JPP JR. REPORTER CONTEST
2026

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE AN ENTRANT'S CHANCES OF WINNING. LIMIT ONE (1) ENTRY PER CHILD. ONLY OPEN TO LEGAL RESIDENTS OF THE FIFTY UNITED STATES (EXCLUDING NY, NJ, & FL), WHO ARE 18 YEARS OF AGE OR OLDER, AND THE AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE, AND THE PARENT OR LEGAL GUARDIAN OF A CHILD WHO IS A MEMBER OF THE JUNIOR POWER PACK AND AT LEAST AGE 5 BUT UNDER AGE 14. VOID ELSEWHERE AND WHEREVER RESTRICTED IN A MANNER INCONSISTENT WITH THESE OFFICIAL RULES.

The 2026 JPP Jr. Reporter Contest (this "Promotion") is sponsored and administered by Green Bay Packers, Inc. ("Administrator"), with its principal place of business located at 1265 Lombardi Avenue, Green Bay, Wisconsin 54304 (the "Promotion Address"). This Promotion is in no way sponsored, endorsed, or administered by, or associated with, Instagram (Meta Platforms, Inc.), Facebook (Meta Platforms, Inc.), X (X Corp.), or any other social media platform.

By participating in any aspect of the Promotion, entrant agrees to abide by these Official Rules (these "Rules") and the decisions of Administrator, which shall be final. Failure to abide by these Rules will void an entrant's entry.

1. ELIGIBILITY: To enter the Promotion, entrants must: (a) be 18 years of age or older and the age of majority in their jurisdiction of residence at the time of entry; (b) be a legal resident of the fifty United States, including the District of Columbia but excluding the states of New York, New Jersey, and Florida; (c) and the parent or legal guardian of a child who is a member of the Junior Power Pack and at least age 5 but under age 14; and (d) not be a current officer, director, employee, member, agent, or contractor of Administrator, any Promotion sponsor, the National Football League and its member professional football clubs, or their affiliates (collectively, "employees"), or an immediate family member (defined as mother, step-mother, father, step-father, siblings, step-siblings, children, step-children, wards, grandparents, step-grandparents, domestic partners, and spouses) of, or reside in the same household with, an employee. Any entrant that does not meet these criteria or otherwise violates these Rules will be disqualified and not awarded a prize. Administrator reserves the right to verify an entrant's eligibility before, during, or after the Promotion.

2. PROMOTION PERIOD: The Promotion entry period begins at 10:00:00 a.m. Central Time ("CT") on February 25, 2026, and ends at 9:59:59 a.m. CT on March 31, 2026 (the "Promotion Period"). Administrator's computer is the official timekeeping device for the Promotion.

3. HOW TO ENTER: To enter, during the Promotion Period, entrants must (1) complete the entry form available at https://pckrs.com/2026jppreporter and (2) upload a video no longer than one minute and 30 seconds of your child explaining why they want to be a junior Green Bay Packers reporter. The submission of any video will be deemed a "submission" and subject to the requirements and grant of rights below.

   If an entrant chooses to enter using a wireless phone or mobile device, message and data rates may apply in accordance with his/her service plan and each entrant should consult such plan prior to entering. Neither a wireless device nor mobile phone is required to enter this Promotion.

   Limit one (1) entry per child. Any attempt by an entrant to obtain more than the stated number of entries will void that entrant's entries, and that entrant may be disqualified.

   No third-party entry, entry through any promotion or entry service, or use of any robotic, automatic, programmed, or similar entry method is permitted. Administrator and its designees reserve the right to disqualify any entrant who tampers or attempts to tamper with the entry procedure, violates these Rules, or meets any other disqualification criteria set forth in these Rules. Administrator is not responsible for lost, late, incomplete, illegible, unintelligible, inaccurate, undelivered, delayed, mutilated, or misdirected entries, correspondence, communications, requests, claims, or other errors or problems in connection with or relating to the Promotion. Administrator is also not responsible for electronic hardware or software, network, Internet, computer or technological malfunctions, failures or difficulties of any kind, failed, incomplete, garbled or delayed computer transmissions, or any other condition caused by events beyond the Administrator's control that may cause an entry to be disrupted or corrupted, including computer viruses, bugs, tampering, unauthorized intervention, or technical or other failures of any sort. Proof of submission of an entry will not be deemed to be proof of receipt by Administrator.

In the event of a dispute as to the entrant of an entry, the authorized account holder of the email address associated with the entry will be deemed to be the entrant. The "authorized account holder" is the natural person assigned to an email address by an internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. A potential winner may be required to show proof of being the authorized account holder.

All entries are subject to any verification procedures determined by Administrator in its sole discretion, including, but not limited to, use of anti-fraud detection devices.

4. SUBMISSION REQUIREMENTS AND RIGHTS: Each entrant represents and warrants that the entrant's submission meets the following requirements: (a) entrant has received permission for the use of the likeness and image of all identifiable people and locations appearing in a submission; (b) entrant's submission is entrant's original work and reflects entrant's honest views and actual experience; (c) entrant has obtained all necessary licenses or permissions from all applicable third parties required to enter entrant's submission in the Promotion and for Administrator's permitted use thereof; (d) entrant's submission, and Administrator's permitted use thereof, does not violate the rights of any third parties, including, but not limited to, copyright and other intellectual property, privacy, or publicity rights; and (e) entrant's submission, and Administrator's permitted use thereof, does not violate any applicable laws.

   By participating in the Promotion, entrant agrees to grant Administrator an everlasting, worldwide, royalty-free, assignable, irrevocable, unrestricted license to use, replicate, modify, publish, perform, broadcast, translate, produce derivative works from, distribute, present, display, sublicense, exercise all copyright and intellectual property rights related to, a submission, and to include, in part or in whole, a submission in other works in any media now known or later created, anywhere and forever (including in connection with promoting Administrator) without further review, notice, approval, consideration, or compensation to entrant. Entrant waives all moral rights that exist in entrant's submission and any derivative works made therefrom. Except where legally prohibited, by submitting entrant's submission, entrant irrevocably agrees that entrant's and entrant's child's name and city and state of residence may be used in connection with Administrator's rights contemplated by this section.

5. PRIZE: After applicable verification and subject to compliance with these Rules, one (1) winner will receive: the opportunity to interview at least one (1) member of the Green Bay Packers' staff or team at a Green Bay Packers event (specific event and personnel to be determined by Administrator) (ARV $0); two (2) tickets to a 2026-27 Packers regular season home game (ARV $400); round trip coach airfare for two (2) people, to be reimbursed by Administrator at the actual cost incurred up to $1,000 upon submission of valid receipts, from the airport servicing winner's residential area to an airport serving Green Bay, WI or, in Administrator's sole discretion, round trip ground transportation if the winner lives within one hundred and fifty (150) miles of Green Bay, WI (ARV $1,000); one (1) hotel room, to be reimbursed by Administrator at the actual cost incurred up to $500 upon submission of valid receipts, for two (2) consecutive nights in the Green Bay, WI metro area (ARV $500); and a swag bag of Green Bay Packers merchandise (ARV $300). The verifiable retail value / approximate retail value ("ARV") of the prize is $2,200.

   Where applicable, prize style, size, and all other details will be determined by Administrator in its sole discretion.

   Terms and conditions of tickets apply. Event date and seats determined by Administrator in its sole discretion. Administrator is not responsible if the event is delayed, postponed, or cancelled for any reason and no refund or compensation will be made in the event of cancellation or rescheduling. Administrator reserves the right to revoke the prize, in whole or in part, from winner or winner's guest(s) who it or event personnel deem may, in their sole discretion, be intoxicated, be a safety risk, be disruptive or abusive, have violated any policy or law, or bring Administrator into disrepute.

   Winner is responsible for any and all travel and transportation costs associated with winner's acceptance and use of the prize, including airfare and hotel costs exceeding the limits set forth above, parking, baggage fees, meals, room service, minibar charges, internet fees, and gratuities. Administrator will not be responsible for any travel arrangements that are delayed, rescheduled, postponed, or cancelled due to any government restrictions, pandemic regulations or requirements, travel provider restrictions or policies, weather, acts of God, force majeure, acts of terrorism, civil disturbances, work stoppage, or any other reason outside of Administrator's control. Once travel is booked, any penalties incurred as a result of changes requested by the winner are the sole responsibility of winner. In the event winner chooses to cancel their trip, or winner or their guest(s) chooses not to travel for any reason, Administrator shall not be required to award any alternate prize award or compensation and shall have no liability for any related cancellation fees. Winner and winner's guest(s) are solely responsible for obtaining any required travel documents, including where applicable a valid passport, visas, vaccinations or required testing, and travel insurance.

No transfer or substitution of any prize is permitted, and no prize is convertible to cash, except where required by law. Administrator shall not be required to replace any prize, or portion of the prize, that is lost, mutilated, or stolen. The return of the prize or notification that the prize is undeliverable may result in disqualification.

Each winner is responsible for any and all local, state, and federal taxes associated with such winners' receipt and use of their prize. Winners of a prize equal to or greater than $600 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Rules were published and the value of a prize may fluctuate. If the actual value of any prize is less than the stated ARV, the difference will not be awarded. Any expenses or costs not expressly stated in the description of the prize above are the sole responsibility of winner.

No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes to be available or claimed, Administrator reserves the right to award only the stated number of prizes.

6. ODDS: The odds of winning a prize depend on the number of eligible entries received and the quality of an entrant's submission relative to the judging criteria and all other submissions.

7. JUDGING CRITERIA: Between 10:00:00 a.m. CT March 31, 2026 and 11:59:59 p.m. CT April 8, 2026, a panel of judges selected by Administrator will review all eligible entries and select the winner based on his/her submission's creativity, Green Bay Packers fandom, clarity, and on-camera presence. Administrator reserves the right to choose fewer winners than the stated number, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries.

8. WINNER NOTIFICATION: Administrator will attempt to notify the potential winner through their provided contact information on or around April 8, 2026. In the Administrator's sole discretion, if a potential winner cannot be reached after a reasonable effort has been made, such potential winner may be disqualified and forfeit his/her prize.

9. WINNER REQUIREMENTS: A potential winner may be required to sign and return to Administrator an Affidavit of Eligibility, Liability, and Publicity Release (an "Affidavit") by April 15, 2026 (except where prohibited). If a potential winner fails to complete a required Affidavit or otherwise violates these Rules, such potential winner may be disqualified and forfeit his/her prize. Following confirmation by Administrator of a potential winner's compliance with these Rules, such potential winner will be confirmed a winner and will receive a prize. Name changes are not allowed once a winner has been confirmed.

10. WINNER DISQUALIFICATION: If a potential winner is disqualified or forfeits his/her prize and time permits, Administrator will select another potential winner (maximum two alternates). If all alternate potential winners are disqualified, Administrator may award no prize.

11. WINNER PUBLICITY RELEASE: By accepting a prize, a winner consents and agrees to Administrator's and its affiliates, subsidiaries, and advertising and promotional partners use of his/her name, voice, photograph, and likeness for advertising, promotional, public relations, and other business purposes, in any and all media now known or hereinafter invented, without territorial or time limitations, and without additional compensation. This paragraph shall not apply to legal residents of the State of Tennessee.

12. PRIVACY: The information an entrant provides will only be used in accordance with Administrator's privacy policies, which may be found at: https://www.packers.com/fans/privacy-policy.

13. **RELEASE AND LIMITATIONS OF LIABILITY: BY PARTICIPATING IN THE PROMOTION, EACH ENTRANT AGREES TO RELEASE AND HOLD HARMLESS ADMINISTRATOR, THE NFL ENTITIES (DEFINED BELOW), AND THEIR AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTIONAL AGENCIES, SPONSORS, STOCKHOLDERS, OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS (THE "PROMOTION PARTIES"), FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF ENTRANT'S PARTICIPATION IN THE PROMOTION, PARTICIPATION IN ANY PRIZE-RELATED ACTIVITY, INCLUDING WHILE TRAVELING IN CONNECTION WITH THE PROMOTION, OR RECEIPT, POSSESSION, OWNERSHIP, OR USE OF THE PRIZE, INCLUDING PROPERTY DAMAGE, PERSONAL INJURY, AND DEATH. EACH ENTRANT FURTHER AGREES THAT IN ANY CAUSE OF ACTION, THE PROMOTION PARTIES' LIABILITY WILL BE LIMITED TO THE DIRECT, OUT OF POCKET COST OF ENTERING THE PROMOTION, AND IN NO EVENT SHALL THE PROMOTION PARTIES BE LIABLE FOR ATTORNEYS' FEES OR PUNITIVE, CONSEQUENTIAL, OR INDIRECT DAMAGES. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, THEREFORE, IN SUCH JURISDICTIONS ONLY, SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.**

Each entrant acknowledges that there is a possibility that, subsequent to his/her involvement in the Promotion and adherence to these Rules he/she may discover facts or incur or suffer claims which were unknown or unsuspected at the time agreeing to these Rules, and which if known by him/her at that time may have materially affected his/her decision to participate in the Promotion. Such entrants acknowledge and agree that by reason of these Rules, and the release contained in the preceding sections, he or she is assuming any risk of such unknown facts and such unknown and unsuspected claims. Such entrants acknowledge that they have read these Rules and, as such, hereby have been advised of the existence of Section 1542 of the California Civil Code, which provides: "**A general release does not extend to claims that the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor.**"

The release set forth in this Section shall constitute a full release. Each entrant knowingly and voluntarily waives any statute, law, or rule of similar effect, and acknowledge and agree that this waiver is an essential and material term of these Rules, and without such waiver he or she would not have been permitted to participate in the Promotion or receive the prize. Each entrant acknowledges and understands the significance and consequence of this release and of this specific waiver of such laws.

14. NO WARRANTY: Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Each entrant acknowledges that the Promotion Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the prize, including express warranties provided exclusively by any prize supplier that may accompany the prize. Some jurisdictions may not allow the exclusion of implied warranties, therefore, in such jurisdictions only, some of the above limitations or exclusions may not apply.

15. DISQUALIFICATION: Administrator reserves the right to disqualify any individual or entrant it determines, at its sole discretion, is: (a) in violation of these Rules; (b) attempting to tamper with or undermine the entry process or the legitimate operation of the Promotion; (c) refusing or failing to provide proof of identity or eligibility if requested by Administrator at any time; (d) supplying any untruthful, inaccurate, or misleading personal details and information; (e) acting in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person, including without limitation, harming or threatening to harm any other entrant or the Promotion Parties' personnel; (f) potentially or actually cheating; or (g) purposely impeding the work of the Promotion Parties or the implementation of the Promotion. The disqualification of an individual or entrant shall be final and not subject to appeal or review for any reason whatsoever. For the avoidance of doubt, this section shall not limit any other of Administrator's rights or abilities set forth in these Rules. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

16. TERMINATION: Except as prohibited by law, Administrator reserves the right to suspend or modify the Promotion at any time. In the event that the operation, security, or administration of the Promotion is impaired in any way for any reason, including, but, not limited to, fraud, virus, or other technical problem, the Administrator may, in its sole discretion, either: (a) void any suspect entry; (b) suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Rules; or (c) cancel the Promotion and award the prize to eligible entries received up to the time of the impairment. If such modification or suspension occurs, Administrator will make a commercially reasonable effort to post notice of such modification or suspension.

17. CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Rules, or the rights and obligations of an entrant and Administrator in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

18. DISPUTES: All claims and disputes that arise out of or relate to the Promotion, these Rules interpretation or enforcement, or a winner's receipt or use of a prize ("Dispute") will be arbitrated under the Commercial Arbitration Rules of the American Arbitration Association ("AAA"), in English in Green Bay, Wisconsin before three neutral arbitrators who are members of the AAA. To the fullest extent permitted by law, no arbitration may be joined to an arbitration involving any other party, whether through class arbitration proceedings or otherwise. The arbitrators may award interim and final injunctive relief and other remedies, which may be confirmed or enforced in any court having jurisdiction. In the case of contradiction between the provisions of this Section and the Commercial Arbitration Rules of AAA, this Section will prevail. If any provision of this agreement to arbitrate is held invalid or unenforceable, it will

be so held to the minimum extent required by law and all other provisions will remain valid and enforceable. Each party shall be responsible for their own costs and expenses issued in connection with the arbitration, suit or action, including attorney's fees and costs at the arbitration, suit or action and to enforce any arbitration award in court and on appeal. Without limiting the requirements in this Section, in any court proceedings or claims, the parties expressly agree to submit to the exclusive jurisdiction of the state and federal courts in Brown County, Wisconsin.

19. LIST OF WINNERS: To request the names of the winners, please send a self-addressed stamped envelope to the Promotion Address, Attn: Legal. Legal residents of the State of Vermont may omit return postage. Requests must be received within six (6) months of the end of the Promotion Period unless a longer time is expressly required by law. Unless prohibited by applicable law, Administrator reserves the right to deny such request.

20. CONSTRUCTION OF RULES: These Rules shall only be modified or amended in accordance with applicable law. In the event any section or provision of these Rules is held to be illegal, invalid, or unenforceable by any court, such holding shall not affect the validity of these Rules' remaining sections or provisions. The headings of the paragraphs in these Rules are for the convenience of reference only, and do not form a part hereof, and in no way define, limit, describe, modify, interpret or construe the meanings of Administrator, the scope of these Rules, or the intent of any paragraph hereof. Administrator's failure to enforce any term of these Rules shall not constitute a waiver of that provision. Administrator is not responsible for any electronic or typographical error in the posting, printing or reproduction of these Rules, administration of the Promotion, or in the announcement of prize winners.

21. NFL DISCLAIMER: The National Football League, its member professional football clubs other than the Green Bay Packers, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises 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 the Promotion or any prize awarded. The NFL Entities have not offered or sponsored the Promotion in any way.