

CROWN ROYAL RIG SUPER BOWL SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA, WHO ARE 25 YEARS OF AGE OR OLDER. VOID PROHIBITED OR RESTRICTED BY LAW.

1. **Sweepstakes Period:** This Sweepstakes begins at 12:00 a.m. Eastern Time (ET) on September 1, 2024 and ends at 11:59:59 p.m. (ET) on January 15, 2025 subject to Entry Period deadlines as set forth in Rule 4 below.

2. How To Enter:

There are two (2) ways to enter this sweepstakes.

Entry Method No. 1 –

- a) Go to CrownRoyal.com/RoyalRig (“Website”) and verify your age.
- b) Following the on-screen instructions, provide your first and last name, e-mail address, city/state and zip code, phone number and date of birth.

You may access the mobile version of the Website [“Mobile Website”] by scanning the QR Code found on Sweepstakes advertising materials where available. To access the Mobile Website by scanning the QR Code, you must have a compatible mobile device. Scanning the QR Code alone will not result in entry; you must complete and submit the entry form as set forth above. If entering the Sweepstakes by using a mobile device, wireless Internet access and/or other fees may apply, in addition to charges for scanning QR Code (if and as applicable). Please consult your wireless service provider regarding your pricing plan. Not all cellular phone providers carry necessary service to participate.

Entry Method No. 2 –

- a) Call the toll-free phone number, 1-855-ROYLRIG (1-855-769-5744) and verify your age.
- b) Following the prompts, provide your first name, e-mail address, state and zip code and date of birth.
- c) If you call using a mobile phone with 2-way text message capability and provide your express consent, you will receive a reply text message to the applicable phone number which will include a summary of your entry information.** You may correct or change your entry information by replying to the such text message prior to the end of the Sweepstakes Period, subject to Entry Period entry deadlines. (If you call using an incompatible mobile phone or do not provide consent, you will not receive the reply text message and will not be able to correct/change your entry.)

****By providing your consent, you understand and agree that 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 providing such consent, you agree you are of legal age to purchase beverage alcohol in the U.S., a legal U.S. resident, and to receive recurring marketing SMS and MMS messages, including text messages, using an automatic telephone dialing system from Diageo Americas, Inc. For additional support, text HELP to 24272 or STOP to cancel at any time. Message & Data Rates May Apply. Consent is not a condition of any purchase.**

You will also have the option to provide a comment on the driving/operation of the CROWN ROYAL Rig promotional vehicle, but doing so is NOT a condition of entry in the Sweepstakes nor will providing a comment in any way improve one's chances of winning a prize. But, if you choose to leave a comment, your entry will NOT be accepted if it is in violation of the content requirements for comments as set forth in Exhibit A.

All entries must be received by January 15, 2025 at 11:59:59 p.m. ET, subject to Entry Period entry deadlines.

One entry per person regardless of method of entry; a person may enter online or by calling the toll-free phone number but NOT by using both methods. Multiple entries will automatically result in disqualification.

Any acknowledgment of receipt of entry is in no way binding upon Sponsor other than indicating that entry was received.

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 person to access the Website/Mobile Site and qualify; call the toll-free telephone number and qualify or the ability of the Sponsor to notify the winners. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, corrupted, jumbled, inaccessible, incomplete, incorrect, inaudible, corrupted, dropped 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.crownroyal.com/PrivacyPolicy_uen.html?locale=uen-us and Diageo's Conditions of Use at https://footer.diageohorizon.com/dfs/assets/www.crownroyal.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/Value:

Seven (7) Grand Prizes will be awarded, with one (1) Grand Prize awarded per Entry Period. Each Grand Prize is a trip for 3 days/2 nights for winner and a guest (who must be 25 years of age or older) to attend Super Bowl LIX in New Orleans, Louisiana. Trip consists of roundtrip coach air travel from major commercial airport nearest winner's residence to New Orleans (airports are of Sponsor's sole choosing); standard hotel accommodations in New Orleans (double occupancy); two (2) tickets to Super Bowl LIX; one (1) \$100 ride-hailing service gift card; and one (1) check for \$5,000 which may be used by winner to defray taxes on the value of the Grand Prize.

Approximate Retail Value of Grand Prize: \$26,600.00 each.^

Total Approximate Retail Value of all Grand Prizes: \$186,200.00.

^ Retail value may vary depending on point of departure and other factors and any difference between stated approximate retail value and actual value of Grand Prize will not be awarded.

Grand Prize winner must be able to travel on dates selected by Sponsor so as to attend Super Bowl LIX on Sunday, February 9, 2025. If winner is not available to travel on such dates for any reason, the Grand Prize will be forfeited and an alternate winner will be selected (time permitting).

Grand Prize trip is subject to availability and other restrictions. Winner and guest are solely responsible for possessing/securing valid documents for travel. Winner and guest must travel together on same itinerary as set by Sponsor in its sole discretion. Without limitation, should winner and guest not reside in the same area, guest will be solely responsible for any and all expenses in conjunction with travel to and from departure airport near winner's residence.

All costs and expenses not specified in these Official Rules are the sole responsibility of winner and his/her guest, including without limitation, travel to/from departure airport, souvenirs, meals and incidentals.

Tickets to Super Bowl LIX are subject to terms and conditions of use as indicated thereon/provided therewith as well as venue restrictions. Tickets are not intended for use by anyone other than winner and his/her guest including but not limited to provision to another via re-sale, exchange or barter. Ticket type and seat location will be determined by Sponsor in its sole discretion. The terms and conditions of tickets awarded will govern in the event a legal game, event or exhibition, as defined by the National Football League, is not played due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Each winner and his/her guest agree to comply with all applicable stadium regulations in connection with the prize.

Winners and guests must at all times act in an appropriate, well-behaved and respectful manner as well as following all safety and other instructions. The preceding includes but is not limited any laws/regulations or policies (of the United States or any political subdivision thereof, the National Football League or any other business entity) designed to prevent the spread of COVID-19/Coronavirus; such as, mask-wearing, social distancing, providing proof of negative COVID-19/Coronavirus test and/or vaccination against COVID-19/Coronavirus.

Ride-hailing service issuing gift card will be determined by Sponsor in its sole discretion. Gift card is subject to terms and conditions of ride-hailing service issuing same; without limitation, winner may be required to create an account with ride-hailing service for which a credit card/debit card is needed.

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

If winner lives within reasonable driving distance of New Orleans (as determined by Sponsor/Judges in their sole discretion), air travel component of prize will be replaced by ground transportation (or a stipend or additional ride-hailing service gift card) and no substitute prize or compensation will be awarded (and, in such case, the value of the prize will be less than the amount indicated above).

Winner and guest understand and agree that Sponsor has not obtained insurance of any kind for them relative to acceptance and use of the prize.

ALCOHOL IS NOT PART OF THE PRIZE.

4. Winner Determination:

The winners will be determined via random drawing as per the following chart.

Entry Period	Start Date (at 12:00 a.m. ET)	End Date (at 11:59:59 p.m. ET)	Approximate Drawing Date
1	September 1, 2024	September 8, 2024	September 9, 2024
2	September 1, 2024	September 14, 2024	September 15, 2024
3	September 1, 2024	October 4, 2024	October 6, 2024
4	September 1, 2024	October 18, 2024	October 20, 2024
5	September 1, 2024	November 1, 2024	November 3, 2024
6	September 1, 2024	November 25, 2024	November 28, 2024
7	September 1, 2024	January 15, 2025	January 17, 2025

For clarity, non-winning entries WILL be retained for random drawing(s) of subsequent Entry Period(s), as applicable.

All random drawings will be conducted by Avid, Inc. dba Avid Marketing Group, an independent, third party judging organization (or “Judges”), whose decisions will be final in all matters relating to this Sweepstakes. Diageo Americas, Inc. has retained Avid, Inc. dba Avid Marketing Group to conduct the Sweepstakes on its behalf. Odds of winning a Grand Prize depend on the number of eligible entries received for the applicable random drawing.

Winner will be notified by e-mail on or about the business immediately following the corresponding random drawing date. For clarity, the e-mail will be sent to winner by a representative of Avid, Inc. dba Avid Marketing Group. **WINNER WILL NOT BE REQUIRED TO SEND ANY MONEY TO AVID, INC. DBA AVID MARKETING GROUP IN ORDER TO CLAIM THE PRIZE.**

Winners will be required to sign an affidavit of eligibility, a liability release and a publicity release (where lawful) within **three (3) days** (for Entry Period 7, or such shorter period of time that Sponsor may designate, as indicated thereon) or prize will be forfeited and may be awarded to another winner at Sponsor's sole discretion (time permitting).

If winner cannot be located or does not respond to attempt to be notified within **two (2) days** (for Entry Period 7, or such shorter period of time that Sponsor may designate, as indicated thereon), prize will automatically be forfeited, and an alternate winner may be selected at Sponsor's sole discretion (time permitting).

Except where prohibited, acceptance of prize constitutes winner's consent to use of his/her name, likeness and biographical data (as well as other indicia of winner's persona/identity) for advertising and promotional purposes without additional compensation. Without limitation, the preceding includes Sponsor and its designees possibly taking photographs or electronically recording winner during the Grand Prize trip for possible use of advertising/promotional purposes.

Winner's guest must be 25 years of age or older and must sign and return a liability release and a publicity release (where lawful) prior to issuance of travel documents. If guest does not timely return signed liability release and publicity release, winner must accept the applicable prize without a guest as discussed above.

WINNERS AND GUESTS AGREE THAT AN ELECTRONIC SIGNATURE/AFFIRMATION OR FACSIMILE VERSION OF THE AFFIDAVIT OF ELIGIBILITY AND LIABILITY/PUBLICITY RELEASE (FOR WINNERS) AND LIABILITY/ PUBLICITY RELEASE (FOR GUESTS) SHALL HAVE THE SAME LEGAL FORCE AND EFFECT AS A HAND-SIGNED DOCUMENT. NOTWITHSTANDING THE FOREGOING, SHOULD SPONSOR/JUDGES DETERMINE IN THEIR SOLE DISCRETION THAT THE ELECTRONICALLY SIGNED/AFFIRMED/ FACSIMILE VERSION OF EITHER DOCUMENT IS NOT ACCEPTABLE, SPONSOR MAY CONDITION AWARD OF PRIZE (FOR WINNERS) OR ACCOMPANYING WINNER ON GRAND PRIZE TRIP TO SUPER BOWL LIX (FOR GUESTS) ON RETURN OF THE ACTUAL HAND-SIGNED DOCUMENT.

Winner must furnish valid proof of age (for example, a driver's license, birth certificate or passport). An Affidavit of Eligibility, Liability Release and Publicity Release (where lawful) must be provided to Judges before prize can be received. No prize will be awarded unless the Affidavit has been received by Judges.

5. **Eligibility:** This Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia, who are 25 years of age or older at the time of entry. Void where prohibited or restricted by law. Employees of the following entities and members of their

families or households are not eligible for participation under any circumstances: Diageo Americas, Inc., the NFL Entities (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 as applicable their respective affiliates, printers, advertising and promotion agencies, alcohol beverage suppliers, importers, wholesalers, distributors or retailers. All federal, state and local laws apply.

6. 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 and, for ride-hailing service gift card element of prize, as may be required by applicable law. Limit of one (1) prize per family, household or address in this or any other promotion offered by Sponsor as part of the CROWN ROYAL Rig promotional campaign in Fall 2024. Prize is non-transferable except at the sole discretion of the Sponsor. All federal, state and local taxes on prize are winner's sole responsibility. By accepting the prize, winner waives the right to assert as a cost of winning said prize any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking to redeem said prize. Sponsor reserves the right to conduct a background check of any criminal records of prize winners and their guests. To the extent necessary and permitted by law, prize winners and their guests shall authorize this background check. Sponsor reserves the right, at its sole discretion, to disqualify prize winners and their guests 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, the NFL Entities and Meta Platforms, Inc. 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 and/or participation in this Sweepstakes (regardless of the cause of such injury, damage or loss) and/or the delivery and/or subsequent use or misuse of awarded prize (including any travel or activity related thereto). Sponsor and NFL Entities make no representation, warranty or guarantee of any kind (including the warranty of merchantability or fitness for intended purpose) regarding the prize (or any element thereof) under any legal theory; the only warranties – if any – are those of the corresponding prize supplier.

The value of the prize 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. 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. Upon receipt of prize, the winner shall be required to comply with any and all applicable federal, state and local law, rules and regulations.

In consideration of his/her receipt of any prize, prize winner for himself or herself and his or her guests, heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever release, waive and discharge Sponsor and all related parties, the NFL Entities as well

as Meta Platforms, Inc. 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. 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.

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

7. **Conditions on use of Text Message/QR Code:** Sweepstakes is intended for participation in the United States and shall be construed only according to United States law. Sponsor and its agencies are not responsible for SMS messages not received by or from prospective entrant or QR Code being inaccessible 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 SMS messages or other communications. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by any human or technological error that may occur in the processing of entries in this Sweepstakes. Any other attempted form of entry not specified herein is prohibited; no automatic, programmed, robotic or similar means of entry are permitted.

8. **Electronic/Telephonic Entries:** In the event of a dispute, online entries (including entries made on Mobile Website) 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. In the event of dispute, telephonic entries will be deemed made by the authorized account holder of the telephone number used to make the entry. The authorized account holder is the natural person who is assigned to the telephone number by the organization that is responsible for assigning same. Sponsor is not responsible for lost, late, damaged, illegible, misdirected, corrupted, inaudible, dropped, garbled, incomplete entries; online entries (including entries made on Mobile Website) and telephonic entries not received due to lost, failed, delayed or interrupted connections or miscommunications, or for other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by website visitors, callers or by any human or technological error that may occur in the processing of online entries (including entries made on a mobile website) or telephonic entries in this Sweepstakes. 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 (INCLUDING ANY MOBILE WEBSITE) OR THE TELEPHONE NUMBER USED FOR ENTRY; TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES; OR TO SEEK TO DEFRAUD SPONSOR OR JUDGES IN CONJUNCTION WITH 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 names of prize winners, please send a self-addressed stamped envelope to DIA6903202W CROWN ROYAL RIG Sweepstakes, P.O. Box 1008, Rocky Hill, CT 06067-1008. All requests for the winners' list must be postmarked by February 18, 2025 and received by March 4, 2025.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Instagram.

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

The Crown Royal Company, New York, NY.

Please Drink Responsibly.

Exhibit A

Content Guidelines for Comment on Operation/Driving of CROWN ROYAL Rig Vehicle

If a person submitting a telephonic entry furnishes a comment on the operation/driving of CROWN ROYAL Rig promotional vehicle which violates any of the following requirements (in all cases, as determined by Sponsor and Judges in their sole discretion), the corresponding Sweepstakes entry will be disqualified:

- Referencing persons consuming alcoholic beverages‡;
- Referencing persons conducting themselves in an inappropriate manner;
- Containing material that states or implies that the consumption of alcoholic beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination;
- Containing any material that would degrade or demean the human form, image or status of women, men or the members of any group based on race, religion, ethnic background, country of origin, sexual orientation or any other minority status;
- Including any reference to any person who is or may be under 21 years of age; or
- Including any material that is obscene, provocative, lewd, or otherwise objectionable or which reflects poorly on Sponsor's CROWN ROYAL Canadian Whisky product or the National Football League.‡

‡Provided that the comment reflects the good faith belief of a person that the CROWN ROYAL Rig promotional vehicle is being operated/driven in an improper manner (including being operated/driven under the influence of alcohol beverages or drugs), such comment will NOT result in disqualification from the Sweepstakes.