

THAT DESERVES A CROWN CONTEST 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. MUST BE 21 YEARS OF AGE OR OLDER TO SUBMIT A NOMINATION; MUST BE 25 YEARS OF AGE OR OLDER TO BE NOMINATED.

1. Eligibility

The That Deserves a Crown Contest (the “Contest”) is being offered only in the United States. Eligibility for individuals submitting a nomination in the Contest is limited to persons who are legal residents of Delaware, New Jersey or Pennsylvania and who are twenty-one (21) years of age or older, as of the date of entry (“Entrants”). Eligibility for nominees is limited to individuals who are legal residents of Delaware, New Jersey or Pennsylvania and who are twenty-five (25) years of age or older, as of the date of submission (“Nominees”). For clarity, Entrants cannot nominate themselves. If selected, Entrant and Nominee each will be asked to provide proof of eligibility in a format deemed acceptable to Eagles and Crown Royal.

Employees, owners, officers, directors, agents and representatives of Philadelphia Eagles, LLC (the “Eagles”), Diageo Americas, Inc. (“Crown Royal” or “Sponsor”), the NFL Entities (as defined below) and any of their respective agencies, owners, members, subsidiaries and affiliates, advertising and promotion agencies or of alcohol beverage suppliers, importers, wholesalers, distributors, retailers, 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 either as Entrants or Nominees. By entering, you agree to these Official Rules and the decisions of the Eagles and Sponsor, which are final and binding in all respects. “NFL Entities” shall mean, collectively, NFL Ventures, L.P., NFL Ventures, Inc., NFL Productions LLC, NFL Enterprises LLC, NFL Properties LLC, NFL International LLC, all of the NFL Member Clubs, any successor or future entity that is, directly or indirectly, jointly owned and/or controlled by all or substantially all of the NFL member clubs under the NFL Constitution and each and all of their respective affiliates, subsidiaries, successors and assigns.

2. Contest Period

Contest period begins on September 8, 2025 at 10:00 a.m. Eastern Time and ends on November 30, 2025 at 11:59 p.m. Eastern Time (the “Contest Period”). There will be four (4) entry periods (“Entry Periods”) during the Contest Period. One (1) winner will be selected after the end of each Entry Period. The Eagles’ computer shall be the official clock of the Contest.

3. How to Nominate

To nominate a person for the Contest, eligible persons must go to <https://www.philadelphiaeagles.com/fans/deserves-a-crown> and click on the icon to access the entry form during the Contest Period. An Entrant must secure the consent of the person they wish to nominate for the Contest before doing so; and, as part of such consent, such Entrant should advise Nominee of the nature of the prize including their availability on one of the Eagles home games dates (as set forth below). To submit a complete and correct nomination entry (“entry”), an Entrant must enter his or her date of birth, country of residence, name, e-mail address, zip code, and phone number, as well as the name of the Nominee, date of birth of the Nominee, e-mail address of the Nominee and phone number of the Nominee. Entrants must also confirm that they are twenty-one (21) years of age or older, confirm they have secured the consent of the person they wish to nominate for the Contest, and agree to be bound by these Official Rules. Next, in **250 words or less** explain why the Nominee should be recognized as a hero and how the Nominee is

making a positive impact on their local community. **Entrant represents and warrants that, to the best of his/her knowledge and belief, the statements included in the nomination are true and accurate, with the understanding that the Eagles and Crown Royal are directly relying on such representation and warranty and would not have accepted the nomination or awarded a prize to the Nominee (if applicable) in the absence of same.**

Subject to the conditions below, the Nominee will automatically be entered into the Contest. Proof of entry submission does not equate to proof of receipt. Any effort by an Entrant to misrepresent himself or herself (or the identity of any Nominee) through the use of aliases or multiple e-mail addresses or telephone numbers or misrepresent his or her (or the Nominee's) eligibility, age or criteria for the Contest will disqualify that Entrant's nomination and possibly the Entrant's Nominee; however, disqualification shall not represent the sole remedy available to Eagles or Crown Royal under such circumstances. Entrants and Nominees agree to be bound by the Official Rules.

A nomination or entry may identify only one (1) person as the Nominee. An organization, association or entity cannot function as the Nominee. Only one (1) entry per Entrant shall be considered. If multiple entries are received for a single Nominee, the highest scored nomination for such Nominee shall be considered. Any eligible entry submitted during one (1) Entry Period but not selected as the winner for that Entry Period will automatically be eligible for subsequent Entry Period(s).

By submitting a nomination, Entrant and Nominee grant, without payment or consideration or further notice of any kind, Eagles and Crown Royal an unlimited, worldwide, royalty-free, perpetual, irrevocable, non-exclusive and freely transferrable license and right to publish, use, reproduce, modify, adapt, publicly perform, display, distribute, create derivative works from and otherwise disclose to third parties any part and all of such entry (including all written material and motion pictures, and all trademarks and logos of the Nominee included therein) for any purpose, whether commercial or noncommercial, anywhere, in any form of media, whether now known or later developed.

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 Crown Royal 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 and/or Crown Royal will prosecute any fraudulent activities to the fullest extent of the law. The Eagles reserves the right to suspend or terminate this Contest without notice if it determines, in its sole discretion, that the Contest becomes infected or otherwise corrupted.

4. Winner

Four (4) Nominees will be selected as winners ("Winners") based on the essays that express why the Nominee is most deserving of being recognized as being a hero making a positive impact on their local community, as determined by the Eagles and Sponsor in their sole discretion. There will be four (4) separate selections as set forth in the chart below, and one (1) Winner will be selected as set forth below from all eligible entries received during the applicable Entry Period. Non-winning entries will automatically be eligible for subsequent Entry Period(s).

Entry Period	Deadline to Enter	Selection Date	Date of Game that Winner will be Honored (subject to NFL's flexible scheduling procedure)	Approximate Retail Value ("ARV")
1	September 12, 2025, 11:59 p.m. Eastern Time	September 12, 2025	Sunday, September 21, 2025 (Los Angeles Rams)	\$400 (\$200/per ticket) + \$50 (parking pass) + \$350 (helmet) + \$500 (giftbag) = \$1300 Total ARV
2	September 21, 2025, 11:59 p.m. Eastern Time	September 22, 2025	Sunday, October 5, 2025 (Denver Broncos)	\$350 (\$175/per ticket) + \$50 (parking pass) + \$350 (helmet) + \$500 (giftbag) = \$1250 Total ARV
3	November 2, 2025, 11:59 p.m. Eastern Time	November 3, 2025	Sunday, November 16, 2025 (Detroit Lions)	\$400 (\$200/per ticket) + \$50 (parking pass) + \$350 (helmet) + \$500 (giftbag) = \$1300 Total ARV
4	November 30, 2025, 11:59 p.m. Eastern Time	December 1, 2025	Sunday, December 14, 2025 (Las Vegas Raiders)	\$350 (\$175/per ticket) + \$50 (parking pass) + \$350 (helmet) + \$500 (giftbag) = \$1250 Total ARV

Winners will be notified by email and/or phone within approximately forty-eight (48) hours of the selection. If, after two (2) attempts, contact has not been made, any potential prize will be forfeited, and an alternate winner will be selected from the remaining eligible entries received for the applicable Entry Period (including from any preceding Entry Period(s)). Fulfillment agent (i.e., the Eagles/Crown Royal representative) must speak with potential winner. Winners are not eligible for subsequent Entry Period(s). Final designation as a Winner depends on verification of eligibility as determined by Eagles and Crown Royal. Winners may not substitute or redeem prize for cash, but Eagles reserves the right to substitute prize (in whole or in part) with a prize of equal or greater value should the advertised prize (or any component thereof) become unavailable for any reason.

5. Prize/Odds

In accordance with these Official Rules, **each of the four (4) Winners will receive: two (2) tickets and one (1) parking pass for one (1) Philadelphia Eagles home game during the 2025 NFL season scheduled to be played at Lincoln Financial Field** (the same Eagles home game where such Winner will be featured in a videoboard feature; the exact location of the tickets and the exact date and time of the game will be determined by Eagles in its sole discretion); **one (1) replica Eagles helmet; and one (1) Crown Royal giftbag. Alcohol is not part of the prize.** ARV of each prize is reflected in the chart above. Winner agrees to participate in a videoboard feature at Lincoln Financial Field during the applicable home game without any additional compensation. Eagles and Crown Royal reserve the right to conduct a background check of any criminal records of the Winners (and/or entrants). To the extent necessary and permitted by law, Winners (and/or entrants) shall authorize this background check. Eagles and Crown Royal reserve the right, at their sole discretion, to disqualify any Winner based on the background check and, if Winner is disqualified, the corresponding entrant will also be disqualified.

Winner's guest must be twenty-one (21) years of age or older and must sign and return a Waiver and Liability Release (a "Release") prior to the applicable home game. If Winner's guest fails to comply with the Release requirement or if Winner chooses to accept the prize without a guest,

Winner will only receive one (1) ticket to the Eagles home game (as well as the remaining components of the prize) and no alternate prize or compensation will be awarded. **Odds of winning will be determined by the total number of eligible entries received during each Entry Period and non-winning eligible entries from any preceding Entry Period(s) and content of the essay component of entry.** No assignment, transfer or substitution of prize is permitted except by the Eagles in the event of prize unavailability. In the event Winner is unavailable or unable to attend the Eagles home game designated in the Winner's Entry Period, Winner will receive helmet and Crown Royal giftbag only and no alternate prize or compensation will be awarded. Travel expenses and any costs associated with attendance at the game shall be the sole responsibility of the Winner. Taxes on or connected with the prize and the reporting consequences thereof are the sole and exclusive responsibility of Winner. Winner will be issued an Internal Revenue Service 1099 Tax Form reflecting the value of the prize and Winner agrees to fully cooperate with the Eagles/Crown Royal as to compliance with this reporting requirement, including by providing his/her Social Security Number or Tax Identification Number.

The entrant who submitted the entry nominating the Winner will not receive any prize.

6. General Conditions

Winners and their respective nominators will be required to execute and return an Affidavit of Eligibility, a Release, and where lawful, a Publicity Release and instrument of assignment within two (2) days of notification of the prize. Failure to return documents timely, or if prize notification or prize is returned as non-deliverable, may result in disqualification with an alternate winner selected. Where permitted by law, each Winner agrees to grant to the Eagles and Sponsor 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, such Winner's name, portrait, picture, voice, likeness, biographical information, and essay as news or information and for advertising and promotional purposes without additional consideration; and further without 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 Sponsor. Failure to make such appearances or grant such rights may result in disqualification with an alternate potential winner selected; and while not obligated to do so, the Eagles and/or Sponsor may, in their sole discretion, bear such reasonable costs and expenses that the Eagles and/or Sponsor, in their sole discretion, deem appropriate for Winners 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 National Football League ("NFL"), Sponsor, and 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 Contest related activity, or participation in this Contest. **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 Sponsor is responsible for any incorrect or inaccurate information, whether caused by Web site users, or tampering or hacking, or by any of the equipment or programming associated with or utilized in the Contest and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the Web site. Neither the Eagles or Sponsor is responsible

for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Web site. If, for any reason, the Contest is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of Eagles or Sponsor (as applicable), could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Eagles and Sponsor reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest and select the winner from Internet entries received for a given Entry Period prior to the action taken. IN NO EVENT WILL THE EAGLES, EAGLES STADIUM OPERATOR, LLC, THE NFL, THE NFL ENTITIES, SPONSOR, 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 ARISING OUT OF YOUR ACCESS TO AND USE OF INTERNET SITE WWW.PHILADELPHIAEAGLES.COM OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS SITE 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. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

8. Disputes

As a condition of participating in this Contest, entrant and nominee agree that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, 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 or nominee 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 or nominee's actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and participant or nominee further waives all rights to have damages multiplied or increased.

9. Privacy Policy

Entrants' and Nominees' personally identifiable information will be used in accordance with the Eagles' Privacy Policy, as posted on <https://www.philadelphiaeagles.com/footer/privacy-policy> and Crown Royal's privacy policy, as posted on [footer.diageohorizon.com/dfs/assets/www.crownroyal.com/PrivacyPolicy_uen.html?locale=uen-us](https://www.diageohorizon.com/dfs/assets/www.crownroyal.com/PrivacyPolicy_uen.html?locale=uen-us).

10. Winners' List

For names of the Winners, send a **self-addressed** stamped envelope by January 2, 2026 to: That Deserves a Crown Contest – Winners' Names, NovaCare Complex, One NovaCare Way, Philadelphia, PA 19145.

Sponsor: Diageo Americas, Inc., New York, NY 10007.

Please Drink Responsibly.

The Crown Royal Company, New York, NY.