

## SMIRNOFF ICE'S THE FAN EDIT SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL U.S. RESIDENTS WHO ARE 21 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. INTERNET ACCESS & VALID E-MAIL REQUIRED.

1. **Sweepstakes Period:** Smirnoff Ice's The Fan Edit Sweepstakes ("Sweepstakes") begins on May 22, 2026 at 12:00 a.m. Eastern Time (E.T) and ends on July 22, 2026 at 11:59:59 p.m. (E.T). The Sweepstakes is comprised of nine (9) weeks. With the exception of the last week of the Sweepstakes Period, each week begins at 12:00 a.m. (E.T.) on Friday and ends on the immediately following Thursday at 11:59:59 p.m. (E.T.) The last week of the Sweepstakes Period begins on Friday, July 17, 2026 at 12:00 a.m. (E.T.) and ends on *Wednesday*, July 22, 2026 at 11:59:59 p.m. (E.T.)

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

A. Go to SmirnoffIceFanEdit.com ("Website")† and verify your age.

B. Following the instructions on Website, provide all required information on the official entry form, including voting for your favorite Smirnoff Ice flavors to potentially be part of a new Limited Time Offer variety pack‡, your date of birth, first name, last name, city/state, zip code, phone number and e-mail address. To complete your entry, you must verify your information via One-Time authorization code. If you fail to do so for any reason, your entry will not be accepted. As discussed in Rule 5 below, completed entry will be included in the applicable week's First Prize random drawing (as well as in any subsequent weeks' First Prize random drawing[s], if entrant has not already won a First Prize and otherwise to the extent applicable) and the Grand Prize random drawing. ***The preceding does NOT apply to residents of Virginia. Because of State legal restrictions, Virginia residents will ONLY be entered in the Grand Prize random drawing and cannot win a First Prize in the Sweepstakes.***

†You may access the mobile version of the Website by scanning the QR Code found on Sweepstakes advertising materials where available. For clarity, scanning the QR Code in and of itself will not result in entry.

‡While an entrant must vote for their favorite Smirnoff Ice flavors to potentially be part of a new Smirnoff Ice Limited Time Offer variety pack, the specific Smirnoff Ice flavors for which an entrant votes on the official entry form will not affect his/her ability to enter the Sweepstakes or his/her odds of winning any prize. Sponsor will offer additional opportunities for entrants to vote for their favorite Smirnoff Ice flavors for inclusion in a Smirnoff Ice Limited Time Offer variety pack, but an entrant may (or may not) cast such additional votes without in any way affecting their ability to enter the Sweepstakes or their odds of winning any prize. Moreover, the content of such additional votes will not affect one's ability to enter the Sweepstakes or his/her odds of winning any prize.

Internet access and valid e-mail address are required to enter the Sweepstakes. If utilizing the mobile version of the Website (including scanning QR Code) 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 utilizing QR Code. Not all cellular phone providers carry necessary service to enter via mobile version of Website (including the ability to scan QR Code to access same). Wireless Internet access is not available in all areas.

**All entries must be received by July 22, 2026 at 11:59:59 p.m. (E.T), subject to weekly entry deadlines.** There is a limit of one (1) entry per person per week, for a total of nine (9) entries. Entries in excess of this limit will automatically result in disqualification. Receipt of entry will be acknowledged by Sponsor; but, any such acknowledgment is not binding other than indicating that entry has been received. No alterations or forged entries are permitted. In all cases, prize will be awarded to the name corresponding to the e-mail address indicated on entry form.

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 submit entry on-line (including scanning 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 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.smirnoff.com/PrivacyPolicy\\_uen.html?locale=uen-us](https://footer.diageohorizon.com/dfs/assets/www.smirnoff.com/PrivacyPolicy_uen.html?locale=uen-us) and Diageo's Conditions of Use at [https://footer.diageohorizon.com/dfs/assets/www.smirnoff.com/TnC\\_uen.html?locale=uen-us](https://footer.diageohorizon.com/dfs/assets/www.smirnoff.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. **Prizes:**

One (1) Grand Prize will be awarded. Grand Prize consists of round-trip coach air transportation for winner and a guest from a major airport near winner's home to New York, New York; two (2) tickets to a taping of *Watch What Happens Live With Andy Cohen* ("Show"), double-occupancy, standard hotel accommodations (one room) in New York City for three (3) nights; along with a \$1000 e-gift card from a bank/financial institution [such as, American Express, MasterCard or Visa†; such specific issuer to be determined by Sponsor in its sole discretion; subject to terms and conditions of issuer]. Winner's guest must be 21 years of age or older as of the time of entry. Approximate Retail Value: \$6,150.00.

Actual value of Grand Prize depends on winner's residence and other factors; winner will not receive the difference between approximate retail value and actual value of prize.

†Used only for purposes of prize description. No sponsorship, endorsement, authorization or affiliation is intended or implied by such use.

One Hundred Eight (108) First Prizes will be awarded; Twelve (12) First Prizes per week for each of the nine (9) weeks comprising the Sweepstakes Period.\*\* First Prize is a Smirnoff Ice and Love Island® prize pack, consisting of a hat, water bottle and T-shirt. Approximate Retail Value: \$70 each. (T-shirt size is subject to availability. Sponsor reserves the right to deliver items comprising prize pack in multiple shipments. Prize pack items will NOT be shipped to an address in the State of Virginia. Actual prize pack may differ from depictions of same in Sweepstakes advertising, with Sponsor and Administrator disclaiming any and all liability in conjunction therewith.) See Rule 4 for additional restrictions on First Prize.

\*\*Except for the Week 9 First Prize random drawing (i.e., the last First Prize random drawing), any unawarded First Prizes may (or may not) be awarded in a subsequent week's First Prize random drawing in Sponsor's sole discretion.

TOTAL APPROXIMATE RETAIL VALUE OF ALL PRIZES: \$13,710.00.

#### **4. Prize Restrictions:**

##### *Grand Prize:*

Trip must include tickets to Show taping and is subject to availability, blackout dates and additional restrictions. Trip must be booked by January 25, 2027 and completed by July 31, 2027. Actual travel dates depend on Show taping schedule as determined by Show's production company/Bravo Media LLC/NBCUniversal Media, LLC in their sole discretion and, as such, Grand Prize winner may not receive their first choice of travel dates. Grand Prize winner and guest must travel together on the same itinerary as set by Sponsor including flights and hotel. Should winner and guest reside in different areas, guest will be solely responsible for any and all expenses in conjunction with travel to and from the departure airport designated by Sponsor near Grand Prize winner's residence (as set forth above). Valid travel documents are required for travel and are the sole responsibility of Grand Prize winner and guest.

Tickets to Show must be redeemed through the production office of Show. Guests on Show are subject to change and may not be predetermined when Grand Prize winner selects travel dates and/or when Show's production company/Bravo Media LLC/NBCUniversal Media, LLC confirms travel dates. Seat location at the taping of Show will be determined by Sponsor and/or Show's production company/Bravo Media LLC/NBCUniversal Media, LLC in their sole discretion. Tickets are subject to Show's production company/Bravo Media LLC/NBCUniversal Media, LLC ticket terms and conditions which may include (a) required presentation of valid photo identification; (b) bag policy and security search; (c) prohibition on bringing weapons and other items into venue for the taping of Show; (d) appropriate attire to attend taping of Show; (e) prohibition on recordation of the taping of Show; (f) restriction or prohibition on re-entry to the

taping of Show; and (g) procedure if the taping of Show cannot be offered as intended. Tickets to the taping of Show are intended for use solely by Grand Prize winner and guest and provision to another person via resale, exchange, barter or otherwise is prohibited. Date and/or time of taping of Show is subject to change notwithstanding any prior confirmation of travel dates. Taping of the Show is subject to cancellation. Should taping of Show not be available or ended prematurely for any reason (whether or not reasonably foreseeable by Sponsor and Show's production company/Bravo Media LLC/NBCUniversalMedia, LLC), the sole liability of Sponsor, Show's production company, Bravo Media LLC and NBCUniversalMedia, LLC to winner is to award the remaining elements of the Grand Prize.

Grand Prize winner and guest must at all times act in an appropriate, well-behaved and respectful manner as well as following all safety and other instructions during prize travel as well as when attending the taping of Show. The preceding includes not interrupting or interfering with the taping of Show in any way. Attending taping of Show does NOT include any meet-and-greet opportunity with Mr. Andy Cohen or guests on the Show.

Show's production company/Bravo Media LLC/NBCUniversal Media, LLC reserve the right in their sole discretion to eject Grand Prize winner and/or guest from taping of Show – perhaps without warning of any kind – in the event of disorderly conduct or other inappropriate behavior, without liability of any kind; and, in such case, Sponsor also reserves the right to terminate the trip for Grand Prize winner and/or guest determined to be engaged in disorderly conduct/inappropriate behavior without liability of any kind. For clarity, Sponsor's right to terminate the trip includes but is not limited to disorderly conduct/inappropriate behavior occurring during the taping of Show.

Winner and guest understand and agree that Sponsor has not obtained any insurance for them in conjunction with the Grand Prize trip.

Should winner live within reasonable driving distance of New York, New York, Sponsor will replace air travel with ground transportation and no substitute prize or compensation will be awarded (and, in such case, the value of the Grand Prize will be less than the amount indicated above).

If winner chooses to accept Grand Prize without a guest (or if guest fails to timely return signed Liability/Publicity Release as discussed below), the Grand Prize will be awarded in increments appropriate for the winner alone (including only one [1] ticket to the taping of Show) and, in such event, no substitute prize or compensation will be awarded and the value of the Grand Prize will be less than the amount indicated above.

#### *Grand Prize and First Prizes:*

All costs and expenses not specified in these Official Rules are the winner's sole responsibility; for Grand Prize, the preceding includes travel to/from airports, meals, souvenirs and incidentals.

**ALCOHOL IS NOT PART OF ANY PRIZE.**

Prize must be accepted as set forth herein. If winner declines prize (and, for Grand Prize, any part of same is unused for any reason), no compensation or alternate prize will be awarded in its place. In addition, for First Prize, the prize pack must be accepted in its entirety or not at all.

5. **Winner Determination:**

Winners will be selected in a series of random drawings, all of which will be conducted by Avid Inc., d/b/a/ Avid Marketing Group (“Administrator”) the independent, third party agency retained by Sponsor to administer the Sweepstakes on its behalf, whose decisions will be final in all matters relating to the Sweepstakes.

First Prize random drawings will take place with potential winners being notified as follows:

Week	Approximate Date of Random Drawing	Approximate Date of Winner Notification
1	May 29, 2026	June 1, 2026
2	June 5, 2026	June 8, 2026
3	June 12, 2026	June 15, 2026
4	June 22, 2026	June 23, 2026
5	June 26, 2026	June 29, 2026
6	July 6, 2026	July 7, 2026
7	July 10, 2026	July 13, 2026
8	July 17, 2026	July 20, 2026
9	July 23, 2026	July 24, 2026

Each First Prize random drawing will consist of all eligible entries received during the corresponding week of the Sweepstakes Period. Except for the Week 9 First Prize random drawing (i.e., the last First Prize random drawing), non-winning eligible entries will be retained for subsequent weeks’ First Prize random drawing(s). Odds of winning a First Prize depend on the number of eligible entries received for the applicable First Prize random drawing.

The Grand Prize random drawing will take place on or about July 23, 2026, with the potential Grand Prize winner being notified on or about July 24, 2026. The Grand Prize random drawing will precede the Week 9 First Prize random drawing. The Grand Prize random drawing will consist of all eligible entries received during all weeks of the Sweepstakes Period. Odds of winning the Grand Prize depend on the number of eligible entries received.

Winners will be notified by e-mail and/or phone from Administrator (method[s] of notification is of Sponsor’s sole determination). The e-mail communication will include an affidavit of eligibility, a liability release and a publicity release (where lawful), which must be signed by winner **within five (5) days of notification** or applicable prize will be forfeited and may be awarded to another winner at Sponsor’s sole discretion. If winner cannot be located or does not respond to attempt to be contacted **within five (5) days**, applicable prize will automatically be forfeited and an alternate winner may be selected at Sponsor’s sole discretion.

SPONSOR AND ADMINISTRATOR WILL ATTEMPT TO CONTACT POTENTIAL WINNERS VIA E-MAIL AND/OR PHONE AND MAY MAKE ONLY ONE SUCH ATTEMPT VIA ONE METHOD. SPONSOR AND ADMINISTRATOR WILL USE COMMERCIALY REASONABLE EFFORTS TO CONTACT POTENTIAL WINNERS AND DISCLAIM ANY AND ALL LIABILITY IN CONJUNCTION WITH SAME.

Grand Prize winner's guest must sign and return a liability release and a publicity release (where lawful) prior to Grand Prize trip, or winner must accept the Grand Prize without a guest, as discussed above.

Except where prohibited, acceptance of Prize constitutes winner's consent to use of their name, likeness and biographical data for advertising and promotional purposes without additional compensation.

WINNERS AND GUEST OF GRAND PRIZE WINNER AGREE THAT AN ELECTRONIC SIGNATURE/AFFIRMATION OR FACSIMILE VERSION OF THE AFFIDAVIT OF ELIGIBILITY AND LIABILITY/PUBLICITY RELEASE (FOR WINNER) AND LIABILITY/PUBLICITY RELEASE (FOR GUEST OF GRAND PRIZE WINNER) 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 PRIZE (FOR WINNERS) OR ACCOMPANYING GRAND PRIZE WINNER ON TRIP TO THE TAPING OF SHOW (FOR GUEST OF GRAND PRIZE WINNER) ON RETURN OF THE ACTUAL HAND-SIGNED DOCUMENT.

Winner must furnish valid proof of age (for example, a government-issued driver's license, birth certificate or passport). An affidavit of eligibility, liability release and publicity release (where lawful) must be provided to Administrator before prize can be received. No prize will be awarded unless the Affidavit has been received and verified by Administrator.

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

**6. Eligibility:**

This Sweepstakes is open only to legal U.S. residents, 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 Beer Company USA, Show's production company, Bravo Media LLC, NBCUniversal Media, LLC, ITV Studios Limited and (as applicable) their respective 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 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 or cash equivalent except at Sponsor's sole discretion. The preceding excludes the redemption of gift card element of Grand Prize for its cash value where required by applicable law. Limit of one (1) First Prize per family, household or address. Prizes 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. 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). **Sponsor will conduct a background check of any criminal records of Grand Prize winner and guest. To the extent necessary and permitted by law, Grand Prize winner and guest shall authorize this background check as well as cooperating fully in the performance of same by providing any and all consents and materials upon request and without compensation. Sponsor reserves the right, at its sole discretion, to disqualify Grand Prize winner and/or guest based on the background check.** Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.

Entrants hereby agree to indemnify and hold Sponsor, Administrator, as well as Show's production company, Bravo Media LLC, NBCUniversal Media, LLC and ITV Studios Limited 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.

SPONSOR MAKES NO REPRESENTATION, GUARANTEE OR WARRANTY OF ANY KIND REGARDING PRIZE (OR ANY ELEMENT THEREOF), INCLUDING THE WARRANTY OF MERCHANTABILITY OR FITNESS FOR THE INTENDED PURPOSE.

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 the prize. 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 reflecting the value of Grand Prize and (if applicable) First Prize. 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 and their guest, heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever release, waive and discharge Sponsor and all related parties, Administrator, as well as Show's production company, Bravo Media LLC, NBCUniversal Media, LLC and ITV Studios Limited 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; 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; 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.

#### **8. Electronic Entries:**

In the event of a dispute, online entries will be deemed made by the authorized account holder of the e-mail address submitted at time of 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; corrupted, jumbled, interrupted, irregular or defective entries or 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. 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 in this Sweepstakes or for any malfunction, defect or error in 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.

#### **9. Winners' List:**

For winners' list, please send a self-addressed stamped envelope to Smirnoff Ice's The Fan Edit Sweepstakes Winner, P.O. Box 1008, Rocky Hill, CT 06067-1008. All requests for the winners' list must be postmarked by August 24, 2026 and received by September 8, 2026.

Sponsor: Diageo Beer Company USA, New York, NY.

Please Drink Responsibly.

SMIRNOFF ICE Premium Flavored Malt Beverage. The Smirnoff Co., New York, NY.

Diageo Beer Company USA is the sole sponsor of the Sweepstakes. Bravo Media LLC and NBCUniversal Media, LLC are not the sponsors of the Sweepstakes and are not associated with the administration of the Sweepstakes in any way. Entrants are providing information to Sponsor and not to NBCUniversal Media, LLC or Bravo Media LLC.

*Watch What Happens Live* is a registered trademark of Bravo Media LLC.

*Love Island* is a registered trademark of ITV Studios Limited.