

ABBREVIATED RULES:

No purchase necessary to enter or win a prize. A purchase will not increase chances of winning. Sweepstakes begins on 06/22/26 and ends on 07/12/26. Sweepstakes open to legal residents of the United States except AR, MD, and WA who are 21 years of age or older at time of entry. Visit <https://www.seagramsescapes.com/slackersweeps> for Official Rules and how to enter. Picture is for illustrative purposes and may vary from actual Prize awarded. Malt Beverage Made with Natural Flavors and Certified Colors. Does not contain Distilled Spirits. Text-messaging and data rates may apply. Void wherever prohibited or restricted by law. Instagram and prize manufacturers do not endorse Sponsor's products and are not affiliated with the Sweepstakes. Additional terms/restrictions apply. ©2026 The Seagram Beverage Company. Rochester, NY. All Rights Reserved.

OFFICIAL RULES**THE SEAGRAM'S ESCAPES SUMMER SLACKERS SWEEPSTAKES****NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE.****A PURCHASE WILL NOT INCREASE CHANCES OF WINNING.****MUST BE 21 YEARS OF AGE OR OLDER AT TIME OF ENTRY AND HAVE AN INTERNET CONNECTION AND VALID EMAIL ADDRESS.**

ELIGIBILITY: The Seagram's Escapes Summer Slackers Sweepstakes ("Sweepstakes") begins at approximately 12:00:01 AM Eastern Time ("ET") on 06/22/2026 ("Start Date") and ends at 11:59:59 PM ET on 07/12/2026 ("End Date") ("Promotion Period"). The Seagram's Escapes Summer Slackers Sweepstakes ("Sweepstakes") is open to legal US residents except AR, MD, and WA who are 21 years of age or older at time of entry. This Sweepstakes is sponsored by High Falls Operating Co, LLC d/b/a The Seagram Beverage Company ("Sponsor"). Sponsor, employees, officers, and directors of Sponsor, Sponsor's agents, advertising/promotion agencies, and all of their respective officers, directors, representatives and employees, alcoholic beverage licensees, and the parent, subsidiary, and affiliated companies of the foregoing entities (collectively, the "Released Parties"), and the immediate family members of the foregoing employees, are not eligible to participate in this Sweepstakes. By participating, entrants agree to these Official Rules, which also can be found at www.seagramsescapes.com/grwmsweeps, and the decisions of the Sponsor. Individuals who have won a prize (or whose household has won a prize) from Sponsor within six (6) months prior to the start date of this Sweepstakes are not eligible to participate or win. "Household" members shall mean people who share the same residence at least three (3) months a year. By participating, entrants agree to these Official Rules and the decisions of the Sponsor.

HOW TO ENTER: To enter the Sweepstakes, during the Promotion Period, (i) follow Seagram’s Escapes @SeagramsEscapes on Instagram, (ii) “like” the corresponding Sweepstakes Instagram post and (iii) “Tag” a friend in the comments of the corresponding Instagram post. All Entries must meet the submission guidelines outlined in these Official Rules. No beer purchase is necessary to participate. There is a limit of one (1) Entry per person, per day, per household. Entries must be received by the close of the Promotion Period.

INSTAGRAM: An internet connection and an Instagram account are required to enter this Sweepstakes. If you do not have an Instagram account, there is no cost to create one at www.instagram.com. Please note that you must agree to comply with the Instagram Terms of Service (<http://instagram.com/legal/terms/>) and Privacy Policy (<https://help.instagram.com/155833707900388>) in order to create your Instagram account. You must be 21 years of age or older to visit and/or become a follower of the Seagram’s Escape Instagram page. All entries will be deemed made by the authorized account holder of the email address used to register the Instagram account. The “authorized account holder” is defined as the natural person who was assigned by an Internet access provider or on-line service provider responsible for assigning email addresses for the domain associated with the email address used to enter the Sweepstakes. The use of automated entry devices of any kind is prohibited. Incomplete entries, entries by script, macro or other automated means, or entries that do not fully comply with these Official Rules will not be accepted, acknowledged, or returned. Account must be public during the Promotion Period.

PRIZES AND DRAWINGS: Subject to confirmation of eligibility, there will be Five (5) Winners (“Winner”). Each Winner will be randomly selected on or around 07/26/2026 from all eligible entries received by the close of the Sweepstakes Period. Each Winner will be notified by phone, direct message or e-mail and hereby consents to receiving such phone call, text-message, direct message, or email by entering this Sweepstakes. The prize (“Prize”) includes:

Fun Boy Tanning Lounger	\$58.41
Pop Up Bar	\$184.54
Cooler	\$65.19
4pk Cups	\$19.88
Ice Bucket	\$26.97
Total	\$354.99

The Approximate Retail Value (ARV) of each Prize Pack is \$354.99 with a total ARV for all Prizes of \$1,774.95. The odds of winning a Prize will depend on the total number of eligible entries received. All Prizes will be awarded unless Sponsor cannot obtain documentation from a potential Winner to prove age and residency in which case all Prizes may not be awarded. Winner is responsible for all costs and expenses not specifically stated as being included herein including, but not limited to, insurance, all taxes, surcharges, fuel, registration fees, transfer of title, licenses, delivery of Prize, and all other costs and expenses incurred in claiming, registering, or using the Prize. Winners may obtain Prize by delivery to address provided. Winner assumes all responsibility for the legal and safe operation or handling of the Prize. **No alcohol is being awarded as a Prize.**

CONDITIONS: Winners must be 21 years of age or older at time of entry. There is a limit of one (1) Prize per person, one (1) per household. Sponsor reserves the right to substitute the Prize with a prize of equal or greater value or with a company check in the amount of the ARV of the Prize. If Sponsor is unable to receive personal confirmation from a Winner of being selected as a Winner within three (3) days from Sponsor's first notification attempt, or if a Winner (i) fails to complete and return all requested documents by the date specified by the Sponsor, (ii) is found to be ineligible, or (iii) fails to comply with the Official Rules, the Prize will be forfeited and an alternate winner will be selected. If a Prize confirmation letter is returned as undeliverable, the Prize will be forfeited and Sponsor will select an alternate winner. Acceptance of the Prize constitutes permission for Sponsor to use Winner's name and address (city and state) for promotional purposes on a worldwide basis, and in all forms of media in perpetuity, without notice or further compensation. Sponsor will issue an IRS Form 1099 for prizes valued in excess of \$600.00. Each Winner, and Winner's guests, if any, will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release within three (3) days from the date of receipt. All federal, state and other taxes are the responsibility of each Winner. Prizes awarded may not be exactly as shown. No substitutions are allowed and the Prize may not be transferred, conveyed or auctioned. A purchase will not increase chances of winning. Prize is subject to availability. By participating, entrants agree to waive any right to claim ambiguity in regard to the mechanics of the Sweepstakes or the interpretation of the Official Rules. Taxes (federal, state, and local) are the sole responsibility of the Winner. Sponsor does not provide tax advice. Entrants are encouraged to contact their own advisor regarding potential tax implications, if any, of this Sweepstakes. Personal information provided to participate in the Sweepstakes is subject to Sponsor's Privacy Policy found at www.fifco.com/privacy.

ENTRANT WARRANTY AND RELEASE: Each entrant warrants that he/she is eligible to participate in this Sweepstakes and has the legal capacity to agree to the terms of these Official Rules. Winner agrees to release, indemnify, and hold harmless the Released Parties from any and all liability, injuries, losses, or damages to any person (including death) or property, arising from or in connection with the awarding, receipt and/or misuse of a prize or participation in any prize-related activity.

LIMITATIONS ON LIABILITY: Sponsor and its agents and their respective officers, directors, and employees are not responsible for lost, late, delayed, inaccurate, incomplete, or misdirected entries, or for any electronic, network, or computer failures or malfunctions, lost or unavailable network connections, or failed, incomplete, garbled or delayed transmissions that may limit a user's ability to participate in this Sweepstakes, or for any other hardware, software, or technical errors of any kind including any injury or damage to any person's electronic equipment related to or resulting from participating in the Sweepstakes, or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, or with respect to any Sweepstakes-related materials. All entries become the property of the Sponsor. Headings are provided for convenience only. Sponsor is not responsible or liable for any loss, damage, inconvenience, or loss of time arising out of any acts, omissions, or negligence, of any person, including, without limitation, air and ground transportation carriers, and any person providing any service or accommodation in conjunction with the Prize, or for delays or cancellations including, but not limited to those resulting from mechanical breakdown, closings, strikes, government action, inclement weather, sickness, injury, or Acts of God. Winner and any guests agree to abide by all rules and policies of any Prize-related venue and are subject to ejection for non-compliance or unruly behavior. Winner agrees to release, discharge, indemnify, and hold harmless the Sponsor and its parent companies and affiliates and their respective directors, officers, employees, and agents, from any claims due to any injuries, damages or losses incurred by the Winner, or caused by the Winner, (including death) resulting in whole or in part from attendance at any Prize-related event, use of the Prize, or participation in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state and local laws. Any person attempting to defraud or in any way tamper with the mechanics or logistics of this Sweepstakes will be declared ineligible and may be prosecuted. Sponsor is not responsible for lost or stolen Prizes once mailed. If, for any reason, the Sweepstakes is not capable of being conducted as planned

because of tampering, intervention, fraud, technical failures, or any other reason (each an "Intervening Cause"), which affects the security, fairness, or proper execution of the Sweepstakes, Sponsor reserves the right to modify or cancel the Sweepstakes, or award the Prize through a random drawing from all eligible entries received which, in Sponsor's opinion, were not affected by the Intervening Cause. With regard to the Prize being awarded, Sponsor makes no express or implied warranty of merchantability or fitness for a particular purpose. Void wherever prohibited or restricted by law.

DISPUTE RESOLUTION: Any disputes regarding this Sweepstakes shall be governed by New York State law and resolved in State or Federal court located in Monroe County, New York. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred but in no event attorneys' fees. Entrant waives any claim for punitive, incidental and consequential damages. **BY PARTICIPATING, EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE MAY BRING A CLAIM AGAINST THE RELEASED PARTIES ON AN INDIVIDUAL BASIS ONLY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE ACTION OR PROCEEDING.**

INSTAGRAM DISCLAIMER: Entrants should understand that they are providing their information to the Sponsor and not to Instagram. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram or its affiliated companies.

WINNERS LIST: For a Winners list, mail a self-addressed stamped envelope postmarked within forty-five days of End Date to: The Seagram's Escapes Summer Slackers Sweepstakes, 445 Saint Paul Street, Rochester, NY 14605.

OFFICIAL RULES: For a copy of these Official Rules, send a self-addressed stamped envelope, postmarked within forty-five days of End Date to: The Seagram's Escapes Summer Slackers Sweepstakes, 445 Saint Paul Street, Rochester, NY 14605.

SPONSOR: The Seagram Beverage Company is the sole Sponsor of this Sweepstakes. The Prize manufacturer and its dealers do not endorse Sponsor's products and are not affiliated with this Sweepstakes. Any trademarks or trade names used are the property of their respective owners and are used for purposes of prize description only.