

**2025 Pepsi x NFL Draft Red Carpet Experience (“Sweepstakes”)
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. DATA RATES MAY APPLY TO ENTRIES MADE VIA MOBILE DEVICE. INTERNET ACCESS REQUIRED.

THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE U.S., WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT TIME OF ENTRY. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES AND WILL BE GOVERNED BY U.S. LAW AND THE STATE OF WISCONSIN. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES, ALL AT THE TIME OF ENTRY.

1. SWEEPSTAKES PERIOD: The Sweepstakes begins at 11:00 a.m. Central Time (“CT”) on April 11, 2025, and ends at 11:59 a.m. CT on April 14, 2025 (“Sweepstakes Period”). The time clock of the Sweepstakes Sponsor’s (defined below) computer is the official timekeeping device for the Sweepstakes. At the beginning of the Sweepstakes Entry Period, Sponsor will post a call to action from the @pepsi608, @920pepsi, and @715pepsi Instagram accounts (“CTA Post”). As soon as the applicable CTA Post is issued, eligible participants may participate in and enter the Sweepstakes as provided herein.

2. HOW TO ENTER: After the applicable Sweepstakes CTA Post is published on Instagram, during the Sweepstakes Entry Period, to participate and receive one (1) entry into the Sweepstakes, comment on the CTA Post, tag a friend, and include the hashtag #PepsiRedCarpetSweepstakes (“Required Hashtag”). Each unique comment/tag with the Required Hashtag counts as one (1) entry.

Normal Internet access and phone/usage charges imposed by your online/phone service may apply. Each entry must be manually key stroked and manually entered by the individual Participant; automated and/or repetitive submission of Participation Posts (including but not limited to entries made using any script, macro, bot, or sweepstakes service) will be disqualified.

This Sweepstakes is in no way sponsored, endorsed, or administered by or associated with Meta Platforms, Inc. (Instagram).

3. ELIGIBILITY: The Sweepstakes is open only to legal U.S. residents who are eighteen (18) years of age or older at the time of entry and have a registered Instagram account (“Participant”). If you are not already a registered user of Instagram (<https://www.instagram.com/>), it is free to join. To be eligible to participate, Participants’ Instagram account, as applicable, must be set to “Public” for the duration of the Sweepstakes Entry Period and until the applicable winner has been notified. Employees of WP Beverages, LLC (“Sponsor”), Wis-Pak, Inc., its Shareholders & distributors, PepsiCo, Inc., Pepsi-Cola Company and its bottlers, Pepsi Beverages Company, 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 each of their respective affiliates, owners, officers, directors, agents, licensors, assigns, parents, subsidiaries and affiliated companies, sales representatives, agencies, dealers, retailers, wholesalers, distributors, web design, advertising, fulfillment, judging, and promotion agencies involved in the administration, development, fulfillment, and execution of this Sweepstakes (collectively “Sponsor and Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step” of each), and those living in the same households as employees (those persons whether related or not who

live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes) are not eligible to participate. Void outside the states listed above and where prohibited or restricted by law. No groups, clubs or organizations may enter or win a prize or distribute any portion of the Official Rules to its members.

4. PRIZE DETAILS: One (1) Prize will be awarded, consisting of one (1) 2025 NFL Draft Walk the Red Carpet Experience for the winner and a guest. Travel and accommodations are not included as part of the Prize. Approximate Retail Value (ARV): There is no retail value for the Prize. No alternate prizes are available.

5. RANDOM DRAWING: Potential winner(s) will be selected in a random drawing from among all eligible entries received throughout the Sweepstakes Period. Odds of winning depend upon the total number of eligible entries received. Drawing will occur on or about April 10, 2025. All prizes will be awarded. Sponsor's decisions as to the operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes.

5. WINNER NOTIFICATION: Potential Sweepstakes winner(s) will be notified by the Sponsor via Instagram Post on the original CTA Post within two (2) business days of the drawing date, and will be required to claim the prize (by providing his/her phone number and/or mailing address, if not already provided) within seventy-two (72) hours. prize may be forfeited and awarded to alternate winner. If (a) a potential winner does not properly claim their prize (as instructed in the Notification); (b) a Notification or prize is returned as undeliverable; or (c) a potential winner cannot be verified or is otherwise unable to accept the prize as stated, prize may be forfeited and awarded to an alternate winner at Sponsor's sole discretion. Any portion of a prize not accepted by winner will be forfeited. Upon forfeiture for any reason as stated in these Official Rules, no compensation will be awarded. Sponsor is not responsible for suspended or discontinued Internet or wireless service or a change in winner's phone number or email address which may result in a potential winner not receiving initial prize notification. Once potential winner notification is confirmed to Sponsor, the potential prize winner may be sent an Affidavit of Eligibility and Liability/Publicity Release to be signed and returned within the number of days indicated on the Affidavit. Receiving a prize is contingent upon compliance with these Official Rules.

6. LIMITATIONS OF LIABILITY: Sponsor Fand Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction, or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation, or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, cameras, computers, or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website, or any combination thereof; (e) suspended or discontinued Internet, wireless, or land line phone service; (f) any injury or damage to participants or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes; (g) any change in a potential winner's email address which may result in a potential winner not receiving a Notification; or (h) any undelivered or unanswered emails, including without limitation, emails that are not received because of a potential winner's privacy or spam filter setting which may divert any Sweepstakes email, including any Notification, to a spam or junk folder. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes, including but not limited to pandemics, weather, fire, strike, acts of war or terrorism, government restrictions, or any other

condition beyond the Sponsor's control, which may corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify, or suspend the Sweepstakes in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor and Promotion Parties shall not have any further liability to any participant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

7. RELEASE OF LIABILITY: All entrants, as a condition of participation, agree to release the Sponsor and Promotion Parties from and against any and all liability, claims, or actions of any kind whatsoever for injuries, illnesses, damages, or losses to persons or property, including bodily injury and death, which may be sustained in connection with submitting a play or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership, or use of any prize awarded, or while preparing for, participating in, or traveling to or from any prize-related activity, or any typographical or other error in these Official Rules or the announcement or offering of any prize. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Winner(s) shall bear all risk of loss or damage to their prize after it has been delivered. Except where prohibited by law, winner grants to Sponsor, the NFL Entities, and their designees the right to print, publish, broadcast, and use winner's name, voice, statement, picture, or likeness, for public relations, advertising, and promotional purposes as may be determined by Sponsor, in any media now known or hereinafter discovered, worldwide, including the Internet without review, notification, or approval, and additional compensation, or consideration, unless prohibited by law.

Any communication between entrant, Administrator, and/or Sponsor or its other agencies regarding the Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes.

8. VERIFICATION: All Sweepstakes entries are subject to verification by the Sponsor at the sole discretion of the judges and anti-fraud detection measures, entries found to be photocopied, reproduced, altered, forged, defaced, tampered with, mutilated, stolen, unissued, unauthorized, traded, bartered, sold, illegitimately obtained, or illegal in any way will be disqualified.

9. GENERAL CONDITIONS: This Sweepstakes is governed by the laws of the United States and of the State of Wisconsin without respect to conflict of law doctrines. Prize winner is solely responsible for any and all taxes and related expenses on the prize and may receive an IRS Form 1099 for the ARV of the prize. Unclaimed prizes will not be awarded. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion of a prize becomes unavailable. No substitution of prize is offered, no transfer of prize to a third party is permitted, and non-cash prizes may not be redeemed for cash value except at Sponsor's sole discretion. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any difference between the stated value of any prize and the actual retail value will not be awarded. All federal, state, and local laws and regulations apply. As a condition of participating in the Sweepstakes, entrants agree that any and all disputes which cannot be resolved between the parties and causes of action arising out of or in connection with the Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Wisconsin having jurisdiction. Further, in any such dispute,

under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g. costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Any personal information provided in connection with participation in the Sweepstakes will only be used by Sponsor to notify a potential winner and/or fulfillment of a prize.

10. CONDUCT: By participating in this Sweepstakes, participants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the play process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten, or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE, DESTROY, TAMPER, OR VANDALIZE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

11. SPONSOR: This Program is sponsored by WP Beverages LLC, P.O. Box 8006, Madison, WI 53708. All decisions regarding all aspects of this Program shall be made by WP Beverages LLC in its sole discretion, and all such decisions shall be final and controlling. Sponsor reserves the right to revise Official Rules. All beverage-related trademarks are owned by PepsiCo, Inc. ©2025.

Participant irrevocably waives all claims against the NFL Entities and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in the Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored the Sweepstakes in any way.