

EASY TO ENJOY THE PLAYOFFS SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF CO, IN, KS, MO, OH, PA AND TX AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. ELIGIBILITY:

The “Easy to Enjoy the Playoffs Sweepstakes” (“Sweepstakes”) is open to legal residents of CO, IN, KS, MO, OH, PA and TX who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers, and representatives of Anheuser-Busch, LLC, NFL Enterprises LLC and the NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC) (NFL Enterprises LLC and NFL Parties and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees shall be referred to herein collectively as the “NFL Entities”), and each of the foregoing entities’ respective affiliates, subsidiaries, owners, shareholders, officers, directors, agents, representatives, employees, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate families (spouse, parent, child, or sibling; whether biological, adopted, step, or in-law) or households (whether related or not) are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s (“Entrant”) full and unconditional agreement to these Official Rules (“Official Rules”) and Sponsor’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. SWEEPSTAKES PERIOD:

Sweepstakes begins on January 13, 2024 and ends on February 11, 2024 (“Sweepstakes Period”). The Sweepstakes Period is divided into four (4) entry periods (each an “Entry Period”) as defined below.

Entry Period 1 (Wild Card Round):

Entry Period 1 begins at the start of each National Football Conference (“NFC”) Wild Card Game and each American Football Conference (“AFC”) Wild Card Game scheduled to occur on January 13, 2024, January 14, 2024 and January 15, 2024 (each a “Wild Card Game”) and ends at the conclusion of each Wild Card Game scheduled to

occur on January 13, 2024, January 14, 2024 and January 15, 2024 (the “Wildcard Round”). The date/time of each Wild Card Game will be announced by the NFL following the conclusion of Week 17 of the 2023 NFL regular season and is subject to change. There are six (6) Wild Card Games scheduled to occur during Entry Period 1.

Entry Period 2 (Divisional Round):

Entry Period 2 begins at the start of each NFC Divisional Game and each AFC Divisional Game scheduled to occur on January 20, 2024 and January 21, 2024 (each a “Divisional Game”) and ends at the conclusion of each Divisional Game scheduled to occur on January 20, 2024 and January 21, 2024 (the “Divisional Round”). The date/time of each Divisional Game will be announced by the NFL following the conclusion of the final game of the Wild Card Round and is subject to change. There are four (4) Divisional Games scheduled to occur during Entry Period 2.

Entry Period 3 (Championship Round):

Entry Period 3 begins at the start of the NFC Conference Championship Game and the AFC Conference Championship Game scheduled to occur on January 28, 2024 (each a “Conference Championship Game”) and ends at the conclusion of each Conference Championship Game scheduled to occur on January 28, 2024 (the “Championship Round”). The date/time of each Conference Championship Game will be announced by the NFL following the conclusion of the final game of the Divisional Round and is subject to change. There are two (2) Championship Games scheduled to occur during Entry Period 3.

Entry Period 4 (Super Bowl LVIII):

Entry Period 4 begins at the start of Super Bowl LVIII scheduled to occur on February 11, 2024 (“Game”) and ends at the conclusion of the Game.

3. HOW TO ENTER FOR A CHANCE TO WIN THE GRAND PRIZE:

(a) Internet: During each Entry Period as defined in Rule 2, visit EasyToEnjoyThePlayoffsBudLightSweeps.com (“Website”) and follow the online instructions to complete the online entry form and upload a photo of a Bud Light logo (“Entry”) for a chance to win the grand prize (“Grand Prize” and “prize”). Upon verification of your Entry, you may be eligible to receive an entry prize (“Entry Prize”) if you are a resident of CO, IN, KS, MO, OH and PA. TX residents are not eligible to receive an Entry Prize. See Rule 4 for Entry Prize details.

(b) QR Code: During each Entry Period as defined in Rule 2, use your smart phone or other web-enabled device with data plan to scan the Offer quick response (“QR”) code featured on signs or promotional materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page

at EasyToEnjoyThePlayoffsBudLightSweeps.com (also a “Website”). Follow the online instructions to complete the online entry form and upload a photo of a Bud Light logo (also an “Entry”) for a chance to win the grand prize (also the “Grand Prize” and “prize”). Upon verification of your Entry, you may be eligible to receive an entry prize (also an “Entry Prize”) if you are a resident of CO, IN, KS, MO, OH and PA. TX residents are not eligible to receive an Entry Prize. See Rule 4 for Entry Prize details.

To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type ‘QR reader’ in your mobile device’s application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. 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.

For all Entries:

All Entries must be received and recorded during the Sweepstakes Period. Only the methods of Entry described herein are valid. No other forms of entry are valid. To be valid, each Entry must comply with all of these Official Rules.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges.

Automated Entries are prohibited, and any use of automated devices will cause disqualification. Entrants may not enter with multiple email addresses nor use any other device or artifice to enter multiple times or as multiple Entrants. Any Entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits all prizes won, in Sponsor’s sole discretion. Multiple Entrants are not permitted to share the same email address. Should multiple users of the same email account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the Entrant, the authorized account holder of said email account at the time of entry will be considered an Entrant and must comply with these Official Rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. Potential winner may be required to show proof of being the authorized account subscriber.

4. ENTRY PRIZE:

Entry Period 1 (Wild Card Round):

For residents of CO, IN, KS, MO, OH and PA (excluding residents of TX): There are six (6) Wild Card Games scheduled to occur during Entry Period 1. The first one hundred fifty (150) entrants who submit an eligible Entry during each Wild Card Game will receive one (1) \$10.00 Venmo payment prize (“Entry Prize”). Limit one (1) Entry Prize per person per Wild Card Game.

Entry Period 2 (Divisional Round):

For residents of CO, IN, KS, MO, OH and PA (excluding residents of TX): There are four (4) Divisional Games scheduled to occur during Entry Period 2. The first one hundred fifty (150) entrants who submit an eligible Entry during each Division Game will receive one (1) \$10.00 Venmo payment prize (also an “Entry Prize”). Limit one (1) Entry Prize per person per Divisional Game.

Entry Period 3 (Championship Round):

For residents of CO, IN, KS, MO, OH and PA (excluding residents of TX): There are two (2) Championship Games scheduled to occur during Entry Period 3. The first one hundred fifty (150) entrants who submit an eligible Entry during each Championship Game will receive one (1) \$10.00 Venmo payment prize (also an “Entry Prize”). Limit one (1) Entry Prize per person per Championship Game.

Entry Period 4 (Super Bowl LVIII):

For residents of CO, IN, KS, MO, OH and PA (excluding residents of TX): The first one hundred fifty (150) entrants who submit an eligible Entry during the Game will receive one (1) \$10.00 Venmo payment prize (also an “Entry Prize”).

Entry Prize Details:

Entry Prize will be fulfilled by a one-time Venmo payment made directly to winner’s Venmo account. You must have a valid Venmo account in effect at the time of fulfillment to receive the Entry Prize or Entry Prize will be forfeited. Venmo registration is free and can be obtained by using your smart phone or other web-enabled device with a data plan or free Wi-Fi to download the Venmo application available from the Apple App Store or the Google Play Store; or, visit Venmo.com. Approximate Retail Value (“ARV”) is \$3.00.

5. GRAND PRIZE SWEEPSTAKES DRAWING:

One (1) potential winner will be selected in a random drawing to be held on or about February 12, 2024 from among all eligible Entries received during Entry Period 1, Entry Period 2, Entry Period 3 and Entry Period 4 by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the Sweepstakes Period. See Rule 7 for prize details.

6. GRAND PRIZE WINNER NOTIFICATION:

The prize will be awarded. Potential winner will be notified by email or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited, and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential winner may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential winner is twenty-one (21) years of age or older prior to winner notification, the potential winner will be disqualified and an alternate potential winner will be randomly selected.

In the event of noncompliance within any stated time period, the prize will be forfeited, and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner.

Released Parties (as defined in Rule 10) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

7. GRAND PRIZE DETAILS:

Grand Prize (1 total): Winner will receive one (1) \$500.00 Venmo payment prize. Prize will be fulfilled by a one-time Venmo payment made directly to winner's Venmo account. You must have a valid Venmo account in effect at the time of fulfillment to receive the Entry Prize or Entry Prize will be forfeited. Venmo registration is free and can be obtained by using your smart phone or other web-enabled device with a data plan or free Wi-Fi to download the Venmo application available from the Apple App Store or the Google Play Store; or, visit Venmo.com. If winner cannot accept the prize as specified, the prize will be forfeited and will be randomly awarded to an alternate potential winner. ARV is \$500.00. Any difference between stated value and actual value will not be awarded.

Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize or any portion thereof cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state

and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

If Sponsor so elects, potential winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that potential winner will not bring the Sponsor or the NFL Entities into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sponsor or the NFL Entities. If requested, potential winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be randomly awarded to an alternate winner.

8. PUBLICITY:

Acceptance of prize offered constitutes permission for Sponsor and the NFL Entities to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

9. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC and the NFL Entities harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize including, without limitation, personal injuries, death and property damage.

10. GENERAL CONDITIONS:

Anheuser-Busch, LLC, the NFL Entities and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or

transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like Entry methods will void all such Entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer, or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email account used to enter will be deemed to be the entrant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

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 SPONSOR'S NEGLIGENCE, FRAUDULENT OR RECKLESS ACT(S), OR INTENTIONAL MISCONDUCT.

11. DISPUTE RESOLUTION:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and Sponsor, shall be governed by and construed in accordance with the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

12. PRIVACY POLICY:

See Sponsor's privacy policy located at <https://www.budlight.com/en/privacy-policy.html> (also a "Website") for details regarding the use of personal information collected in connection with this Sweepstakes. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

13. OFFICIAL RULES:

The Official Rules of the Sweepstakes are available for viewing at EasyToEnjoyThePlayoffsBudLightSweeps.com (also a "Website") during the Sweepstakes Period.

14. SPONSOR:

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118

15. WINNER'S LIST:

For the name of winner, hand-print "Easy to Enjoy the Playoffs Sweepstakes Winners' List Request", your first and last name, and your complete address on a 3" x 5" card and mail to: Easy to Enjoy the Playoffs Sweepstakes Winners' List Request, c/o Anheuser-Busch, LLC, One Busch Place. St. Louis, MO 63118 for receipt within sixty (60) days after the end of the Sweepstakes Period.

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Participant irrevocably waives all claims against the National Football League, its member professional football clubs, The National Football League Players Association, NFL Players, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

Employees, officers, directors, agents and representatives of the NFL Enterprises LLC (hereafter, "Sponsor"), The NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors,

agents, representatives and employees, both individually and collectively) and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies (hereafter collectively, "Released Parties"), and each such individual's immediate family members (mother, father, sister, brother, any child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win a prize.