PEPSI® LARRY JOE TAYLOR - TEXAS MUSIC FESTIVAL SWEEPSTAKES AT ALLSUPS ("SWEEPSTAKES")
OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. DATA RATES MAY APPLY IF PARTICIPATING VIA A MOBILE DEVICE.

1. SWEEPSTAKES PERIOD: The Sweepstakes begins at 12:00:00 p.m. Mountain Time ("MT") on February 28, 2024 and ends at 11:59:59 p.m. MT on April 8, 2024 ("Sweepstakes Period"). The computer administering the App (defined below) is the official time-keeping device for the Sweepstakes.

2. HOW TO ENTER: There are two (2) ways to enter as described below.

A. Yesway & Allsup's Rewards App: During the Sweepstakes Period, purchase two (2) 16-ounce Rockstar Energy (any flavor) or 12-ounce Rockstar Focus from a participating Yesway or Allsup's location and, at the time of purchase, enter the 10-digit registered phone number associated with your YESWAY & ALLSUP'S REWARDS APP (the "App") account at the store's payment PIN pad terminal to automatically receive one (1) entry into the Sweepstakes. To download the App, visit the Apple App Store for iOS devices or the Google Play Store for Android devices. There is no charge to download the App or to create a YESWAY & ALLSUP'S REWARDS APP account. For details, visit https://m.yeswayallsupsrewards.com/. Entrants must have a mobile device to participate via this method and may incur data charges from their wireless service provider. Entrants should check with their wireless service provider for details on applicable charges.

B. Non-Purchase Method of Entry: To enter without making a purchase and downloading the App, hand print your first and last name, complete mailing address (no PO Boxes), daytime phone number, date of birth, and email address on a 3" x 5" index card or piece of paper and place your entry into an outer-mailing envelope with proper postage affixed and mail it to: 5614 Marketing,1312 17th Street, Unit #2378 Denver, CO 80202 to be postmarked by April 1, 2024 and received by April 8, 2024. Each mail-in entry must be mailed in a separate hand-addressed, postmarked envelope. Limit one (1) mail-in entry per stamped-outer envelope. No photocopied or mechanically reproduced entries accepted. No responsibility is assumed by Sponsor (defined below) for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail or entries. Entries become property of Sponsor and will not be returned.

Limit one (1) entry per day per person, regardless of entry method. A "day" is defined as a twenty-four (24) hour period beginning at 12:00:00 a.m. (midnight) ET and ending at 11:59:59 p.m. ET except the first day of the Sweepstakes Period which will begin at 12:00:00 p.m. ET and end the same day at 11:59:59 p.m. ET.

All entrants must have a valid phone number. The name of the person submitting the entry into the Sweepstakes must be the authorized account holder of the phone number used to enter, otherwise, entry may be deemed void. Multiple entrants may not share the same phone

number. In the event of a dispute over the identity of an entrant, entry will be declared made by the authorized account holder of the phone number used during the entry process. A potential winner may be required to provide identification sufficient to show that they are the authorized account holder of such phone number.

Each entry must be manually keystroked and/or manually entered by the individual entrant. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from any such scripts, macros, bots or sweepstakes services or related email addresses or IP addresses may be blocked. If it is discovered that an entrant used multiple email addresses, phone numbers and/or mailing addresses, or manipulated such information for the purpose of obtaining more than one (1) entry per day, such person will be disqualified and any prize won will be forfeited.

3. ELIGIBILITY: Open to legal U.S. residents residing withing Texas who are 18 years of age or older at the time of entry. The following persons are not eligible to participate or win: employees, contractors, directors and officers of PepsiCo, Inc., Pepsi-Cola Company ("Sponsor") and its bottlers, 5614, LLC ("Administrator"), BW Gas & Convenience Retail, LLC, and each of their respective parent, subsidiary and affiliated companies, participating locations, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively "Promotion Parties"). No groups, clubs or organizations may enter or win a prize or reproduce or distribute any portion of these Official Rules to its members.

4. DRAWING: The potential winners will be selected in a random drawing on or about April 9, 2024 from among all eligible entries received. The random drawing will be conducted by the Administrator, whose decisions are final. Odds of winning depend on the number of eligible entries received.

5. PRIZE: Twenty-Five (25) First Prizes are available to be awarded, each consisting of four (4) Larry Joe Taylor - Texas Music Festival General Admission 3 Day Pass Tickets (4/25/2024 – 4/27/2024). ARV: $98.00 each ticket.

6. WINNER NOTIFICATION: The potential winners will be notified by email within one (1) business day of the applicable random drawing. The email will provide information regarding how to claim a prize. A prize must be claimed within five (5) days of email notification or the prize may be forfeited and awarded to an alternate winner. If any prize notification or prize is returned as undeliverable, if a potential winner does not properly claim their prize (as instructed within the notification), or if a potential winner cannot be verified or is otherwise unable to accept the prize as stated or unable to attend a prize event on the date specified, the prize may be forfeited. Upon forfeiture for any reason as stated within these Official Rules, no compensation will be given. PLEASE BE AWARE THAT TEXT AND DATA RATES MAY APPLY WHEN SENDING OR RECEIVING MESSAGES AND USING DATA SERVICES ON YOUR MOBILE DEVICE. THE SPECIFIC CHARGES ASSOCIATED WITH TEXTING AND DATA USAGE ARE DETERMINED BY YOUR MOBILE SERVICE PROVIDER.

7. GENERAL: This Sweepstakes is governed by the laws of the United States and of the State of New York without respect to conflict of law doctrines. Void where prohibited. Potential winners may be required to provide proof of legal U.S. residency if requested by Sponsor to determine eligibility and as a condition of a prize award. No substitution of prizes is offered, no transfer of a prize to a third party is permitted and a non-cash prize may not be redeemed for cash value, except as determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion thereof becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, entrants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Sweepstakes, will be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g. costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Winners will be solely responsible for paying all applicable federal, state and local taxes on prize, if any. Winners will be required to give their social security number to Sponsor or its designee as a condition of receiving the prize and will receive an IRS Form 1099 for the stated value of their prize, if applicable. Any portion of a prize not accepted or used by winner for any reason will be forfeited. Any difference between stated value and actual value will not be awarded.

8. CONDUCT: By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which will be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor and Administrator reserve the right, at their sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes, or to be acting in any manner deemed to be in violation of the Official Rules, or to be acting in any manner deemed to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

9. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information submitted by entrant, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service; (e) suspended or discontinued Internet or wireless service; (f) any injury or damage to

entrants or to any other person's computer, mobile device or property which may be related to or resulting from any attempt to participate in the Sweepstakes or any download of any materials in the Sweepstakes; (g) any suspended or discontinued Internet or wireless service or a change in winner's phone number which may result in a potential winner not receiving a prize notification; or (h) any undelivered or unanswered emails, including without limitation, emails that are not received because of a potential winner's privacy or spam filter settings which may divert any Sweepstakes email, including any winner notification email, to a spam or junk folder. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes, including but not limited to Acts of God, pandemics, epidemics, weather, fire, strike, acts of war or terrorism, government restriction, or any other condition beyond their control, which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right, at their sole discretion, to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, Sponsor reserves the right to award the remaining prize(s) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor will not have any further liability to any entrant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they appear online from time to time during the Sweepstakes for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sponsor and Administrator reserve the right, in their sole discretion, to disqualify any entrant (and all their entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if the entrant tampers with the entry process or if their fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials.

10. RELEASE OF LIABILITY: All entrants, as a condition of participation, agree to release the Sponsor and Promotion Parties and each of their respective officers, directors, members, employees, agents, licensors and assigns from and against any and all liability, claims or actions of any kind whatsoever for injuries, illnesses, damages or losses to persons and property, including bodily injury and death, which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of any prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. Winners will bear all risk of loss or damage to their prize and/or prize documentation after it has been delivered. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Except where prohibited by law, winners grant to Sponsor the right to print, publish, broadcast and use their name, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor, in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation or consideration, unless prohibited by law.

Sponsor's use of your personal information is subject to the privacy policy located at https://contact.pepsico.com/pepsi/privacy-policy. Any communication between entrant and

Administrator, Sponsor or its agencies regarding this Sweepstakes (e.g., phone calls, emails, chats, etc.) may be recorded for quality assurance and training purposes. Winners' names may be included in a publicly available winner's list.

11. **WINNERS' LIST:** For the names of the winners, send a self-addressed, stamped envelope by April 22, 2024 to: 5614 Marketing,1312 17th Street, Unit #2378 Denver, CO 80202.

12. **SPONSOR:** Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, New York 10577.

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