas. Contest participants may register for the NHC Tour at <https://www.ntra.com/membership/>. NHC Tour members must be at least 21 years of age to participate in the NHC in Las Vegas. The tour fee is \$50. Non-Tour members are ineligible for NHC Tour entry prizes.

It is solely the responsibility of each contest participant to confirm if they are a current member of the NHC Tour prior to the start of this contest. Gulfstream Park, Xpressbet and 1/ST are not responsible for confirming a contest participant's membership status with the NHC Tour and will not be held accountable in the event a contest participant is not awarded an NHC entry prize as a result of their NHC Tour membership status, or lack thereof.

17. ELIGIBILITY/DISCLOSURE

The following are ineligible to participate in this contest: Employees of Xpressbet, Gulfstream Park, Santa Anita Park, contest officials and AmTote.

If a player has an ownership or other interest in any horses running in any of the contest races, or holds a pari-mutuel license in any jurisdiction, then all involvements and licenses must be fully disclosed to contest officials prior to the start of the contest. Failure to disclose any ownership interest or license can result in disqualification. Trainers, owners or any other player with another interest can bet that race, but must bet their horse to WIN in a WPS pool wager or "ON TOP ONLY" when wager in the Exacta or Trifecta pool.

18. TAXES

Liabilities for any and all federal, state, and local taxes are solely the responsibility of prize winners.

19. AFFIDAVITS

Affidavits confirming compliance of all the rules of this contest will be required of all participants. All prize winners acknowledge that if they enter this contest under a fraudulent name and/or Social Security number, they will be immediately disqualified from this and all future contests held by 1/ST. Positive identification is required of contestants and prize winners. Positive identification is a driver's license with a picture and same address and birth date used on the entry forms, and/or other forms of identification as deemed adequate by contest officials. Social Security information is also the responsibility of the player and must be provided before the players are given their bankroll cards. Contestants also consent to the use of their names, pictures and video images to be used by 1/ST.

20. JUDGING AND DISPUTES:

The management of Xpressbet and Gulfstream Park reserve the right to interpret all questions and conditions in regard to this event, without claim for damages or recourse of any kind. All decisions made by contest officials will be final and all questions and definitions not covered explicitly in these rules shall be interpreted by contest officials. Contest officials reserve the right to amend these rules at any time.

Anyone found to have engaged in or attempted to engage in any act that contest officials believe in their sole and absolute discretion compromises or could compromise the competitive integrity of this contest, including collusion, will be subject to sanctions imposed by The Stronach Group management. The nature and extent of the sanctions imposed shall be in the sole and absolute discretion of 1/ST management and may include, but shall not be limited to, the following:

- Forfeiture of prize money
- Disqualification from the contest
- Loss of privilege to participate in future Xpressbet, Santa Anita Park or Gulfstream Park handicapping contests

SPECIAL RULE REGARDING COLLUSION

Collusion among players could be grounds for disqualification, specifically, combining of entries. An example would be:

Player A and Player B have 2 entries each. All have \$1,000. They play a race together with the intent to get one entry to an extremely high number. At race conclusion, one entry stands at \$40,000 and the other three are at zero. Actions similar to this among any amount of players – 2 or more – will result in disqualification of the players involved. Players with 2 entries are allowed to play those entries in any fashion they choose within the rules, and collusion rules do not apply to one person.

All players must make their own final selections and betting decisions independently of every other player in the contest.

21. RELEASE OF LIABILITY; DISCLAIMER OF WARRANTY; FORUM SELECTION CLAUSE

This Contest is subject to all applicable federal, state, and local laws. By participating in this Contest, Entrants and winners agree to indemnify, release and hold harmless Sponsor, affiliates, parent corporation, officers, and directors (the "Released Parties") from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation, tax liabilities, property damage, personal injury (including emotional distress), and/or death caused, directly or indirectly, from the awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Contest or any promotion or prize-related activities, and for any claims or causes of action based on publicity rights, defamation or invasion of privacy. The Released Parties assume no responsibility for any injury or damage to Entrants or to any other person's computer, regardless of how caused, relating to or resulting from entering or downloading materials or software in connection with this Contest. Entrants and winners acknowledge that the Released Parties have neither made nor are in any manner responsible or liable for any warranty, representations or guarantees, express or implied, in fact or in law, relative to any prize, including, but not limited to, express warranties provided by the manufacturer of the goods or their affiliates. THIS CONTEST IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF OREGON WITHOUT RESPECT TO ITS CONFLICT OF LAW DOCTRINES. Entrant agrees that, by entering the Contest, (i) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any prize awarded, shall be resolved individually without resort to any form of class action, and exclusively before a state or federal court located in (County & State) and having jurisdiction; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's or experts' fees; and (iii) under no circumstances will any Entrant be permitted to obtain any award for, and Entrant hereby waives all rights to claim, punitive, incidental or consequential damages, including reasonable attorneys' fees, and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses. Only the number of prizes stated in these Official Rules is available to be won in the Contest. If, by reason of a print or other error, more

prizes are claimed than the the winner selection method described above from among all eligible claimants making purportedly valid claims to award the advertised number of prizes available. SPONSOR SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY ASPECT OF PRIZE WINNER'S ACCEPTANCE OR USE OF THE PRIZE.

22. WINNERS LIST

For names of winners, send a self-addressed stamped envelope for receipt by April 30, 2021 to: Xpressbet, LLC, 200 Race Track Road, Building 26, Washington, PA 15301.

SPONSORED BY: Xpressbet, LLC., 200 Racetrack Road, Building 26, Washington, PA 15301. This tournament is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc., Twitter, Inc., or Instagram, Inc.