SVEDKA Vodka Water "Big Game" Contest

Your :15 Commercial Could Win $500,000

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE TWENTY-ONE (21) YEARS OF AGE OR OLDER AND PHYSICALLY LOCATED IN AN ELIGIBLE JURISDICTION AT THE TIME OF ENTRY. VOID WHERE PROHIBITED BY LAW. NO ALCOHOL IS INCLUDED IN ANY PRIZE.

Use of Data. Personal information collected in connection with the Contest will be used to administer the Contest, verify eligibility, contact potential prize winners, fulfill the prizes, and for other purposes described in Sponsor's and Administrator's applicable privacy policies and permitted by law. Sponsor's privacy policy is available at https://www.sazerac.com/privacy-policy.html and Administrator's privacy policy is available at https://www.wyng.com/privacy-policy/. Entrants may separately elect to receive promotional marketing communications concerning SVEDKA; consent to receive such communications is not required to enter or win the Contest.

1. CONTEST TIMING:

The SVEDKA Vodka Water "Big Game" Contest (the **"Contest"**) entry period begins on Monday, November 2, 2026 at 12:01:00 a.m. Eastern Standard Time ("**EST**") and ends Tuesday, December 1, 2026 at 11:59:59 p.m. EST (the **"Entry Period"**). All Eligible Entries (as defined below) will be evaluated by the Judges (as defined below) based on criteria in these Official Rules to determine one (1) potential Grand Prize-winning entry and ten (10) potential First Prize-winning entries, subject to verification as described in Section 7. The verified recipient of the Grand Prize is the "**Grand Prize Winner**," and each verified recipient of a First Prize is a "**First Prize Winner**." Sponsor's designated server will be the timekeeper for this Contest.

Entry in this Contest does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Contest, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sazerac Company, Inc. ("**Sponsor"**), located at 10101 Linn Station Road, Suite 400, Louisville, KY 40223, whose decisions regarding the administration of the Contest will be final and binding subject to applicable law. The Contest is administered by WYNG, Inc., 169 Madison Ave., Suite #11680, New York, NY 10016 (the "**Administrator**").

2. ELIGIBILITY:

This Contest is open only to legal residents of the fifty (50) United States and the District of Columbia, who are twenty-one (21) years of age or older and physically located in an eligible jurisdiction at the time of entry and who submit an Eligible Entry (as defined below) ("**Entrant**").

Employees, independent contractors, officers, and directors of Sponsor, Administrator, Judges, Contest suppliers, and each of their respective parent companies, affiliates, subsidiaries, licensees, franchisees, distributors, dealers, sales representatives, advertising, promotion, and judging agencies, and other companies involved in the Contest (collectively, the **"Contest Entities"**), and their immediate family members (spouse, parent, child, sibling, and their respective spouses), regardless of residence, and persons living in the same household,

whether related or not, are not eligible to participate. All eligibility is subject to all federal, state, and local laws and regulations. Submitted entries will not be returned. Ownership of, and rights to use, submitted Videos are governed by Section 6 of these Official Rules.

Entries may be submitted only by eligible individuals, and not by companies or other entities. An Entrant may collaborate with others in creating a Video, provided the Entrant satisfies all eligibility requirements, remains the sole contestant and potential recipient of a prize, and obtains all rights, permissions, and releases necessary to grant Sponsor the rights described in Section 6.

HOW TO ENTER: LIMIT: One (1) entry per person and per email address during the Entry Period. An entry satisfying all requirements of these Official Rules is an "Eligible Entry."

The objective of this Contest is for you to create an original fifteen-second (:15) commercial video featuring SVEDKA Vodka Water (the "**Video**") for consideration as a commercial to air during the "Big Game" on February 14, 2027, subject to Section 5. Make it creative, make it clever; ~~it's~~ up to you (see Judging Criteria below).

Visit biggamecontest.svedka.com during the Entry Period.

- Complete all required registration fields, including your full name, valid email address, date of birth, and any other information required on the entry form, and upload your Video in the format and within the file-size limits specified on the entry site.
- Affirm your agreement to these Official Rules and submit your entry.

An entry is considered received only when Sponsor's designated server records a completed submission. All submissions will be reviewed for eligibility and compliance with these Official Rules before judging. Entries must be successfully received by 11:59:59 p.m. EST on December 1, 2026. Incomplete, late, duplicate, automated, fraudulent, or otherwise noncompliant entries may be disqualified. Proof of an attempted upload or submission does not constitute proof of receipt.

Entrants must satisfy the age and eligibility requirements in Section 2. The entry site will require date-of-birth verification before accepting an entry. Sponsor reserves the right to verify age and eligibility before awarding any prize.

Helpful Tools: To help create your :15 Video commercial, you may, free of charge, use the SVEDKA Vodka Water digital product images and other approved creative assets provided in the toolkit on the entry site. The toolkit also includes SVEDKA Vodka Water brand guidelines for reference when creating your Video. Use of a physical SVEDKA Vodka Water product or package is not required to enter; displaying the product through approved toolkit assets satisfies the product-appearance requirement in Section 3b. The assets in the toolkit are provided solely for preparing and submitting entries in this Contest and may not be used or distributed for any other purpose without Sponsor's prior written consent. Nothing in this provision limits Sponsor's rights to use or adapt any prize-winning Video as provided in Section 6. You may use artificial intelligence ("AI") tools to assist in creating your Video, provided that your Video complies with these Official Rules and you have all rights, permissions, and commercially usable licenses necessary to submit the Video and grant the rights described in Section 6. You may not use AI to imitate the name, voice, image, or likeness of any actual person without that person's written authorization. Upon Sponsor's request, you must identify any AI-generated elements and the AI tools used to create them.

3b. Video Creative Guide:

- SVEDKA Vodka Water product must be shown in the Video, using either a physical SVEDKA Vodka Water can or approved product imagery available free of charge through Sponsor's contest toolkit.
- Must clearly highlight SVEDKA Vodka Water's transparent can.
- Must highlight at least one (1) of the following product features, using only Sponsor-approved claims and any accompanying disclosures provided in the toolkit:

    - 90 calories per 12 fl. oz. can;
    - Zero sugar;
    - Zero carbohydrates; or
    - No bubbles

  You may feature one (1) or more of the SVEDKA Vodka Water flavors: Lime, Peach, Pineapple, or Strawberry.

3c. Do's & Don'ts:

- Product may NOT be depicted as causing or contributing to intoxication, impaired judgment, or unsafe or irresponsible behavior.
- DO NOT depict actual or simulated consumption of any alcoholic beverage in the Video.
- Product may NOT be destroyed within the Video or shown in a negative light.
- If a physical SVEDKA Vodka Water can is used, it may be empty or contain clear water. No purchase or consumption of alcohol is required. The can must not be modified in a manner that misrepresents the product or its packaging.
- DO NOT show competitive products in the Video.
- DO NOT mention other competitive products in the script.
- DO NOT display third-party brand names, trademarks, logos, or trade dress, including those appearing on clothing, accessories, vehicles, or other objects, without Sponsor's prior written approval. DO NOT include any copyrighted music, recordings, footage, photographs, artwork, or other third-party materials unless you have obtained all written permissions and commercial licenses necessary for the uses permitted under these Official Rules. Sponsor-provided SVEDKA materials may be used only as authorized in the contest toolkit.
- DO NOT make false, misleading, unsubstantiated, comparative, health-related, therapeutic, fitness-related, or performance-related product claims. All factual claims concerning SVEDKA Vodka Water must be consistent with Sponsor-approved claims and disclosures provided in the toolkit. The Video may not suggest that consuming alcohol improves athletic performance, judgment, safety, or social or sexual success.
- DO NOT mention or depict any professional sports league, team, player, event, broadcaster, stadium, or venue name, logo, uniform, trade dress, or other identifying indicia, including "Super Bowl," without Sponsor's prior written approval.
- Generic references to the "Big Game" are permitted, provided they do not imply sponsorship, affiliation, or endorsement by any third party.
- Every individual appearing or heard in the Video, including the Entrant, actors, performers, and voice actors, must be at least twenty-five (25) years of age at the time of participation and reasonably appear to be at least twenty-one (21) years of age. Entrant is responsible for obtaining written appearance, performance, voice, privacy, publicity, and other applicable releases from all such individuals, sufficient to permit Sponsor's contemplated use of the Video, and for providing proof of age and copies of

such releases upon request. AI-generated depictions must not portray individuals who appear to be under the legal drinking age.

- The Video may not primarily appeal to persons under twenty-one (21) years of age, depict or encourage underage drinking, associate alcohol consumption with dangerous activities, driving, or the operation of machinery, or promote illegal drugs, tobacco products, or other unlawful conduct. The Video must otherwise comply with applicable laws and responsible beverage-alcohol advertising standards.
- Where practicable, the Video should include Sponsor's approved responsible-drinking message and any applicable disclosures supplied in the toolkit. Sponsor may add required end cards, advertiser information, alcohol-content disclosures, and other legally required statements during final production. Any commercial selected for publication or broadcast must receive applicable legal, industry-code, and broadcaster clearances before use.

3d. Entry Notes:

Once any Video is submitted, Entrant cannot access/revise such entry in any way. No Video may contain nudity, sexually explicit or suggestive content, profanity, gratuitous violence, hate speech, discriminatory or defamatory material, illegal or dangerous activities, content primarily appealing to persons under twenty-one (21) years of age, or other content unsuitable for responsible alcoholic beverage advertising. If an entry falls into this category, it may become void in the sole discretion of the Sponsor and/or Judges. Entries submitted on behalf of another person by commercial contest-entry services, automated systems, or other unauthorized third parties are prohibited and may be disqualified. Entrants must personally authorize and submit their entries; this restriction does not prohibit assistance from authorized collaborators in creating a Video, provided that all applicable requirements of these Official Rules are satisfied. Tampering with the entry process or the operation of the Contest is prohibited, and any entries deemed by Sponsor, in their sole discretion, to have been submitted in this manner will be void. In the event of a dispute regarding the identity of an Entrant, the entry will be deemed submitted by the authorized account holder of the email address used to enter, provided that person satisfies all eligibility requirements and can verify that status upon request. “Authorized account holder” means the natural person assigned the email address by the applicable Internet service provider or other organization responsible for assigning email addresses. If the dispute cannot be resolved to Sponsor's reasonable satisfaction, the affected entry may be disqualified.

Sponsor is not responsible for problems downloading or uploading any Contest-related information to or from the website or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the website, or any other technical problems related to website entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant’s ability to participate in this Contest.

All entries are subject to verification and review for compliance with these Official Rules. Entries that do not satisfy the requirements for an Eligible Entry or otherwise fail to comply with these Official Rules may be disqualified. Any attempted form of entry other than as described herein is void. Sponsor will determine whether an entry satisfies the published eligibility and submission requirements in its sole discretion.

Sponsor may, but is not required to, display entries or portions thereof on Sponsor-controlled websites or channels, subject to Section 6. Sponsor may review, withhold, or remove content

that does not comply with these Official Rules. Sponsor's display of an entry does not constitute a determination that the entry is eligible or has been deemed a prize-winning entry.

If Entrant chooses to enter by using Entrant's mobile device, standard data fees may apply. Entrant should consult Entrant's wireless service provider's pricing plan for details. Entrant agrees to incur any and all charges demanded by Entrant's wireless carrier. Entrant should also check Entrant's device's features for capabilities and check the device manual for specific use instructions.

Sponsor reserves the right, in its sole discretion, to cancel, suspend, or modify the Contest if fraud, viruses, bugs, technical failures, or other causes beyond Sponsor's reasonable control compromise its administration, security, or fairness. If the Contest is terminated before the scheduled end of the Entry Period, Sponsor will, to the extent feasible and permitted by law, judge all eligible, non-suspect entries received before termination using the criteria described in Section 4 and award the Grand Prize to the verified highest-scoring Entrant and the First Prizes to the next ten (10) highest-scoring verified Entrants, if available. Nothing in this provision limits any rights or remedies that cannot lawfully be waived.

Entrant's Representations: By submitting a Video, you represent and warrant that: (a) except for Sponsor-provided materials and other materials used with all necessary authorizations, the protectable original elements of the Video are your own work; (b) the Video has not previously been commercially published or won a prior award; (c) the Video does not infringe or violate any third party's copyrights, trademarks, rights of privacy or publicity, or other rights; (d) you own or have obtained all rights, licenses, consents, and releases necessary to submit the Video and grant the rights described in Section 6, including rights relating to music, recordings, footage, images, performances, AI-generated elements, and contributions by others; and (e) upon Sponsor's request, you will provide reasonable documentation establishing such rights, licenses, consents, and releases.

To the extent permitted by law, Entrant agrees to indemnify and hold harmless Sponsor, Administrator, and their respective parent companies, affiliates, officers, directors, employees, and agents from third-party claims, liabilities, losses, damages, and reasonable related costs, including reasonable attorneys' fees, arising directly from Entrant's material breach of the representations and warranties in this Section 3e, except to the extent caused by a Released Party's own wrongful conduct.

No Purchase Required; Free Digital Toolkit: As described in Section 3a, entrants may use free toolkit assets to satisfy the product-display requirement without purchasing or obtaining a physical can. A physical can is not required for entry.

JUDGING CRITERIA: All Eligible Entries will be evaluated by a panel of judges (the "Judges") based on the following equally weighted criteria. The judging panel will include Andy Cohen. The potential Grand Prize Winner and ten (10) potential First Prize Winners are expected to be selected on or about Monday, December 14, 2026, subject to verification under Section 7.

- ✔ Originality – 20%
- ✔ Creativity – 20%
- ✔ Adherence to theme and creative assignment – 20%

- ✔ Overall appeal as a SVEDKA Vodka Water “Big Game” Commercial including entertainment value, memorability, and potential to spark conversation – 20%
- ✔ Use of SVEDKA Vodka Water's brand identity and product attributes in the video. – 20%

Use of Sponsor's free digital toolkit assets instead of a physical SVEDKA Vodka Water can will not, by itself, result in a lower score under any of the judging criteria.

All Videos must comply with the content requirements set forth in these Official Rules. Compliance with applicable legal requirements and beverage-alcohol advertising standards is a condition of eligibility and use, not a separately weighted judging criterion. Sponsor may require modifications, releases, or additional clearances before any Video or concept is produced or broadcast.

The Video receiving the highest aggregate Judges' score will be deemed the potential Grand Prize-winning entry, and the ten (10) next-highest-scoring Videos will be deemed potential First Prize-winning entries, all subject to verification under Section 7. Each of the five (5) judging criteria set forth above will carry equal weight. In the event of a tie, the tied Videos will be compared according to their scores for Originality, then Creativity, then Adherence to Theme and Creative Assignment, then Overall Appeal, and then Use of SVEDKA Brand Identity, in that order, until the tie is broken. If a tie remains, an additional qualified judge selected by Sponsor will evaluate the tied Videos using the same criteria to break the tie for purposes of awarding prizes. Judges' scores will not be disclosed to the public.

PRIZES AND APPROXIMATE RETAIL VALUE (“**ARV**”): Only the prizes listed below will be awarded in this Contest.

One (1) Grand Prize (“Grand Prize”): Five Hundred Thousand Dollars ($500,000), payable by check to the verified Grand Prize Winner. The ARV of the Grand Prize is Five Hundred Thousand Dollars ($500,000).

Sponsor may, but is not obligated to, select, adapt, produce, or broadcast all or part of the Grand Prize-winning Video or concept, including in connection with the “Big Game” on February 14, 2027. Any production or broadcast is subject to Sponsor's approval, receipt of all necessary rights and releases, and applicable advertising-industry and broadcaster clearances. No additional compensation will be paid to the Grand Prize Winner for uses permitted under Section 6, and whether or not the Video or concept is produced or aired will not affect the Grand Prize Winner’s right to receive the $500,000 Grand Prize once all prize-award conditions are satisfied.

Ten (10) First Prizes (each, a “First Prize”): Ten Thousand Dollars ($10,000) each, payable by check to the ten (10) verified First Prize Winners. The ARV of each First Prize is Ten Thousand Dollars ($10,000), and the total ARV of all First Prizes is One Hundred Thousand Dollars ($100,000). No production, publication, broadcast, or other use of any First Prize-winning Video is guaranteed. First Prize-winning Videos will not be aired during the “Big Game” on February 14, 2027.

The total ARV of all prizes available in the Contest is Six Hundred Thousand Dollars ($600,000). Limit one (1) prize per person. No alcoholic beverage is included in any prize. Each prize is non-transferable and may not be assigned or substituted, except as otherwise determined by

Sponsor in accordance with these Official Rules and applicable law. Each prize winner is solely responsible for all applicable federal, state, and local taxes and any costs not expressly included in the applicable prize. Sponsor may require a completed Form W-9 or other appropriate tax documentation and will report the payment to tax authorities as required by applicable law. The prizes include only those items expressly listed above in their respective descriptions. The awarding of any prize is contingent upon full compliance with these Official Rules.

6. INTELLECTUAL PROPERTY RIGHTS:

By submitting a Video, each Entrant grants Sponsor and its designees a non-exclusive, worldwide, royalty-free license to reproduce, review, display, distribute, and use the Video and excerpts thereof solely to administer, judge, publicize, and promote the Contest and maintain appropriate records, subject to applicable law, without additional compensation. Sponsor has no obligation to use, publish, or display any Video and may decline to post or may remove any Video.

As a condition of receiving the Grand Prize and in consideration thereof, Grand Prize Winner hereby irrevocably assigns and transfers to Sponsor all of Grand Prize Winner's right, title, and interest, including all assignable copyrights and other intellectual property rights, in and to the Grand Prize-winning Video and all original, protectable elements thereof, throughout the world for the full term of protection. To the extent any such rights cannot be assigned, Grand Prize Winner grants Sponsor an exclusive (or, where exclusivity is legally unavailable, non-exclusive), perpetual, irrevocable, transferable, sublicensable, worldwide, royalty-free license to use, reproduce, distribute, display, publicly perform, edit, adapt, create derivative works of, and otherwise exploit those elements in any media now known or later developed, for any lawful purpose. Sponsor may exercise the rights granted under this Section 6 for advertising, publicity, promotional, commercial, and other lawful purposes, including producing and distributing commercials based on the Grand Prize-winning Video or concept. Grand Prize Winner grants Sponsor the right, without additional consent or compensation, to edit, revise, reshoot, redesign, adapt, replace, or recreate the Grand Prize-winning Video or concept, including through Sponsor's own producers, agencies, and talent, for advertising and promotional use and to satisfy legal, brand, advertising-industry, and broadcaster requirements. Grand Prize Winner shall execute reasonable further assurances, assignments, releases, and other documents necessary to confirm Sponsor's rights and shall obtain equivalent documentation from any collaborators as reasonably required by Sponsor. To the extent permitted by applicable law, Grand Prize Winner waives and agrees not to assert any moral rights in the Grand Prize-winning Video and shall obtain equivalent waivers from applicable contributors.

As a condition of receiving a First Prize and in consideration thereof, each First Prize Winner shall execute a written agreement granting Sponsor and its designees a non-exclusive, perpetual, irrevocable, transferable, sublicensable, worldwide, royalty-free license to use, reproduce, distribute, display, publicly perform, edit, adapt, create derivative works of, and otherwise exploit the applicable First Prize-winning Video, in whole or in part, in any media now known or later developed, for advertising, publicity, and promotional purposes, including social media, without additional compensation. Each First Prize Winner shall provide, upon Sponsor's reasonable request, all rights, licenses, consents, and releases from collaborators and other third parties necessary to permit such uses.

Upon Sponsor's reasonable request, the Grand Prize Winner and each First Prize Winner shall provide available high-resolution original files and other existing project materials reasonably necessary for Sponsor's permitted production and use of their respective prize-winning Videos. Any additional creative, production, or performance services requested from the Grand Prize Winner or any First Prize Winner shall be subject to a separate written agreement.

7. PRIZE WINNER ANNOUNCEMENT, RELEASES, AND NOTIFICATION:

The potential Grand Prize Winner and each potential First Prize Winner must, within seven (7) calendar days after the first notification attempt, execute and return to Administrator an Affidavit of Eligibility, a Liability Release and (where permitted by law) Publicity Release, a completed Form W-9 or other appropriate tax documentation, a completed Commercial Talent Release Form required by Sponsor, including the applicable potential prize winner's certification and signed consents from all individuals appearing or heard in the Video (including the applicable potential prize winner, if applicable), and any intellectual property assignments, licenses, clearances, and other documentation required under Section 6, to the extent permitted by applicable law. Sponsor may verify each potential prize winner's age, residency, location at the time of entry, identity, and rights in the Video. No Entrant is a confirmed prize winner unless and until eligibility and all required documentation have been verified by Sponsor.

The potential Grand Prize Winner and ten (10) potential First Prize Winners are expected to be selected on or about Monday, December 14, 2026, and will be notified by email using the contact information provided at the time of entry. The confirmed Grand Prize Winner and each First Prize Winner will be announced on Sponsor's Contest microsite after Sponsor completes eligibility and documentation verification, on or about February 14, 2027. The Contest will be administered under the supervision of Administrator. Sponsor shall have no liability for any potential selection notification that is lost, intercepted, or not received by any potential prize winner for any reason. If a potential Grand Prize Winner or potential First Prize Winner does not respond within seven (7) calendar days after the first notification attempt, fails to return all required documentation within the specified period, declines the applicable prize, is unable to provide required rights or releases, or is determined to be ineligible or otherwise in violation of these Official Rules, such potential prize winner may be disqualified, and Sponsor may select an alternate potential prize winner under Section 4, subject to the same verification requirements. Sponsor may repeat this process as necessary in descending order of Judges' scores. If the potential Grand Prize Winner is disqualified, the next-highest-scoring eligible Entrant will be considered for the Grand Prize, and the First Prize placements will be adjusted accordingly, subject to verification and the limit of one (1) prize per person.

8. GENERAL RESTRICTIONS/CONDITIONS:

BY ENTERING, EACH ENTRANT AGREES for Entrant and for Entrant's heirs, executors, and administrators **(A)** to release and hold harmless Contest Entities, and each of their respective affiliates, parents, owners, agents, distributors, officers, directors, and employees (collectively, "**Released Parties**") to the fullest extent permitted by applicable law, from any liability, claims, losses, or damages arising out of or relating to such Entrant's participation in the Contest, the creation or submission of a Video, the administration or judging of the Contest, the authorized publication or use of any Video, or the acceptance, possession, or use of any of the prizes, except to the extent such liability cannot lawfully be released; **(B)** to be bound by these Official Rules; **(C)** to accept Sponsor's and Judges' decisions concerning the administration and judging of the Contest as final and binding, subject to applicable law. In the event of a potential prize winner's death before eligibility verification and completion of all required prize-award documentation, the applicable prize will not be awarded to that potential prize winner's estate, heirs, or assigns, and Sponsor may select an alternate potential prize winner in accordance with the procedures described in Sections 4 and 7, subject to applicable law. Failure by a potential prize winner to satisfy applicable eligibility, documentation, rights-clearance, or other prize-award requirements may result in disqualification, subject to applicable law. Sponsor's decision not to produce or air a commercial will not, by itself, result in forfeiture of an otherwise validly awarded prize.

9. PUBLICITY RELEASE:

Except where prohibited by law, acceptance of one of the prizes constitutes the applicable prize winner's permission for Sponsor, the Contest Entities, and their respective designees to use the applicable prize winner's name, city and state of residence, photograph, image, likeness, voice, biographical information, and statements for Contest-related advertising and publicity purposes worldwide, in any media now known or hereafter developed, in perpetuity, without further compensation, notice, or approval. Rights in prize-winning Videos are separately governed by Section 6.

10. DISQUALIFICATION/FORCE MAJEURE:

If fraud, technical failure, natural disaster, labor interruption, governmental action, broadcaster interruption, or another event beyond Sponsor's reasonable control materially interferes with the administration, integrity, or performance of the Contest, Sponsor may modify, suspend, or terminate the Contest to the extent reasonably necessary and permitted by law. The receipt of fewer entries than Sponsor anticipated will not, by itself, authorize Sponsor to withhold any of the advertised prizes from an otherwise eligible Entrant entitled to that prize under Section 4.

11. LIMITATION OF LIABILITY**:**

The Released Parties are not responsible for, and Entrant hereby releases the Released Parties from any claims arising from: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Contest; (iv) electronic or human error which may occur in the administration of the Contest or the processing of entries; (v) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest and (vi) any use, display, adaptation, reproduction, or other authorized exploitation of a Video in accordance with these Official Rules, in each case to the extent permitted by applicable law.

12. DISPUTES**:**

To the fullest extent permitted by applicable law, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Contest or any of the prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the federal or state courts located in the State of Louisiana (and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of any kind arising under or relating to these Official Rules), (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees; and (3) unless otherwise prohibited, under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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 Contest shall be governed by, and construed in accordance with, the laws of the State of Louisiana, without giving effect to any choice-of-law or conflict-of-law principle that would require application of the laws of a jurisdiction other than Louisiana, except to the extent otherwise required by applicable law.

13. This Contest is not sponsored, endorsed, or administered by, or affiliated with, the National Football League or its member teams. No rights to use any third-party trademarks or other intellectual property are granted to Entrants.

WINNERS' LIST: To obtain the names of the confirmed Grand Prize Winner and First Prize Winners, send a self-addressed stamped envelope to: SVEDKA Vodka Water "Big Game" Contest Winner's List, 8429 Lorraine Road, Suite 146, Lakewood Ranch, FL 34202. All such requests must be received by 4/30/27.