THE KIDS AND ME MY CAUSE/MY CLEATS CONTEST 2021

OFFICIAL RULES

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

1. CONTEST PERIOD: The Contest entry period begins at or about about 11 AM Eastern Time ("ET") on October 20, 2021, and ends at 11:59:59 PM ET on December 8, 2021 ("Entry Phase"), followed by a judging phase (the "Judging Phase") which begins December 13, 2021 9:00 AM ET. The Entry Phase and the Judging Phase are collectively referred to as the "Contest Period." The Administrator's computer is the Contest official clock.

2. ELIGIBILITY: This Contest is offered only to legal United States residents of North Carolina and South Carolina who are at least eighteen (18) years old at the time of entry. Employees, directors, officers, and agents of Sponsor, Administrator, Panthers Football, LLC, Panthers Stadium, LLC, National Football League, and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Contest ("Contest Entities"), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Employees, agents and officers of alcohol beverage retailers and distributors and their immediate family members and all other individuals/entities associated with this Contest are not eligible to enter or win. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Contest Entities decisions and interpretations, which are final and binding in all matters related to the Contest.

3. HOW TO ENTER THE CONTEST: During the Entry Phase, an eligible entrant must follow the steps below to receive one (1) entry into the Contest ("Entry"):

Entrants to visit Carolina Panthers - Powered by Spinzo and purchase a minimum of one (1) ticket to the December 12, 2021 game featuring the Carolina Panthers vs Atlanta Falcons ("Game") to receive one entry into the Contest.

By entering the Contest, entrant hereby agrees to be bound by the terms and conditions of these Official Rules. By submitting an Entry, entrant hereby grants permission for the Entry, to be publicly posted, at Administrator's sole discretion. The Contest Entities are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected entries – all of which will be void. Administrator reserves the right to disqualify any entrant and/or Entry in its sole and absolute discretion.

To enter without making a purchase: Hand-print your complete name, address, city, state and zip code, day and evening telephone number (including area code), date of birth and e-mail address (optional) on a 3"x5" postcard and mailing it in an envelope with proper postage affixed to The Kids and Me My Cause/My Cleats Contest 800 S. Mint St Charlotte, NC 28255. Administrator may use e-mail addresses provided via the mail-in entry method (as applicable) for prize notification purposes only; however, eligibility to participate in the Contest is not dependent upon entrant's provision of this information. Mail-in entries must be postmarked by December 8, 2021 to be eligible. Mail-in entries become the property of the Contest Entities and will not be returned.

4. JUDGING AND WINNER SELECTION: During the Judging Phase, eligible Entries submitted will be judged by a panel of judges comprised of Administrator's representatives ("Judges"). The Judges will determine which entrant purchased most Game tickets during the Contest Period. The entry with the greatest number of Game tickets purchased will be declared the potential Contest winners. The Contest winners are considered potential Contest winners pending verification of eligibility and compliance with these Official Rules. In the event of any ties, a coin flip will be performed to determine the winner. If a Contest winner is found to be ineligible or do not comply with these Official Rules, he/she will be disqualified and the Entry with the next-highest Game tickets purchased will be named the Contest winner. Administrator's, Judge's, and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the Contest winners.

5. PRIZE AND APPROXIMATE RETAIL VALUES ("ARV"): Each $500; Total ARV: $500

Prizes: One (1) prize winner will receive one (1) Carolina Panthers football experience consisting of a five (5) minute virtual meet and greet with a Carolina Panthers player (at Administrators sole discretion) ("Prize").

Contest entities bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Prize become unavailable, the Contest Entities shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. Contest Entities are not responsible if Contest is delayed, postponed, or canceled for any reason. Winner agrees that the Prize is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Administrator reserves the right to remove or to deny entry to winner if either winner or his/her guests violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person during the virtual meet and greet.

General: No prize substitution or exchange will be allowed, except by Administrator, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the Prize or force majeure. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Contest Entities shall not be held responsible for any delays in awarding the Prize for any reason. If, after a good-faith attempt, Administrator is unable to award or deliver the Prize, the Prize may not be re-awarded.

6. HOW TO CLAIM A PRIZE: The winners will be notified on or around 12/10/21 and is subject to verification of eligibility and compliance with these Official Rules. The potential winner will be required to provide the requested information including, but not limited to, his/her full name, e-mail address, mailing address (P.O. Boxes are not permitted), and date of birth. The potential winner may be subject to a background check before the Prize is awarded. Administrator reserves the right to disqualify the potential winner based on the results of such background check if Administrator determines in its sole discretion that awarding the Prize to any such individual might reflect negatively on the Contest Entities. Upon verification of eligibility, the Prize will be fulfilled in a manner the Administrator deems acceptable. Upon return of all required paperwork, the winner will be contacted regarding prize fulfillment. The Contest Entities shall not be held responsible for any delays in providing the Prize for any reason. If the winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or any winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such notification, the Prize may be forfeited. If the Prize is forfeited for any reason, it may be given to an alternate potential winner, at the Administrator's sole and absolute discretion, selected in accordance with these Official Rules, time permitting. If, after a good-faith attempt, Administrator is unable to provide or deliver the Prize, the Prize may not be awarded. Prize is not transferable and includes only the items specifically listed as part of the Prize. Any portion of the Prize not accepted by the winner will be forfeited. The winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for the Prize. Approximate retail values are as of the time these Official Rules were printed and the value of the Prize may fluctuate. The winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is provided. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Prize will only be provided to a verified winner.

7. LIMITATION OF LIABILITY: By participating in this Contest, entrants agree that the Contest Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/Website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission,

interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Contest; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Contest and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Contest Entities are not responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Contest related e-mail to a spam or junk folder.

By entering the Contest, each entrant agrees: (i) to be bound by these Official Rules, including Entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Contest is not capable of running as planned, or the integrity and or feasibility of the Contest is severely undermined by any event beyond the control of Administrator, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Contest Entities (each a "Force Majeure" event or occurrence), Administrator reserves the right, at its sole and absolute discretion, to abbreviate, cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING THE PRIZES, IS 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.

8. DISPUTES: THIS CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NORTH CAROLINA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN MECKLENBURG COUNTY, NORTH CAROLINA. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NORTH CAROLINA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN MECKLENBURG COUNTY, NORTH CAROLINA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT

THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR CONTEST ENTITIES AND/OR RELEASED PARTIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

9. PRIVACY POLICY: Any personally identifiable information collected during an entrant's participation in the Contest will be collected by Contest Entities or its designee and used by Contest Entities, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules and in Administrators privacy policy at PANTHERS PRIVACY POLICY.

10. PUBLICITY RIGHTS: By participating in the Contest and/or accepting a prize, each entrant agrees to allow Administrator and Administrator's designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to television (including live television), radio, and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

11. GENERAL: This Contest is subject to all federal, state and local laws and regulations. Winning a prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her prize. If it is discovered or suspected that a person has registered, entered or attempted to register or receive entries using multiple e-mail addresses, identities, IP addresses, or use of proxy servers or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive and such prize may be forfeited at the Administrator's sole and absolute discretion. Administrator reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of an entrant, the Entry will be declared made by the primary account holder of the e-mail account associated with the Twitter, Instagram, or Facebook account used to enter the Contest. Potential winners may be required to show proof of being the primary account holder. The "primary account holder" is the natural person listed as the primary owner of the e-mail address by an e-mail service provided. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any prize documents will not affect the validity or enforceability of any other provision. Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Contest as set forth in these Official Rules shall prevail.

12. WINNER LIST: To obtain the name of the winner, mail a self-addressed, stamped business-sized envelope to: The Kids and Me My Cause/My Cleats Contest 2021 - Winner List Request, 800 S. Mint St Charlotte, NC 28255. Winner List requests must be received by December 31, 2021.

13. Administrator: Panthers Football, LLC.

14. **Sponsor:** The Kids and Me.