

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The 2023 Smile to Super Bowl LVIII Contest (the “Contest”) is open to all legal residents of the United States (except for New York, New Jersey, Rhode Island and Florida) ages 18 years and over as of April 10, 2023, who has a child or legal ward who is or over the age of 8 years old and under the age of 14 (“Entrant”). Employees of The Green Bay Packers, the NFL Entities (as defined below), and any of their respective parent companies, subsidiaries, affiliates, agents, and agencies that are involved in this Contest, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Contest is administered by Green Bay Packers, Inc., 1265 Lombardi Avenue, Green Bay, WI, 54304 (the “Administrator”).

3. Agreement to Official Rules: By participating in the Contest, Entrant and their minor child(ren) participant(s), by and through the Entrant, fully and unconditionally agree to and accept these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Contest.

4. Promotion Period: The Contest begins at 12:01 a.m. Central Time on August 16, 2023 and ends at 11:59 p.m. Central Time, September 20, 2023 (the "Promotion Period"). Administrator’s computer is the official timekeeping device for this Contest.

5. How to Enter: Entrant may submit one entry per minor in the Contest during the Promotion Period. To enter the Contest, complete the entry form available at: <https://packers.wyng.com/64c25fa85dbf4c1c4f5b4117> (the “Entry Form”) and upload a video (no longer than 3 minutes) of your child having a mock interview with one of your family members or a friend.

Limited to one entry per child per duration of the contest. Any attempt by Entrant to obtain more than one entry per child by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that Entrant’s entries and they may be disqualified from the Contest.

Administrator reserves the right, in its sole discretion, to void any entries of entrants whom Administrator believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Contest or is in violation of these Official Rules.

Entrants’ personally identifiable information will only be used in accordance with The Green Bay Packers Privacy Policy, as posted <https://www.packers.com/fans/privacy-policy>

Entrant represents and warrants that their entry is their original work, it has not been copied from others, and it does not violate the rights of any other person or entity.

6. Selection of Winner: Administrator will select one prize winner from among the eligible entries received. Entries will be judged based on equal parts (i) creativity, (ii) Green Bay Packers fandom, (iii) clarity, and (iv) on-camera presence. Administrator will select the prize winner based on the judgement criteria in its sole discretion. No decision may be appealed. Administrator will notify the winning Entrant using the email address or phone number provided on the Entry Form. The unavailability of the Entrant to be reached after a reasonable (as determined solely by Administrator) effort has been made may constitute forfeiture of the prize, at Administrator's sole discretion, and a new Prize Winner may be selected by Administrator.

7. Requirements of Potential Winner: Entrant must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. The winner will be required to sign and return to Administrator, by September 27, 2023: an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential Grand Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, Administrator will select an alternate potential winner in a random drawing of up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

8. Prize: One (1) Grand Prize winner will receive the opportunity to be the Official Junior Reporter Correspondent on the red carpet at NFL Honors, Two (2) Tickets to the Super Bowl Experience in Las Vegas, Two (2) tickets to NFL Honors, Two (2) tickets to Super Bowl LVIII, (1) 5-Night Hotel stay, One (1) Travel Voucher. Approximate retail value: \$11,970.

Administrator reserves the right to substitute any prize for one of equal or greater value. The prize winner is responsible for all taxes and fees associated with prize receipt and/or use. Winner is responsible for any and all local, state and/or federal taxes, as well as any other costs, fees or expenses not specified herein, including, without limitation, ground transportation, meals, beverages, activities, purchases, incidentals, telephone calls or other personal expenses, extra hotel fees, or other hotel charges incurred. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply. Due to current events, prize shipment may be delayed.

9. Publicity: Entry in this Contest constitutes Entrant's irrevocable, perpetual permission and consent to Administrator and others authorized by Administrator, including but not limited to Align, without compensation or attribution, (i) to use, reproduce, print, publish, transmit, communicate to the public, distribute, sell, perform, adapt, enhance, or display the entry and the Entrant's and their child(ren)'s name, likeness, photograph, any recording, and/or likeness, and city and state of residence for editorial, advertising, commercial, and publicity purposes, in any and all media now in existence or hereinafter created, throughout the world; (ii) to do (or omit to do) any acts in respect of the entry video or other entry materials which may otherwise constitute an infringement of the Entrant's or their participating minor child(ren)'s moral rights; and (iii) to edit, adapt, and modify the entry video and any other entry materials.

10. General Conditions: In the event that the operation, security, or administration of the Contest 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) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Contest and award the prize in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

Promotion may be terminated at any time, without warning, in the Administrator's sole discretion.

In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail

addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, in Administrator's sole discretion.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, Align, the NFL and its member clubs, the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, Entrant and their participating minor child(ren) by and through the Entrant agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

11. Release and Limitations of Liability: Except where prohibited, by participating in the Contest, entrants agree to release and hold harmless the Administrator, the NFL Entities (as defined below), Align, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the processing of entries; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions, LLC, NFL International, LLC, NFL Players Association, NFL Players Incorporated, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, 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 have not offered or sponsored this Sweepstakes in any way. If for any reason an entrant's entry is

confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Contest entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. 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 as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

12. Disputes: Except where prohibited by law, as a condition of participating in this Contest, Entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held in Green Bay, Wisconsin; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant 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 participating in this Contest), and participant further waives all rights to have damages multiplied or increased.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, Brown County, 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.

13. Contest Results: Winning results will be posted on www.packers.com.