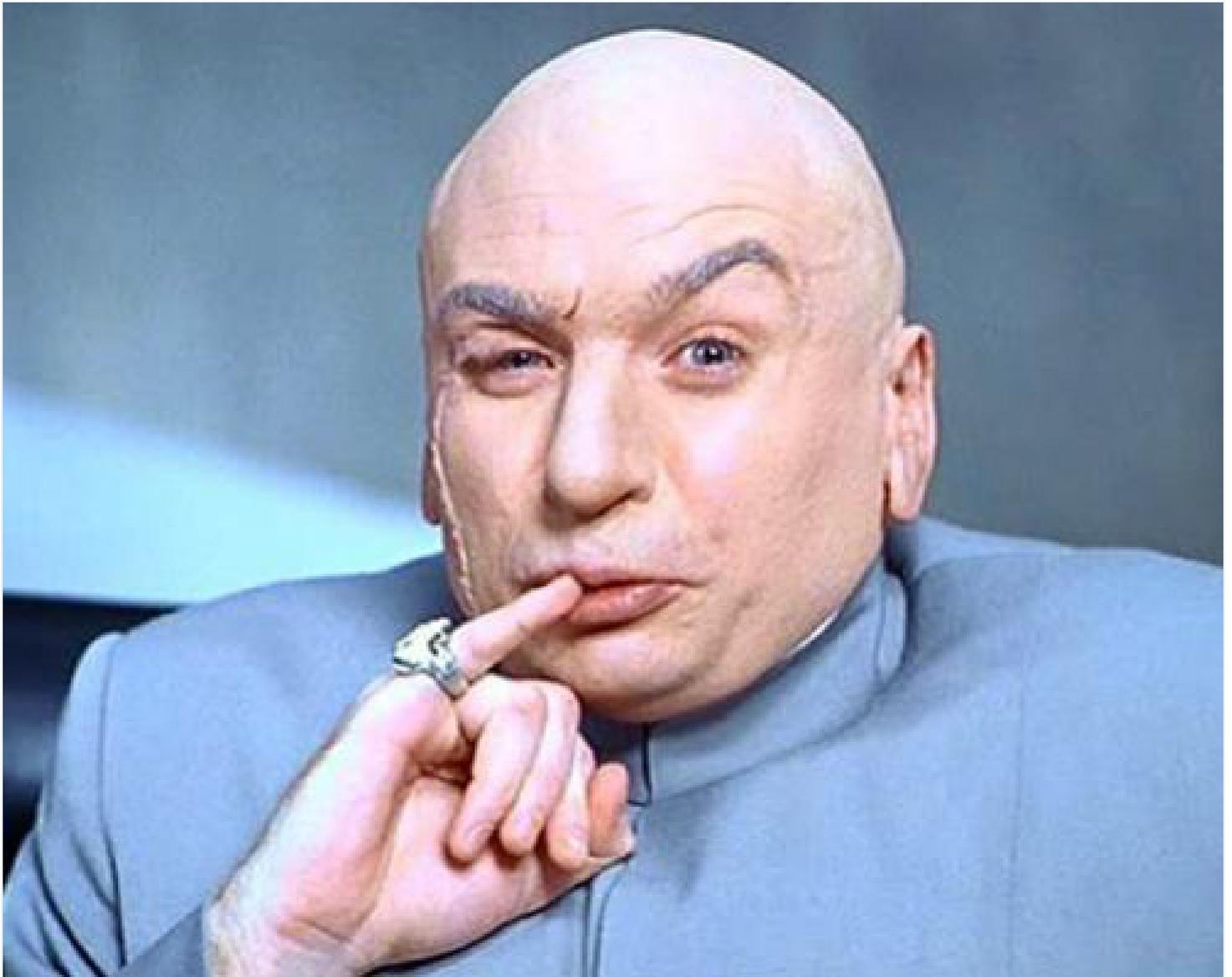


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Talk about March Madness! Office pools and online versions of pick-em games for the NCAA basketball tournament see a lot of money pass hands, but never like this.

Jan. 22, 2014



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“We’ve seen a lot of contests offering a million dollars for putting together a good bracket, which got us thinking, what is the perfect bracket worth? We decided a billion dollars seems right for such an impressive feat,” said Jay Farner, President and Chief Marketing Officer of Quicken Loans. “It is our mission to create amazing experiences for our clients. This contest, with the possibility of creating a billionaire, definitely fits that bill.”

In addition to the potential grand prize, Quicken Loans will award \$100,000 each to the contest’s 20 most accurate ‘imperfect’ brackets submitted by qualified entrants in the contest to use toward buying, refinancing or remodeling a home.

In conjunction with the ‘Billion Dollar Bracket Challenge’, Quicken Loans will also be directly donating \$1 million to inner-city Detroit and Cleveland non-profit organizations that are dedicated to improving the education of young Detroit and Cleveland residents.

“Millions of people play brackets every March, so why not take a shot at becoming \$1 billion richer for doing so,” added Buffett, Chief Executive Officer of Berkshire Hathaway, who is insuring the contest’s grand prize. “While there is no simple path to success, it sure doesn’t get much easier than filling out a bracket online. To quote a commercial from one of my companies, I’d dare say it’s so easy to enter that even a caveman can do it.”

Free registration for the ‘Quicken Loans Billion Dollar Bracket’ will begin on Monday, March 3rd, 2014 and runs until Wednesday, March 19th, 2014. All participants registering prior to the tournament selection process will receive their brackets the evening of Sunday, March 16, 2014 when entrants can begin filling out their bracket.

To be eligible for the \$1 billion grand prize, entrants must be 21 years of age, a U.S.

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