
CASAMIGOS THIS CALLS FOR MARGS SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND WASHINGTON, DC, 21 YEARS OF AGE OR OLDER, WHO HAVE INTERNET ACCESS AND A VALID E-MAIL ADDRESS. IN ADDITION, TO WIN AN INSTANT WIN PRIZE, A PERSON MUST OWN A MOBILE DEVICE WITH SMS MESSAGING CAPABILITY AS WELL AS HAVING A U.S.-BASED BANK ACCOUNT. VOID WHERE PROHIBITED BY LAW.

1. **Sweepstakes Structure.** The Casamigos This Calls For Margs Sweepstakes (“Sweepstakes”) begins on May 5, 2026 at 12:00 a.m. Eastern Time (ET) and ends on September 30, 2026 at 11:59:59 p.m. ET (“Sweepstakes Period”). In the Sweepstakes: (a) Instant Win Prizes will be offered at random dates/times during the Sweepstakes Period; and (b) the Grand Prize winner will be selected via random drawing.

Total Value of All Prizes: \$110,000.00.

2. **How to Enter.** There is only one (1) way to enter this sweepstakes.

A. Go to www.casamigos.com/en-us/marg-plz-sweepstakes/ (“Website”) and verify your age.

{You may access the mobile version of the Website by calling toll-free 1-866-MARG-PLZ (1-866-627-4759) and receiving via text message a link to the Website** or by scanning the QR Code found on Sweepstakes advertising materials where available. For clarity, calling the toll-free telephone number or scanning the QR Code in and of itself will not result in entry.}

**After calling the toll-free telephone number, in order to receive the link to access Website via text message, you will need to verify your age and provide a phone number (i.e., the phone number used to call the toll-free telephone number or another phone number with text message capability). You will be charged for all text messages sent and received from your handset according to the terms in your individual Calling Plan with your cellular provider. In order to receive the link to access Website via text message using the toll-free telephone number, an individual must have a mobile device with text messaging two-way capability and digital service. As a pre-condition to receive the link to access Website via text message using the toll-free telephone number, you agree you are of legal age to purchase beverage alcohol in the U.S. and you are a legal U.S. resident; you also agree to these official rules. To receive the link to access Website, you must also agree to receive recurring marketing SMS and MMS messages, including text messages, from Diageo Americas, Inc.; if you do not agree to receive such recurring marketing SMS and MMS messages, you will not be able to receive the link. Message & Data Rates May Apply. Text STOP in reply to any message to stop receiving our messages. You may also text HELP to 24272 for more information. Consent is not a condition of any purchase.

B. Provide all required information on the entry form. The required information includes your first name and last name, date of birth, city/state and zip code, mobile phone number and e-mail address.

C. Bonus Entry: On the page of Website acknowledging receipt of your entry, click the designated icon to receive one (1) bonus entry.

WARNING: BY PROVIDING YOUR DATE OF BIRTH, YOU REPRESENT AND WARRANT THAT SUCH STATEMENT IS ACCURATE WITH THE UNDERSTANDING THAT, IN ACCEPTING YOUR ENTRY, SPONSOR IS ACTING IN DIRECT RELIANCE ON THIS REPRESENTATION AND, IN THE ABSENCE OF SAME, SPONSOR WOULD NOT HAVE PERMITTED YOU TO ENTER THE SWEEPSTAKES OR AWARDED YOU AN INSTANT WIN PRIZE IF A WINNER. YOU FURTHER DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE UNITED STATES OF AMERICA THAT YOU ARE 21 YEARS OF AGE OR OLDER AND THAT THE PERSONAL INFORMATION PROVIDED IS TRUE AND CORRECT.

Limit: There is a limit of one (1) entry per person/email address during the Sweepstakes Period. An entrant may also receive one (1) bonus entry as explained above. Any attempt by any entrant to obtain more than the stated number of entries (that is, more than two [2] entries) using automated systems, multiple/different email addresses, identities, registrations, or any other methods will void that entrant's entries and will result in disqualification.

By completing and submitting the entry form, you will receive a game play for a chance to win an Instant Win Prize; see Rule 3 below for additional information regarding the Instant Win Game phase of the Sweepstakes.

Submission of completed entry form will also result in receipt of one (1) entry in the random drawing for chance to win the Grand Prize. See Rule 4 below for additional information regarding the random drawing phase of the Sweepstakes.

Bonus entry will result in receipt of one (1) additional entry in the random drawing for chance to win the Grand Prize as per Rule 4. No additional game play will be provided for bonus entry.

If utilizing the mobile version of the Website (including using the toll-free telephone number to receive a link to access Website via text message and/or scanning QR Code to access Website), wireless Internet access and/or other fees may apply. Please consult your wireless service provider regarding your pricing plan as well as reviewing your phone's capabilities for specific instructions as to using the toll-free telephone number to receive a link to access Website via text message and/or utilizing QR Code. Not all cellular phone providers carry necessary service to enter via mobile version of Website (including the ability to receive a text message with a link to access Website or scan QR Code to access Website). Wireless Internet access is not available in all areas.

Sponsor is not responsible for technical difficulties, telephone or cell phone service disruptions or other equipment or service issues which might affect the ability of a Website visitor to enter the Grand Prize random drawing (either via official entry form or bonus entry) or to play the Instant Win Game; use the toll-free telephone number to obtain a link to access Website; scan the QR Code to access Website; or the ability of the Sponsor to notify the winners. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, garbled, corrupted, jumbled, inaccessible, incomplete, incorrect entries, Instant Win Game plays, bonus entries or other Sweepstakes materials, all of which are void. Facsimiles or mechanical reproductions will not be accepted. All entries become the property of the Sponsor and will not be returned.

Entrants' personal information will only be used for purposes of Sweepstakes administration unless an entrant expressly consents beforehand in writing to such other use by Sponsor. For more information, please review Diageo's Privacy & Cookie Notice at https://footer.diageohorizon.com/dfs/assets/www.casamigos.com/PrivacyPolicy_uen.html?locale=uen-us as well as Diageo's Conditions of Use at https://footer.diageohorizon.com/dfs/assets/www.casamigos.com/TnC_uen.html?locale=uen-us. In the event of any discrepancy between the privacy and cookie notice and these Official Rules, the privacy and cookie notice shall control and govern; in the event of any discrepancy between the conditions of use and these Official Rules, the conditions of use shall control and govern.

3. Winner Determination: Instant Win Game.

Winners will be determined based on an algorithm developed by Administrator (i.e., Avid, Inc. dba Avid Marketing Group, the independent, third party marketing agency retained by Sponsor to administer the Sweepstakes on its behalf, and whose decisions regarding the Sweepstakes [including but not limited to the Instant Win Game phase of the Sweepstakes] are final.)

After submission of a completed entry form, a potential winner of the Instant Win Prize will see a "CONGRATULATIONS" or similar message on-screen. Following successful game play, potential winner will receive an on-screen message with prize claim instructions. If potential winner fails to complete the prize claim procedure within the designated time period as determined by Administrator in its sole discretion, the corresponding Instant Win Prize will be forfeited.

ADMINISTRATOR AND SPONSOR WILL NOT ACCEPT SCREEN-SHOTS OR OTHER ALLEGED "PROOF" OF WINNING AN INSTANT WIN PRIZE IN LIEU OF THE "CONGRATULATIONS" (OR SIMILAR) MESSAGE.

AWARD OF INSTANT WIN PRIZE MAY BE SUBJECT TO VERIFICATION OF PRIZE CLAIM BY ADMINISTRATOR IN ITS SOLE DISCRETION.

Odds of winning an Instant Win Prize depend on the number of completed entry forms submitted during the Sweepstakes Period, the operation of the algorithm, and when a given person submits a completed entry form as compared to other entrants during the Sweepstakes Period.

(2500) Instant Win Prizes are available to be won during the Sweepstakes Period. Each Instant Win Prize is a \$20 Venmo‡ credit.

‡Venmo payments will be made to the phone number used to submit entry/game play. No sponsorship, endorsement, authorization or affiliation with Diageo Americas, Inc., its CASAMIGOS brand or this Sweepstakes is intended or implied by such use.

Message & data rates (and perhaps other charges) may apply as part of the redemption process. Instant Win prize winner should allow up to (48) hours after successful completion of the prize claim procedure for the \$20 deposit to be reflected in his/her Venmo account.

To create a Venmo account, go to www.venmo.com or download free app to your compatible mobile device, provide phone number and e-mail address as prompted. **If winner does not have a Venmo account and does not wish to create one, Instant Win Prize will be forfeited and Sponsor will have no liability to winner under any legal theory.**

A given person may only win one (1) Instant Win Prize in the Sweepstakes.

In no event will more than 2500 Instant Win Prizes be awarded in the Sweepstakes. Should a programming, production, printing or other error/malfunction/failure of any kind occur resulting in more than 2500 Instant Win Prizes being offered during the Sweepstakes Period, Sponsor will only award those Instant Win Prizes (from the total of 2500) which have not yet been awarded via random drawing from among all eligible prize claimants for same.

If Instant Win Prize is forfeited by potential winner, it may (or may not) be re-distributed to a later randomly selected date during the Sweepstakes Period, at Sponsor's sole discretion.

4. Random Drawing.

The winner of the Grand Prize will be selected in a random drawing from among all eligible entries (official entry forms and bonus entries) received during the Sweepstakes Period. The Grand Prize random drawing will take place on or about October 1, 2026 and the Grand Prize winner will be notified on or about October 2, 2026. Odds of winning the Grand Prize depends on the number of eligible entries (official entry forms and bonus entries) received during the Sweepstakes Period.

The random drawing will be conducted by Administrator. Whether (or not) a person is a winner of an Instant Win Prize will not affect their entry/ability to win the Grand Prize.

The winner of the Grand Prize will be notified by e-mail and/or phone from Administrator (method[s] of notification is of Sponsor's sole determination).

SPONSOR AND ADMINISTRATOR WILL USE COMMERCIALY REASONABLE EFFORTS TO CONTACT POTENTIAL GRAND PRIZE WINNER AND DISCLAIM ANY AND ALL LIABILITY IN CONJUNCTION THEREWITH.

The e-mail communication will include an affidavit of eligibility, a liability release and a publicity release (where lawful) which must be signed by Grand Prize winner **within five (5) days** of notification or Grand Prize will be forfeited and may be awarded to another winner at Sponsor's sole discretion. If Grand Prize winner cannot be located or does not respond to attempt to be contacted **within five (5) days**, Grand Prize will automatically be forfeited and an alternate winner may be selected at Sponsor's sole discretion.

WINNER OF GRAND PRIZE AGREES THAT AN ELECTRONIC SIGNATURE/AFFIRMATION OR FACSIMILE VERSION OF THE AFFIDAVIT OF ELIGIBILITY AND LIABILITY/PUBLICITY RELEASE SHALL HAVE THE SAME LEGAL FORCE AND EFFECT AS A HAND-SIGNED DOCUMENT. NOTWITHSTANDING THE FOREGOING, SHOULD SPONSOR/ADMINISTRATOR DETERMINE IN THEIR SOLE DISCRETION THAT THE ELECTRONICALLY SIGNED/AFFIRMED/FACSIMILE VERSION OF THE AFFIDAVIT/RELEASE IS NOT ACCEPTABLE, SPONSOR MAY CONDITION AWARD OF GRAND PRIZE ON RETURN OF THE ACTUAL HAND-SIGNED DOCUMENT.

An affidavit of eligibility, liability release and publicity release (where lawful) (where lawful) must be provided to Administrator before Grand Prize can be received. Grand Prize will not be awarded unless the Affidavit has been received by Administrator.

5. Random Drawing Prize.

Grand Prize (1) – winner's phone bill paid "for life" – awarded as \$60,000 cash (calculated as \$100 per month for a period of 50 years). Form of payment will be determined by Sponsor in its sole discretion.

6. **Eligibility.** This Sweepstakes is open only to legal residents of the 50 United States or Washington, DC, who are 21 years of age or older at the time of entry. Void where prohibited or restricted by law. Employees or owners of the following entities and members of their families or households are not eligible for participation under any circumstances: Diageo Americas, Inc., its affiliates, printers, advertising and promotion agencies (including Administrator), alcohol beverage suppliers, importers, wholesalers, distributors or retailers. All federal, state and local laws apply.

7. **General Conditions.** Entry in the Sweepstakes (including Instant Win Game play) constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. No substitution of prize except at Sponsor's sole discretion. Prizes must be accepted as awarded. **ALCOHOL IS NOT PART OF ANY PRIZE.** Except where prohibited, acceptance of prize(s) constitutes winner's consent to use of their name, likeness and biographical data for advertising and promotional purposes without additional compensation. Prize(s) are non-transferable except at the sole discretion of the Sponsor. All federal, state and local taxes on prize(s) are winner's sole responsibility. Sponsor reserves the right to conduct a background check of any criminal records of Grand Prize winner. To the extent necessary and permitted by law, Grand Prize winner shall authorize this background

check. Sponsor reserves the right, at its sole discretion, to disqualify Grand Prize winner based on the background check. By accepting prize(s), winner waives the right to assert as a cost of winning said prize(s), any and all costs of redemption or travel to redeem said prize(s) and any and all liability that might arise from redeeming or seeking to redeem said prize(s). Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize(s).

Entrants hereby agree to indemnify and hold Sponsor and Administrator harmless from and against any third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.

The value of prize(s) won by a participant under the sweepstakes may be taxable as income to its winner. Winner is solely responsible for any and all taxes and/or fees associated with prize(s). Grand Prize winner will be issued an IRS Form W-9 with the Affidavit of Eligibility, a Liability Release and a Publicity Release (where lawful) and a subsequent IRS Form 1099. For clarity, the IRS Form 1099 will include both the Grand Prize as well as any Instant Win Prize won by Grand Prize winner. Upon receipt of prize(s), the winner shall be required to comply with any and all applicable federal, state and local laws, rules and regulations.

In consideration of their receipt of any prize, prize winner for himself or herself, heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever release, waive and discharge Sponsor and all related parties as well as Administrator from and against any and every kind of claim, demand, injury, costs, attorney fees, right, liability or cause of action or other liabilities of whatever kind or nature, known or unknown, absolute or contingent, and whether or not fixed, which the prize winner ever had, now has or might in the future have arising in any way or related to this Sweepstakes, including, but not limited to, prize winner's participation in the Sweepstakes; prize winner's Sweepstakes entry/Instant Win Game play/bonus entry; use of prize winner's name, likeness, biographical information, signature, image or likeness; prize winner's receipt, use or inability to use any prize or part thereof, including but not limited to injury or loss sustained in any travel related to the prize(s); financial claims; physical and/or emotional injury; and/or any other legal claim that may arise, whether under contract, tort, warranty or any other theory or claim.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without notice or further obligation.

8. **Conditions on Use of Text Messaging:** Sweepstakes is intended for participation in the United States only and shall be construed only according to United States law. Sponsor and its agencies are not responsible for SMS transmissions not sent or received due to lost, failed, delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind affecting the transmission or receipt of link to access Website via text message when using the toll-free telephone number (such as, interrupted, dropped or corrupted phone calls). Sponsor is not responsible for incorrect or inaccurate information, whether caused by any human or technological error that may occur in the processing of text message communications in conjunction with offering this Sweepstakes. Any other attempted

form of use of text messaging technology not specified herein is prohibited; no automatic, programmed, robotic or similar means of entry are permitted.

9. **Electronic Entries.** In the event of a dispute, online entries (including Instant Win Game plays) as bonus entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry/game play/bonus entry. The authorized account holder is the natural person who is assigned to the e-mail address by an internet access provider, online service, or other organization that is responsible for assigning e-mail addresses. Sponsor and its agencies are not responsible for lost, late, damaged, illegible, misdirected, or incomplete entries/game plays/bonus entries; corrupted, jumbled, interrupted, irregular or defective entries/game plays/bonus entries or entries/game plays/bonus entries not received or properly recorded due to lost, failed, delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries/game plays/bonus entries. Sponsor and its agencies are also not responsible for incorrect or inaccurate entry information, whether caused by users or by any human or technological error that may occur in the processing of entries/game plays/bonus entries in this Sweepstakes or for any malfunction, defect or error in using the toll-free telephone number or scanning of QR Code such that mobile version of the Website is not accessible or usable as intended by Sponsor. Sponsor reserves the right, in its sole discretion, to cancel or suspend all or a portion of the Sweepstakes, should viruses, bugs or other causes beyond control of the Sponsor corrupt the administration, security or proper operation of the Sweepstakes. CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE, SEEK TO DEFRAUD SPONSOR OR ADMINISTRATOR, OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **Winners' List:** For winners' list, please send a self-addressed stamped envelope to DIA9243000W Casamigos This Calls For Margs Sweepstakes, P.O. Box 1008, Rocky Hill, CT 06067-1008. All requests for the winners' list must be postmarked by November 2, 2026 and received by November 17, 2026.

Sponsor: Diageo Americas, Inc., New York, NY.

Please Drink Responsibly.

CASAMIGOS Margaritas Made With Tequila. 10% Alc/Vol. Casamigos Sales Co., New York, NY.