

OFFICIAL RULES

CINCINNATI BENGALS x WHO DEH KICKOFF SWEEPSTAKES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. BY ENTERING INTO OR PARTICIPATING IN THE SWEEPSTAKES YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES.

The Sponsor and Administrator of the Cincinnati Bengals x WHO DEH KICKOFF SWEEPSTAKES (the "Sweepstakes") is Cincinnati Bengals, Inc. (the "Administrator" or "Bengals"), an Ohio corporation, with its principal place of business located at 1 Paycor Stadium, Cincinnati, OH 45202.

1. ELIGIBILITY; DURATION: The Sweepstakes is open to all natural persons who are (i) residents of the continental United States of America or Canada (excluding the Province of Quebec) and (ii) at least 19 years old at the time of entry. Void where prohibited.

2. EXCLUSIONS TO ELIGIBILITY: Employees, officers, directors, agents, and representatives of the Bengals, the NFL Entities (as defined herein), and each of their respective parents, affiliates, subsidiaries, wholesalers, retailers, distributors, advertising and promotion agencies, and prize providers, as well as the immediate family members and any individuals living in the same household as such persons, are not eligible. An "immediate family member" is defined to mean spouse, parent, grandparent, child or sibling.

3. HOW TO ENTER: Entrants may enter the Sweepstakes by visiting one of the three (3) Venues during the applicable Sweepstakes Entry Period for that Venue and follow the links and instructions to complete an entry form that will be provided through a QR Code available inside each Venue (each, an "Entry" and collectively, "Entries"):

VENUE	SWEEPSTAKES ENTRY PERIOD
Joe Kool's, 595 Richmond St., London, ON N6A 3G2 Canada	September 6, 2025: 12:00PM – 1:30PM ET
The Canadian Brewhouse, 2960 Kingsway Drive, Unit P004, Kitchener, ON N2C 1A9, Canada	September 6, 2025: 6:00PM – 7:30PM ET
Bar 6ix, 40 Innovation Drive, Unit 6 & 7, Vaughan, ON L4H 0T2, Canada	September 7, 2025: 12:00PM ET – end of Halftime

Use of any automated system to participate is prohibited and will result in disqualification. Administrator is the official timekeeper of this Sweepstakes. The Sweepstakes is governed by these Official Rules and is subject to all applicable federal, provincial, and municipal laws. Entries that are incomplete, illegible, damaged, destroyed, late, misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from any and all Sweepstakes, at the Administrator's sole and absolute discretion. Attempts made by the same individual to submit multiple Entries by using multiple emails, addresses, accounts or other means may be disqualified. Entries generated by any automated means are void and may be disqualified. Limit one (1) Entry per person at each Venue.

4. WINNERS/PRIZES: At each Venue, three (3) potential Winners will be randomly chosen by a representative of Administrator to receive one of the following Prizes, at the discretion of Administrator: (i) Mini helmet with an approximate retail value of \$50.00; (ii) Football with an approximate retail value of \$60.00; and Hat with an approximate retail value of \$30.00. Chances of winning depend on the number of Entries received.

Potential Winners will be selected promptly following the conclusion of the applicable Sweepstakes Entry Period. Potential Winners will be promptly notified via an announcement at the Venue and by email notification to the email address provided by Participant in the Entry. The Prize is non-transferable and awarded "as is" with no warranty or guarantee, either express or implied by Administrator. Potential Winners must be present at the applicable Venue to win and claim the Prize. If potential Winner is not present or not otherwise available to collect the prize within 20 minutes of being notified, or if a potential Winner declines a Prize for any reason, then that potential Winner will be disqualified, and an alternate potential Winner may be selected at random from the remaining eligible Entries at Administrator's discretion.

Before being declared a Winner, the potential Winner will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered in person at the applicable Venue.

As a condition to eligibility to claim any Prize, potential Winner may be required in Administrator's sole discretion to execute an affidavit of eligibility and any further liability and publicity waivers or other documents required by Administrator. Failure to submit any required documents within the time period specified by Administrator, or any other noncompliance with these Official Rules, may result in disqualification and Prize forfeiture. The winner is solely responsible for any applicable taxes, fees, or other charges associated with the prize.

Administrator reserves the right to substitute any Prize with another of equal or greater value. All federal, provincial and municipal taxes or other expenses not specified herein are the sole responsibility of the Winner. No substitutions or cash redemption will be made except in Administrator's sole discretion. Prizes are non-transferable and non-assignable unless otherwise agreed at Administrator's sole discretion.

All costs and expenses associated with the Prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities, taxi and ground transportation and other expenses incurred by accepting the Prize, are the sole responsibility of the Winner, unless otherwise agreed to in writing by the Administrator in its sole discretion.

The terms and conditions of tickets awarded as part of any Prize 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(s) agree to comply with all applicable stadium regulations in connection with the Prize.

5. TO THE FULLEST EXTENT PERMITTED BY LAW, ALL ENTRANTS FOREVER RELEASE, HOLD HARMLESS DISCHARGE, AND COVENANT NOT TO SUE SPONSOR, ADMINISTRATOR, PRIZE PROVIDERS, AND THE NATIONAL FOOTBALL LEAGUE, AS WELL AS EACH RESPECTIVE PARTIES' OWNERS, EMPLOYEES, AGENTS, DIRECTORS, OFFICERS, SHAREHOLDERS, CONTRACTORS, SUCCESSORS AND ASSIGNS (COLLECTIVELY "RELEASED PARTIES") FOR AND FROM ANY AND ALL CLAIMS, DEBTS, LIABILITIES, DEMANDS, OBLIGATIONS, COSTS, FEES, EXPENSES, ACTIONS, CAUSES OF ACTION WHATSOEVER, OF EVERY NATURE, CHARACTER AND DESCRIPTION (COLLECTIVELY, "CLAIMS"), KNOWN AND UNKNOWN, ARISING OUT OF OR IN ANY WAY RELATED TO THE SWEEPSTAKES, THESE OFFICIAL RULES, ENTRANT'S ENTRY, THE NEGLIGENCE OF ANY OF THE RELEASED PARTIES, AND THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE. IN ADDITION, EACH ENTRANT ACKNOWLEDGES AND AGREES THAT THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR ANY COSTS, INJURIES, LOSSES, OR DAMAGES OF ANY KIND ARISING FROM OR IN CONNECTION WITH: (I) INCOMPLETE, LOST, LATE, MISDIRECTED OR ILLEGIBLE ENTRIES OR FOR FAILURE TO RECEIVE OR PROCESS ENTRIES DUE TO ANY CAUSE, INCLUDING WITHOUT LIMITATION, HUMAN, TRANSMISSION, OR TECHNICAL PROBLEMS, FAILURES, OR MALFUNCTIONS OF ANY KIND, WHETHER ORIGINATING WITH SENDER OR OTHERWISE, THAT MAY LIMIT AN ENTRANT'S ABILITY TO PARTICIPATE IN THE SWEEPSTAKES; OR (II) ANY INJURY OR DAMAGE RESULTING FROM PARTICIPATION IN THE SWEEPSTAKES AND/OR THE USE OR MISUSE OF A PRIZE (INCLUDING, WITHOUT LIMITATION, CLAIMS, COSTS, INJURIES, LOSSES AND DAMAGES RELATED TO PERSONAL INJURIES, DEATH, DAMAGE TO, LOSS OR DESTRUCTION OF PROPERTY, OR ANY CLAIMS, COSTS, INJURIES, LOSSES, OR DAMAGES RELATED TO OR BASED ON THE ENTRANT'S RIGHTS OF PUBLICITY OR PRIVACY, OR THE ENTRANT'S CLAIM THAT HE OR SHE HAS SOMEHOW BEEN DEFAMED OR PORTRAYED IN A FALSE LIGHT.) ENTRANT REPRESENTS AND WARRANTS THAT HE OR SHE OWNS AND/OR HAS THE AUTHORITY TO RELEASE THE CLAIMS STATED HEREIN.

THE NATIONAL FOOTBALL LEAGUE, ITS MEMBER PROFESSIONAL FOOTBALL CLUBS, NFL VENTURES, L.P., NFL PROPERTIES LLC, NFL ENTERPRISES LLC, NFL PRODUCTIONS LLC AND NFL INTERNATIONAL LLC AND EACH OF THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SHAREHOLDERS, OFFICERS, DIRECTORS, AGENTS, REPRESENTATIVES AND EMPLOYEES (COLLECTIVELY, THE "NFL ENTITIES") WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES OR ANY PRIZE AWARDED. THE NFL ENTITIES, OTHER THAN THE CINCINNATI BENGALS, INC., HAVE NOT OFFERED OR SPONSORED THIS SWEEPSTAKES IN ANY WAY.

TO THE FULLEST EXTENT PERMITTED BY LAW, UNDER NO CIRCUMSTANCES WILL AN ENTRANT OR A WINNER BE PERMITTED TO OBTAIN AWARDS FOR, AND EACH ENTRANT AND WINNER HEREBY WAIVES ALL RIGHTS TO CLAIM, INDIRECT, PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES ARISING OUT OF OR RELATED IN ANY WAY TO THE SWEEPSTAKES, THESE OFFICIAL RULES, ENTRANT'S ENTRY, THE NEGLIGENCE OF ANY OF THE RELEASED PARTIES, AND THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF ANY PRIZE. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ENTRANT.

6. PUBLICITY: By entering the Sweepstakes, each winner consents to the Administrator's use of their name, image, likeness, and city/province of residence for publicity purposes in connection with the Contest, without further compensation, except as prohibited by law. Personal information collected will be used solely for administering the Contest and will be handled in accordance with the Administrator's privacy policy. Entrants will not receive marketing communications unless they provide express consent.

7. RESERVATIONS: Administrator reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes at any time for any reason in its sole discretion. All participants, as a condition of entry, agree to abide by and be bound by these Official Rules. Administrator reserves the right to permanently disqualify and/or revoke a Prize from any person it believes has violated these Official Rules or has acted in a manner that is, in the Administrator's discretion, offensive, harassing, threatening, repugnant, defamatory or violent at any time. Entrants further agree to not knowingly damage or cause interruption of the Sweepstakes and/or prevent others from using the Sweepstakes. All decisions of the Cincinnati Bengals shall be final, and Entrants waive any right to challenge any decisions made by the Cincinnati Bengals.

8. GOVERNING LAW: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION, AND ENFORCEABILITY OF THESE OFFICIAL RULES, OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS AND THE SPONSOR IN CONNECTION WITH THE CONTEST, SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE PROVINCE OF ONTARIO AND THE FEDERAL LAWS OF CANADA APPLICABLE THEREIN.

9. VENUE: Each Entrant agrees that any and all disputes which cannot be resolved between the parties and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively by the courts of the Province of Ontario, sitting in the City of Toronto, Ontario, and the Entrants hereby consent to the exclusive jurisdiction of such court.

10. SEVERABILITY. If any provision(s) of these Official Rules is held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. Administrator reserves the right in its sole discretion to supplement or make changes to these Official Rules without notice.

11. SOCIAL MEDIA DISCLOSURE. Although this promotion may be advertised on Facebook, X (formerly Twitter), Instagram or other social media platforms of Sponsor, Administrator or another, this promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, X, Instagram or other social media platforms. Participants are providing his/her information to the Sponsor and Administrator and not to Facebook, X, Instagram or other social media platforms. The information a Participant provides will only be used by the Sponsor and Administrator. By entering, Participants provide a complete release of Facebook, X or Instagram from any and all responsibilities implied or provided by the Sponsor and Administrator and that this promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, X or Instagram.

12. COPY OF OFFICIAL RULES OR WINNERS LIST: For a copy of the Official Rules or information on the Winner after the end of the Sweepstakes, please send a self-addressed, stamped envelope to: Cincinnati Bengals, Attn: WHO DEH KICKOFF SWEEPSTAKES, 1 Paycor Stadium, Cincinnati, OH 45202.