

BUD LIGHT EASY TO CELEBRATE SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Eligibility

Sweepstakes is offered only in the United States to legal residents of the fifty (50) United States and the District of Columbia, except New York, Florida and Rhode Island, who are at least twenty-one (21) years of age at the time of entry. Employees, officers, directors, agents and representatives of Philadelphia Eagles, LLC (the "Eagles"), Anheuser-Busch, LLC ("Bud Light") and any of their respective agencies, owners, subsidiaries and affiliates, advertising and promotion agencies, wholesale distributors, and individual retail licensees or the immediate family (spouse, mother, father, sister, brother, daughter, son, grandson or granddaughter, regardless of where they live) or members of their same households (whether related or not) of each such individuals are not eligible to participate or win a prize. By entering, you agree to these Official Rules and the decisions of the Eagles (the judging organization), which are final and binding in all respects.

2. Sweepstakes Period

Sweepstakes period begins at 3:00:00 p.m. Eastern Time on Tuesday, January 7, 2025 and ends at 11:59:59 p.m. Eastern Time on the day of the final game in which the Eagles play during the 2024 NFL playoffs (excluding the Super Bowl), no later than Sunday, January 26, 2025 (the "Sweepstakes Period"). There will be up to three (3) entry periods (each, an "Entry Period") during the Sweepstakes Period as set forth in Sections 3 and 4.

3. Entry

You may enter by going to www.philadelphiaeagles.com/easytocelebrate, clicking on the icon to access the entry form during an Entry Period during the Sweepstakes Period and entering your first and last name, e-mail address, daytime telephone number with area code, and confirming that you are 21 years of age or older and agree to the Official Rules. Upon completing the entry method, and subject to the conditions below, you will automatically be entered into the Sweepstakes ("Sweepstakes Entry"). Proof of entry submission does not equate to proof of receipt. Entrants agree to be bound by the Official Rules.

LIMIT ONE ENTRY PER PERSON PER ENTRY PERIOD DURING EACH ENTRY PERIOD (REGARDLESS OF WHETHER MORE THAN ONE PERSON USES THE SAME E-MAIL ADDRESS).

If more than one entry is received, only the first entry will be entered into the Sweepstakes, and all other entries will be disregarded. In the event of a dispute as to any online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. The potential winner(s) may be required to show proof of being the authorized account holder.

No responsibility is assumed for lost, late, incomplete, stolen, misdirected or illegible entry; or for any computer, telephone, cable, network, satellite, electronic or Internet hardware or software malfunctions, failures, connections, availability or garbled or jumbled transmissions, or service provider/Internet/Web site/use net accessibility or availability, traffic congestion, or unauthorized human intervention. No mass entries or mechanically reproduced entries will be accepted. All entries become the exclusive property of the Eagles and will not be returned or acknowledged. Any attempts by an individual to access the Website via a bot script or other brute-force attack will result in that IP address becoming ineligible. The Eagles

will prosecute any fraudulent activities to the fullest extent of the law. The Eagles reserves the right to suspend or terminate this Sweepstakes without notice if, in the Eagles' sole discretion, the Sweepstakes becomes infected or otherwise corrupted.

4. Drawing

Up to **three (3)** drawings in total will be conducted by the Eagles and held on or about the dates set forth in the chart below. One (1) winner per drawing will be selected randomly by the Eagles from all eligible entries received during each Entry Period, for a maximum of three (3) potential winners. Non-selected entries will carry forward to subsequent drawings. Winners of any drawing will be notified by text, email or telephone within approximately three (3) days of the drawing. If, after two (2) attempts, contact has not been made, prize will be forfeited, and an alternate winner will randomly be selected from the eligible entries received during the applicable Entry Period. Fulfillment agent must speak with potential winner.

Entry Period	Date of Drawing
Tuesday, January 7, 2025 at 10:00 a.m. ET until 11:59 p.m. ET on the day of the first playoff game.	Day following the first playoff game
From 12:00 a.m. ET on the day following the first playoff game until 11:59 p.m. ET on the day of the second playoff game.	Day following the second playoff game*
From 12:00 a.m. ET on the day following the second playoff game until 11:59 p.m. ET on the day of the third playoff game.	Day following the third playoff game*

*If necessary – Entry Periods and drawings will only occur if Eagles play in a second and/or third playoff game, as applicable.

Number of drawings and drawing dates are subject to change at Eagles and Bud Light's sole discretion.

5. Prize/Odds

In accordance with these Official Rules, one (1) Winner per drawing, for a maximum of three (3) potential Winners during the Sweepstakes Period, will each be awarded the following prize:

If the Eagles win their first playoff game, then one (1) grand prize winner will win one (1) \$720 VISA gift card and one (1) \$25 Eagles Pro Shop gift card (total ARV \$745). **ALCOHOLIC BEVERAGES ARE NOT PART OF THE PRIZE.** If the Eagles do not win, then one (1) consolation winner will win one (1) Eagles & Bud Light Prize Pack (ARV \$150).

If the Eagles win their second playoff game (if applicable), then one (1) grand prize winner will win one (1) \$720 VISA gift card, one (1) \$50 Eagles Pro Shop gift card and one (1) autographed item (ARV \$250) (total ARV \$1,020). **ALCOHOLIC BEVERAGES ARE NOT PART OF THE PRIZE.** If the Eagles do not win, then one (1) consolation winner will win one (1) Eagles & Bud Light Prize Pack (ARV \$150).

If the Eagles win their third playoff game (if applicable), then one (1) grand prize winner will win one (1) \$720 VISA gift card, one (1) \$50 Eagles Pro Shop gift card, one (1) autographed item (ARV \$250) and two (2) tickets to a Philadelphia Eagles game scheduled to take place at Lincoln Financial Field during the 2025 NFL Season (ARV \$400) (total ARV \$1,420). **ALCOHOLIC BEVERAGES ARE NOT PART OF THE PRIZE.** If the Eagles do not win, then one (1) consolation winner will win one (1) Eagles &

Bud Light Prize Pack (ARV \$150).

No assignment, transfer or substitution of prize is permitted except by the Eagles in the event of prize unavailability. Taxes on or connected with the prize and the reporting consequences thereof are the sole responsibility of Winner.

6. General Conditions

Winner may be required to execute and return an Affidavit of Eligibility, a Liability Release, and where lawful, a Publicity Release within five (5) days of notification of the prize. Failure to return documents timely, or if prize notification or prize is returned as non-deliverable, Winner may be disqualified with an alternate winner selected. Where permitted by law, Winner agrees to grant to the Eagles and Bud Light the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the winner's name, portrait, picture, voice, likeness and biographical information as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for, or provide biographical information for use in, any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Eagles and/or Bud Light. Failure to make such appearances or grant such rights may result in disqualification with an alternate winner or potential winner selected; and while not obligated to do so, the Eagles and/or Bud Light may, in their sole discretion, bear such reasonable costs and expenses which the Eagles and/or Bud Light, in their sole discretion, deem appropriate for winner or potential winners to appear for a presentation or other activity. Further, each Winner and entrant agrees to release and hold harmless the Eagles, Eagles Stadium Operator, LLC, the NFL, Bud Light, their respective affiliates and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, loss or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any Sweepstakes related activity, or participation in this Sweepstakes. **VOID WHERE PROHIBITED BY LAW. FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

7. Limitations of Liability

Neither the Eagles nor Bud Light is responsible for any incorrect or inaccurate information and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation, theft or destruction. **IN NO EVENT WILL THE EAGLES, EAGLES STADIUM OPERATOR, LLC, THE NFL, BUD LIGHT OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AFFILIATES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.**

8. Disputes

As a condition of participating in this Sweepstakes, entrant agrees that any and all disputes that 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, before a court located in the Commonwealth of Pennsylvania having competent jurisdiction, which Court shall apply the laws of the Commonwealth of Pennsylvania without regard for doctrines of conflict of law. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

9. Winners List

For names of the winners send a **self-addressed** stamped envelope by March 21, 2025 to: Bud Light Easy To Celebrate Sweepstakes – Winner’s Name, c/o Corporate Services, NovaCare Complex, One NovaCare Way, Philadelphia, PA 19145.

10. Use of Data

Sponsor will be collecting personal data about entrants online, in accordance with its Privacy Policy. Please review Sponsor’s Privacy Policy at <https://www.anheuser-busch.com/privacy-policy/>. By participating in the Promotion, entrant hereby agrees to Sponsor’s collection and usage of his/her personal information and acknowledges that he/she has read and accepted Sponsor’s Privacy Policy.

Sponsor: Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118.

ABBREVIATED COPY:

BUD LIGHT EASY TO CELEBRATE SWEEPSTAKES

NO PURCHASE NECESSARY. Sweepstakes open to residents of the fifty (50) United States and the District of Columbia, except NY, FL and RI who are 21 years of age or older. Sweepstakes ends no later than 11:59:59 p.m. on 1/26/25. Void where prohibited. Official Rules at www.philadelphiaeagles.com/easytocelebrate