

BEATBOX® SIP INTO THE SEASON SWEEPSTAKES OFFICIAL RULES

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

1. ELIGIBILITY:

The “BeatBox Sip Into the Season Sweepstakes” (“Promotion”) is open to legal residents of the United States (excluding Florida and New York) who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, shareholders, directors, officers, members, successors, agents, and assigns of Anheuser-Busch, LLC and Future Beat, LLC d/b/a BeatBox Beverages (“BeatBox Beverages” or “Sponsor”), Wit Labs, Inc. (“Administrator”), and their respective affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Promotion, and members of their immediate families (spouse, parent, child, or sibling; whether biological, adopted, step, or in-law) or households (whether related or not) are not eligible to participate. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules (“Official Rules”) and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Promotion. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. PROMOTION PERIOD:

Promotion begins at 12:00:00 a.m. Central Daylight Time on October 1, 2026, and ends at 11:59:59 p.m. Central Standard Time on December 31, 2026 (“Promotion Period”). Administrator’s computer is the official time keeping device for this Promotion.

3. HOW TO PLAY:

(a) Internet: Visit <https://web.witcontests.com/beatbox/giveaway/spin/sip-into-the-season-260930> (“Website”). Follow the online instructions to enter for a chance to win the grand prize (“Grand Prize Entry”) and to play for a chance to win an instant win prize (“Instant Win Play”). See Rule No. 8 for grand prize (“Grand Prize”) details and instant win prize (“Instant Win Prize”) details.

(b) QR Code: Use your smart phone or other web-enabled device with data plan to scan the Promotion’s quick response (“QR”) code featured on signs or promotional

materials at participating stores with the QR read application already installed on your phone. You will be directed to a mobile Web page at <https://web.witcontests.com/beatbox/giveaway/spin/sip-into-the-season-260930> (also the "Website"). Follow the online instructions to enter for a chance to win the grand prize ("Grand Prize Entry") and to play for a chance to win an instant win prize ("Instant Win Play"). See Rule No. 8 for grand prize ("Grand Prize") details and instant win prize ("Instant Win Prize") details.

Proof of scanning QR codes does not constitute proof of completion or submission of a Play. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type 'QR reader' in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device.

(c) Facebook: Look for Sponsor's Sweepstakes post inviting followers to enter for a chance to win a prize. To enter, click the LINK in the Sweepstakes post(s) and you will be redirected to <https://web.witcontests.com/beatbox/giveaway/spin/sip-into-the-season-260930> (also the "Website"). Follow the online instructions to enter for a chance to win the grand prize ("Grand Prize Entry") and to play for a chance to win an instant win prize ("Instant Win Play"). See Rule No. 8 for grand prize ("Grand Prize") details and instant win prize ("Instant Win Prize") details.

You must be a registered user of Facebook and follow BeatBox Beverages on Facebook to enter this Sweepstakes via Facebook. Facebook registration is free and can be obtained by (i) downloading the Facebook application on your mobile device from the Google Play Store or Apple App Store or logging on to www.facebook.com and (ii) following the online instructions to open an account.

(d) Instagram: Look for Sponsor's Sweepstakes post inviting followers to enter for a chance to win a prize. To enter, click the LINK in Sponsor's bio and you will be redirected to <https://web.witcontests.com/beatbox/giveaway/spin/sip-into-the-season-260930> (also the "Website"). Follow the online instructions to enter for a chance to win the grand prize ("Grand Prize Entry") and to play for a chance to win an instant win prize ("Instant Win Play"). See Rule No. 8 for grand prize ("Grand Prize") details and instant win prize ("Instant Win Prize") details.

You must be a registered user of Instagram and follow @beatboxbeverages on Instagram to enter this Sweepstakes via Instagram. Instagram registration can be obtained by (i) downloading the Instagram application on your mobile device from the Google Play Store or Apple App Store or logging on to www.instagram.com and (ii) following the online instructions to open an account.

For All Grand Prize Entries:

All Grand Prize Entries must be received and recorded during the Promotion Period. Only the methods of Grand Prize Entry described herein are valid. No other forms

of Grand Prize Entry are valid. To be valid, each Grand Prize Entry must comply with all instructions given to Participants by Sponsor and these Official Rules. Any reference herein to a “Grand Prize Entry” refers to a valid Grand Prize Entry by an eligible Participant made in accordance with all instructions given to Participants by Sponsor and these Official Rules.

For All Instant Win Plays:

All Instant Win Plays must occur during the Promotion Period. Only the methods of Instant Win Play described herein are valid. No other forms of Instant Win Play are valid. To be valid, each Instant Win Play must comply with all instructions given to Participants by Sponsor and these Official Rules. Any reference herein to an “Instant Win Play” refers to a valid Instant Win Play by an eligible Participant made in accordance with all instructions given to Participants by Sponsor and these Official Rules.

For All Grand Prize Entries and Instant Win Plays:

Limit one (1) Grand Prize Entry and one (1) Instant Win Play per person.

Automated Plays and automated Grand Prize Entries are prohibited, and any use of automated devices will result in disqualification. No person is allowed to play with multiple email addresses nor use any other device or artifice to play multiple times or as multiple players. Any person who attempts to play with multiple email addresses, under multiple identities, or uses any device or artifice to play multiple times will be disqualified, in Sponsor’s or Administrator’s sole discretion. Players are not permitted to share the same email address as another player.

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

4. INSTANT WIN PRIZE WINNER SELECTION:

Administrator has randomly selected dates and times for each Instant Win Prize to be awarded herein (each an “Award Time”). Specific Instant Win Prizes will randomly be assigned to each Award Time. The first eligible player to complete a Play in accordance with the instructions given to players and these Official Rules on or after each Award Time will be selected as the potential winner of an Instant Win Prize. Sponsor’s and Administrator’s decisions are final in all matters relating to Award Times, game Play, and the selection of winners. Odds of winning depend on the number of eligible Plays, when Play occurs, the Award Time assigned to each prize, and the number of prizes.

In the event a prize is not awarded due to lack of play on or after an Award Time, disqualification of a player, the forfeiture of a prize or failure of a potential winner to accept any prize, or for any other reason provided in these Official Rules, then within ten (10)

days after the end of the Promotion Period, Administrator shall randomly select the winner of such prize from amongst all eligible players playing the game during the Promotion Period that have not been disqualified. Administrator will attempt to award the prize three (3) times. If no alternate potential winner responds within the forty-eight (48) hour time-period following the third attempt, Sponsor reserves the right to make attempts via alternate methods or to award no prize.

5. INSTANT WIN PRIZE WINNER NOTIFICATION:

After completing a Play during the Promotion Period in accordance with the instructions given to you and these Official Rules, the Instant Win game will inform you onscreen whether you are a potential winner ("Instant Win Prize Winner") of an Instant Win Prize.

ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR AND ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE GAME. A PLAYER IS NOT A WINNER OF ANY PRIZE, EVEN IF THE GAME DISPLAYS A WINNING MESSAGE, OR EVEN IF THE PLAYER RECEIVES AN EMAIL MESSAGE OR OTHER COMMUNICATION STATING THAT THE PLAYER HAS WON UNLESS AND UNTIL THE PLAYER'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND THE PLAYER HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR AND ADMINISTRATOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND WILL BE VOID AND NOT HONORED.

Potential Instant Win Prize Winners may also be notified via email or phone call and may be required to respond to the notification indicating whether they will accept the prize within the time indicated by the Sponsor in the notification. Potential Instant Win Prize Winner may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Administrator within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the potential winner is twenty-one (21) years of age or older, the potential winner will be declared an official winner of an Instant Win Prize. If Sponsor cannot verify that the potential Instant Win Prize Winner is twenty-one (21) years of age or older by the time specified by Sponsor, the potential Instant Win Prize Winner will be disqualified and the Instant Win Prize will not be awarded.

If Sponsor so elects, potential Instant Win Prize Winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, social media presence, and any other factor deemed relevant by the Sponsor to help

ensure that the potential Instant Win Prize Winner will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, the potential Instant Win Prize Winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited, and an alternate potential Instant Win Prize Winner will be randomly selected.

In the event of noncompliance within any stated time-period, the Instant Win Prize will be forfeited and will not be awarded. Any Instant Win Prize notification or Instant Win Prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the Instant Win Prize will not be awarded.

Released Parties (as defined in Rule No. 11) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential Instant Win Prize Winner not receiving initial prize notification or his/her prize information.

6. GRAND PRIZE DRAWING:

One (1) potential Grand Prize winner will be selected in a random drawing to be held on or about January 4, 2027, from among all eligible Grand Prize Entries received by Sponsor during the Promotion Period. Sponsor's and Administrator's decisions are final in all matters relating to this Promotion. Odds of winning depend on the number of eligible Grand Prize Entries received during the Promotion Period.

7. GRAND PRIZE WINNER NOTIFICATION AND OBLIGATIONS:

Potential winner will be notified by email or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the Grand Prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited, and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above. Sponsor will attempt to award the prize three (3) times. If no alternate potential winner responds within the forty-eight (48) hour time-period following the third attempt, Sponsor reserves the right to make attempts via alternate methods or to award no prize.

Obligations of Potential Grand Prize Winner:

- Potential Grand Prize winner will be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor or Administrator within forty-eight (48) hours of prize acceptance.

- Potential Grand Prize winner will be required to complete, sign, and return a “Release of Liability, Voluntary Assumption of Risk and Indemnity Agreement” within forty-eight (48) hours of prize acceptance.

Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the Grand Prize winner is twenty-one (21) years of age or older, the potential Grand Prize winner will be declared an official Grand Prize winner of the Promotion. If Sponsor or Administrator cannot verify that the potential Grand Prize winner is twenty-one (21) years of age or older prior to winner notification, the potential Grand Prize winner will be disqualified and an alternate potential Grand Prize winner will be randomly selected. Sponsor will attempt to award the prize three (3) times. If no alternate potential winner responds within the forty-eight (48) hour time-period following the third attempt, Sponsor reserves the right to make attempts via alternate methods or to award no prize.

Obligations of Potential Grand Prize Winner's One (1) Guest:

- Potential Grand Prize winner's one (1) guest must be twenty-one (21) years of age or older as of the end date of the Sweepstakes.
- Potential Grand Prize winner's one (1) guest will be required to complete, sign, and return a “Release of Liability, Voluntary Assumption of Risk and Indemnity Agreement” within forty-eight (48) hours of Grand Prize winner's prize acceptance.

Obligations of Potential Winner and Potential Winner's One (1) Guest:

- If Sponsor so elects, potential Grand Prize winner and his/her one (1) guest may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, and any other factor deemed relevant by the Sponsor to help ensure that potential Grand Prize winner and his/her one (1) guest will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, potential Grand Prize winner and his/her one (1) guest agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, prize will be forfeited and will be randomly awarded to an alternate winner.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential Grand Prize winner will be randomly selected. Any alternate potential Grand Prize winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential Grand Prize winner. Sponsor will attempt to award the prize three (3) times. If no alternate potential winner responds within the forty-eight (48) hour time-

period following the third attempt, Sponsor reserves the right to make attempts via alternate methods or to award no prize.

Released Parties (as defined in Rule No. 11) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or his/her prize information.

8. PRIZE DETAILS:

Grand Prize (one [1] Grand Prize to be Awarded): Two (2) two-day Ikon lift ticket passes for the 2026-2027 ski season, valid at multiple ski resorts, and \$2,500.00 cash/cash equivalent which may be used towards travel, hotel, and other expenses. Approximate Retail Value ("ARV") is \$3,100.00.

Instant-Win Prize No. 1 (one hundred seventy-five [175] prizes to be awarded): One (1) Beatbox Light-up Charging Cable. ARV is \$6.00.

Instant-Win Prize No. 2 (two hundred [200] prizes to be awarded): One (1) Beatbox holiday scarf. ARV is \$10.00.

Instant-Win Prize No. 3 (one hundred seventy-five [175] prizes to be awarded): One (1) Beatbox Bluetooth Speaker. ARV is \$30.00.

For All Prizes:

If winner cannot accept prize as specified, prize will be forfeited and awarded to an alternate winner. Total ARV of all prizes is \$11,400.00 Any difference between stated value and actual value will not be awarded.

Limit one (1) Instant Win Prize per person. Alcohol beverages are not part of the prize. Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize or any portion thereof cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

9. PUBLICITY:

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

10. RELEASE:

By accepting a prize, winner agrees to release and hold Anheuser-Busch, LLC, Future Beat, LLC d/b/a BeatBox Beverages, and Administrator harmless from all losses, damages, rights, claims, and actions of any kind resulting from acceptance, possession, or use of any prize including, without limitation, personal injuries, death, and property damage.

11. GENERAL CONDITIONS:

Anheuser-Busch, LLC, Future Beat, LLC d/b/a BeatBox Beverages, Administrator, and each of their respective affiliates, subsidiaries and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Plays or materials, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this game or a related website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate any website's terms of service, as solely determined by the Sponsor or Administrator, will be disqualified. Sponsor is not responsible for any incorrect or inaccurate information whether caused by website users, tampering, hacking, or by any of the programming or equipment associated with or used in this game, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like Play methods will void all associated Plays, and may subject that player to disqualification. Sponsor is not responsible for injury or damage to player's or any other person's computer, or property related to or resulting from participating in this game. Should any portion of game be, in the Sponsor's or Administrator's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this game, Sponsor and Administrator reserve the right in its sole discretion to suspend, modify or terminate the game, and randomly select the winners from valid Plays by eligible players received prior to the action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of a player, the authorized subscriber of the email address or the social media account used at the time of entry will be deemed to be the player and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address or the social media account by the ISP or other organization responsible for assigning the email address or

social media account. A potential winner may be required to show proof of being the authorized account subscriber.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

12. DISPUTE RESOLUTION:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Contest, or any claim or dispute that has arisen or may arise between you, Administrator, and Sponsor, shall be resolved exclusively by final and binding arbitration and not in a court of law. The arbitration shall be administered by the American Arbitration Association (AAA) in accordance with its applicable rules. The arbitration shall be governed by the Federal Arbitration Act and, to the extent applicable, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri. All claims must be brought solely in an individual capacity and not as a plaintiff or class member in any purported class, collective, representative, or consolidated proceeding. The arbitrator shall have no authority to arbitrate any claim or a class or collective basis.

13. PRIVACY POLICY:

The information you submit in connection with this Promotion may be used by Sponsor for purposes of administration and fulfillment of the Promotion, and in accordance with Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy>. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

14. OFFICIAL RULES:

The Official Rules of the Promotion are available for viewing at <https://web.witcontests.com/beatbox/giveaway/spin/sip-into-the-season-260930> (also the "Website") during the Promotion Period.

15. SPONSOR:

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

Future Beat, LLC d/b/a BeatBox Beverages, 1023 Springdale Road, Unit 14E,
Austin, Texas 78721.

16. ADMINISTRATOR:

Wit Labs, Inc., 205 Woodcliff Boulevard, Morganville, New Jersey 07551

17. WINNER'S LIST:

For the names of the winners, hand print your name and complete mailing address on a 3" x 5" card and mail to: BeatBox Sip Into the Season Sweepstakes Winner's List Request, 1023 Springdale Road, Unit 14E, Austin, Texas 78721 for receipt within sixty (60) days after the end of the Promotion Period.

© 2026 Beatbox Beverages®, St. Louis, MO, Beatbox® Sip Into the Season, other than standard wine, except where available as flavored malt beverage, each as indicated on packaging.