

KONA BIG WAVE ® SWEEPSTAKES 2026

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS OPEN ONLY TO PERSONS WHO ARE, AT THE TIME OF ENTRY, LEGAL RESIDENTS OF ARKANSAS, LOUISIANA, NEW MEXICO, OKLAHOMA, AND TEXAS AND AT LEAST TWENTY-ONE (21) YEARS OF AGE OR OLDER. SWEEPSTAKES WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.

1. **ELIGIBILITY:**

The “Kona Big Wave Sweepstakes 2026” (“Sweepstakes”) is open to legal residents of Arkansas, Louisiana, New Mexico, Oklahoma, and Texas who are twenty-one (21) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of Anheuser-Busch, LLC, and its affiliates, subsidiaries, owners, shareholders, officers, directors, agents, representatives, employees, advertising and promotion agencies, wholesale distributors, retail licensees, all other service or governmental agencies and their employees involved with the Sweepstakes, and members of their immediate families (spouse, parent, child or sibling; whether biological, adopted, step or in-law) or households (whether related or not) are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules (“Official Rules”) and Sponsor’s and Administrator’s decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

2. **SWEEPSTAKES PERIOD:**

Sweepstakes begins at 12:00:00 a.m. Central Standard Time (“CST”) on March 2, 2026, and ends at 11:59:59 p.m. CST on December 31, 2026 (“Sweepstakes Period”). The Sweepstakes Period is divided into forty-three (43) weekly play periods (each a “Weekly Play Period”) as defined in the chart below. Sponsor’s computer is the official time-keeping device for this Sweepstakes.

Weekly Play Period	Start Date/Time	End Date/Time
1	03/02/26; 12:00:00 a.m. CST	03/08/26; 11:59:59 p.m. Central Daylight Time (“CDT”)
2	03/09/26; 12:00:00 a.m. CDT	03/15/26; 11:59:59 p.m. CDT
3	03/16/26; 12:00:00 a.m. CDT	03/22/26; 11:59:59 p.m. CDT
4	03/23/26; 12:00:00 a.m. CDT	03/29/26; 11:59:59 p.m. CDT

Weekly Play Period	Start Date/Time	End Date/Time
5	03/30/26; 12:00:00 a.m. CDT	04/05/26; 11:59:59 p.m. CDT
6	04/06/26; 12:00:00 a.m. CDT	04/12/26; 11:59:59 p.m. CDT
7	04/13/26; 12:00:00 a.m. CDT	04/19/26; 11:59:59 p.m. CDT
8	04/20/26; 12:00:00 a.m. CDT	04/26/26; 11:59:59 p.m. CDT
9	04/27/26; 12:00:00 a.m. CDT	05/03/26; 11:59:59 p.m. CDT
10	05/04/26; 12:00:00 a.m. CDT	05/10/26; 11:59:59 p.m. CDT
11	05/11/26; 12:00:00 a.m. CDT	05/17/26; 11:59:59 p.m. CDT
12	05/18/26; 12:00:00 a.m. CDT	05/24/26; 11:59:59 p.m. CDT
13	05/25/26; 12:00:00 a.m. CDT	05/31/26; 11:59:59 p.m. CDT
14	06/01/26; 12:00:00 a.m. CDT	06/07/26; 11:59:59 p.m. CDT
15	06/08/26; 12:00:00 a.m. CDT	06/14/26; 11:59:59 p.m. CDT
16	06/15/26; 12:00:00 a.m. CDT	06/21/26; 11:59:59 p.m. CDT
17	06/22/26; 12:00:00 a.m. CDT	06/28/26; 11:59:59 p.m. CDT
18	06/29/26; 12:00:00 a.m. CDT	07/05/26; 11:59:59 p.m. CDT
19	07/06/26; 12:00:00 a.m. CDT	07/12/26; 11:59:59 p.m. CDT
20	07/13/26; 12:00:00 a.m. CDT	07/19/26; 11:59:59 p.m. CDT
21	07/20/26; 12:00:00 a.m. CDT	07/26/26; 11:59:59 p.m. CDT
22	07/27/26; 12:00:00 a.m. CDT	08/02/26; 11:59:59 p.m. CDT
23	08/03/26; 12:00:00 a.m. CDT	08/09/26; 11:59:59 p.m. CDT
24	08/10/26; 12:00:00 a.m. CDT	08/16/26; 11:59:59 p.m. CDT
25	08/17/26; 12:00:00 a.m. CDT	08/23/26; 11:59:59 p.m. CDT
26	08/24/26; 12:00:00 a.m. CDT	08/30/26; 11:59:59 p.m. CDT
27	08/31/26; 12:00:00 a.m. CDT	09/06/26; 11:59:59 p.m. CDT
28	09/07/26; 12:00:00 a.m. CDT	09/13/26; 11:59:59 p.m. CDT
29	09/14/26; 12:00:00 a.m. CDT	09/20/26; 11:59:59 p.m. CDT
30	09/21/26; 12:00:00 a.m. CDT	09/27/26; 11:59:59 p.m. CDT
31	09/28/26; 12:00:00 a.m. CDT	10/04/26; 11:59:59 p.m. CDT
32	10/05/26; 12:00:00 a.m. CDT	10/11/26; 11:59:59 p.m. CDT
33	10/12/26; 12:00:00 a.m. CDT	10/18/26; 11:59:59 p.m. CDT
34	10/19/26; 12:00:00 a.m. CDT	10/25/26; 11:59:59 p.m. CDT
35	10/26/26; 12:00:00 a.m. CDT	11/01/26; 11:59:59 p.m. CST
36	11/02/26; 12:00:00 a.m. CST	11/08/26; 11:59:59 p.m. CST
37	11/09/26; 12:00:00 a.m. CST	11/15/26; 11:59:59 p.m. CST
38	11/16/26; 12:00:00 a.m. CST	11/22/26; 11:59:59 p.m. CST
39	11/23/26; 12:00:00 a.m. CST	11/29/26; 11:59:59 p.m. CST
40	11/30/26; 12:00:00 a.m. CST	12/06/26; 11:59:59 p.m. CST
41	12/07/26; 12:00:00 a.m. CST	12/13/26; 11:59:59 p.m. CST
42	12/14/26; 12:00:00 a.m. CST	12/20/26; 11:59:59 p.m. CST
43	12/21/26; 12:00:00 a.m. CST	12/31/26; 11:59:59 p.m. CST

3. HOW TO PARTICIPATE:

(a) Internet: During the Sweepstakes Period, visit <http://konasweeps.com> ("Website") and follow the online instructions to create an account ("Account"). After you have created an Account, visit the Website weekly to: (1) upload a photo of a Kona Big Wave logo, (2) play (a "Play") for a chance to win an instant-win prize ("Instant-Win Prize"); and (3) receive one (1) entry ("Entry") for a chance to win the grand prize ("Grand Prize"). See Rule No. 8 for Instant-Win Prize and Grand Prize details.

(b) QR Code: During the Sweepstakes Period, use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response ("QR") code featured on signs or promotional materials at participating stores with the QR reader application already installed on your phone. You will be directed to a mobile Web page at www.konasweeps.com ("Website"). Follow the online instructions to create an account ("Account"). After you have created an Account, visit the Website weekly to: (1) upload a photo of a Kona Big Wave logo, (2) play (a "Play") for a chance to win an instant-win prize ("Instant-Win Prize"); and (3) receive one (1) entry ("Entry") for a chance to win the grand prize ("Grand Prize"). See Rule No. 8 for Instant-Win Prize and Grand Prize details.

Proof of scanning QR codes does not constitute proof of completion or submission of an Entry or a Play. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and/or QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type 'QR reader' in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate.

For All Grand Prize Entries

All Grand Prize Entries must be received and recorded during the Sweepstakes Period. Only the methods of Entry described herein are valid. No other forms of Entry are valid. To be valid, each Entry must comply with all instructions given to Participants by Sponsor and these Official Rules. Any reference herein to an "Entry" refers to a valid Entry by an eligible Participant made in accordance with all instructions given to Participants by Sponsor and these Official Rules.

For all Plays:

All Plays must occur during the Sweepstakes Period. Only the methods of Play described herein are valid. No other forms of Play are valid. To be valid, each Play must comply with all instructions given to Participants by Sponsor and these Official Rules. Any reference herein to a "Play" refers to a valid Play by an eligible participant made in accordance with all instructions given to participants by Sponsor and these Official Rules.

See Appendix A for additional Submission Guidelines & Prohibited Content. Submission must comply with these Terms and Conditions. Sponsor reserves the right, but not the obligation, to review any Submission for violation of these Terms and Conditions and may, at its sole discretion, reject, delete, or otherwise exclude a Submission for any reason, including without limitation, if the Submission contains any Prohibited Content (as defined in Appendix A) or any other commentary or material which Sponsor, in its sole discretion deems inappropriate.

For All Plays and All Entries:

Limit one (1) Play and one (1) Entry per person per Weekly Entry Period. See Rule No. 2. Automated Plays and Entries are prohibited, and any use of automated devices will result in disqualification. No participant is allowed to play or enter with multiple email addresses nor use any other device or artifice to play or enter multiple times or as multiple participants. Any participant who attempts to play or enter with multiple email addresses, under multiple identities, or uses any device or artifice to play or enter multiple times will be disqualified, in Sponsor's sole discretion. Participants are not permitted to share the same email address as another participant.

If playing or entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Participants are solely responsible for any such wireless charges.

4. GRAND PRIZE DRAWING:

Potential Grand Prize winner will be selected in a random drawing to be held on or about January 4, 2027, from among all eligible Entries received by Sponsor. Sponsor's decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received during the Sweepstakes Period.

5. GRAND PRIZE WINNER NOTIFICATION:

The Grand Prize will be awarded. Potential Grand Prize winner will be notified by email or phone call and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the Grand Prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, the Grand Prize will be forfeited, and an alternate potential Grand Prize winner will be randomly selected. Any alternate potential Grand Prize winner selected will also be required to respond to the notification within the time frame stated above.

Potential Grand Prize winner may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor within forty-eight (48) hours of prize acceptance.

Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the Grand Prize winner is twenty-one (21) years of age or older, the potential Grand Prize winner will be declared an official winner of the Sweepstakes. If Sponsor cannot verify that the potential Grand Prize winner is twenty-one (21) years of age or older prior to winner notification, then the potential Grand Prize winner will be disqualified and an alternate potential Grand Prize winner will be randomly selected.

If Sponsor so elects, potential Grand Prize winner may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, social media presence, and any other factor deemed relevant by the Sponsor to help ensure that potential Grand Prize winner will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor. If requested, potential Grand Prize winner agrees to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, the Grand Prize will be forfeited and will be awarded to an alternate Grand Prize winner.

In the event of noncompliance within any stated time period, the Grand Prize will be forfeited, and an alternate potential Grand Prize winner will be randomly selected. Any alternate potential Grand Prize winner selected will also be required to adhere to the time periods described herein. Any Grand Prize notification or Grand Prize returned to the Sponsor as undeliverable will result in disqualification and the awarding of that Grand Prize to an alternate potential winner.

The Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in a participant's email, phone number, or mailing address which may result in a potential Grand Prize winner not receiving initial prize notification or his/her Grand Prize information.

6. INSTANT-WIN PRIZE WINNER SELECTION:

Sponsor has randomly selected a date and time during the Sweepstakes Period for each Instant-Win Prize to be awarded herein ("Award Time"). The first eligible participant to complete a Play in accordance with the instructions given to participants and these Official Rules on or after each Award Time will be selected as a potential winner of an Instant-Win Prize. Sponsor's decisions are final in all matters relating to Award Times, Plays, and Instant-Win Prizes. Odds of winning depend on the number of eligible game Plays and when Play occurs.

In the event an Instant-Win Prize is not awarded due to lack of Play on or after an Award Time, disqualification of a participant, the forfeiture of an Instant-Win Prize or failure of a potential winner to accept any Instant-Win Prize, or for any other reason provided in these Official Rules, the Instant-Win Prize will not be awarded.

7. INSTANT-WIN PRIZE WINNER NOTIFICATION:

After completing a Play during each Play Period in accordance with the instructions given to you and these Official Rules, the game will inform you onscreen whether you are a potential winner of an Instant-Win Prize.

ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE GAME DISPLAYS A WINNING MESSAGE, OR EVEN IF THE PARTICIPANT RECEIVES AN EMAIL MESSAGE OR OTHER COMMUNICATION STATING THAT THE PARTICIPANT HAS WON UNLESS AND UNTIL THE PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND THE PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

Potential Instant-Win Prize winners may be required to complete, sign, and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release to Sponsor before claiming the Instant-Win Prize as indicated by Sponsor in the notification to the potential Instant-Win Prize winner that such document is required. Subject to verification of eligibility and compliance with the terms of these Official Rules, including verification that the potential Instant-Win Prize winner is twenty-one (21) years of age or older, the potential Instant-Win Prize winner will be declared an official winner of an Instant-Win Prize. If Sponsor cannot verify that the potential Instant-Win Prize winner is twenty-one (21) years of age or older by the time specified by Sponsor, then the potential Instant-Win Prize winner will be disqualified.

If Sponsor so elects, potential Instant-Win Prize winners may be required to submit to a confidential background check. Such background check may include (but is not limited to) investigation of criminal, sexual offenses, or other arrest or conviction record, social media presence, and any other factor deemed relevant by the Sponsor to help ensure that the potential Instant-Win Prize winners will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule, or reflect unfavorably on the Sponsor. If requested, potential Instant-Win Prize winners agree to sign waiver forms authorizing the release of personal and background information. In the event of noncompliance, to be determined at the sole discretion of Sponsor, potential Instant-Win Prize winners may be disqualified.

In the event of a potential Instant-Win Prize winner's failure to respond to any notification from Sponsor within the time indicated by the Sponsor in a notification, or failure to comply with any of the time deadlines herein for the signature and/or return of any required document(s), or failure to accept an Instant-Win Prize within the time indicated by the Sponsor in a notification, then the potential Instant-Win Prize winner will

be disqualified. Any Instant-Win Prize notification or Instant-Win Prize returned to Sponsor, Administrator, or their respective agencies as undeliverable will result in disqualification.

Released Parties (as defined in Rule No. 9) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service, or a change in a player's email address, phone number, or mailing address which may result in a potential winner not receiving initial Instant-Win Prize notification or Instant-Win Prize information.

8. PRIZE DETAILS:

Grand Prize (one [1] prize to be awarded): Winner will receive \$1,000.00 fulfilled by a one-time Venmo payment made directly to winner's Venmo account. Approximate Retail Value ("ARV") is \$1,000.00.

Instant-Win Prize (1,075 prizes to be awarded; 25 prizes per Play Period; see Rule 2; see Rule 4): Each winner will receive \$10.00 fulfilled by a one-time Venmo payment made directly to winner's Venmo account. ARV is \$10.00.

For All Prizes:

Alcohol beverages are not part of the prize. You must have a valid Venmo account in effect at the time of fulfillment to receive the prize. Venmo registration is free and can be obtained by using your smart phone or other web-enabled device with a data plan or free Wi-Fi to download the Venmo application available from the Apple App Store, or the Google Play Store, or visit Venmo.com.

If winner cannot accept prize as specified, prize will be forfeited and will be randomly awarded to an alternate potential winner. Total ARV of all prizes is \$11,750.00. Any difference between stated value and actual value will not be awarded. Limit one (1) Instant-Win Prize per person.

Prize is non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize or any portion thereof cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used.

9. PUBLICITY AND COPYRIGHT LICENSE:

By participating, each participant grants Sponsor an exclusive, worldwide, perpetual, irrevocable, unrestricted, royalty-free, sub-licensable and transferrable right and license to exploit the Participant's Play, Entry, name, image, likeness, voice, submitted biography, and prize information, as applicable, as well as the names, images, likenesses and voices of any and all participants associated with the Play or Entry, and

any intellectual property rights (e.g. copyright, trademark, etc.) associated with the Play or Entry, without prior notice, review, or approval, in any media now or hereafter known, without any payment or other consideration of any kind, or permission or notification, to participant or any third party, for any purpose, including, without limitation, the Play or Entry, and any participant's property (physical, personal, intellectual property rights, and indicia) associated therewith. The foregoing grant includes, without limitation, the right to reproduce, display, distribute, publicly perform, create derivative works of, alter, amend, broadcast, edit, publish, use, merchandise, license, sublicense, and adapt the Play or Entry in any and all media now or hereafter known, throughout the world, for any purpose, whether commercial in nature or otherwise, including in contexts and circumstances that result in the Play or Entry being associated with Sponsor, its affiliated companies, and/or their promotional partners. Accordingly, by playing, participant waives any objection to such use, including without limitation, distribution, reproduction, creation of derivative works of, public performance, or display of the Play or Entry, and any claim for compensation whatsoever in connection therewith. Such waiver shall include any claim for infringement of any so-called "Moral Right," "Droit Moral" or similar right or interest. All materials submitted (if any) become the property of Sponsor and will not be returned.

10. RELEASE:

By participating, each participant agrees that Sponsor and Administrator and each of its parent, subsidiary and affiliated companies, and their advertising and Sweepstakes agencies and promotional partners, and their wholesale distributors, and each of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties"), will have no liability whatsoever for, and are released and shall be held harmless by Participant against, any liability, for any injuries, losses or damages of any kind, to Participants, including death, or property, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Sweepstakes or in any Sweepstakes-related activity.

11. GENERAL CONDITIONS:

Anheuser-Busch, LLC, Administrator and each of their respective affiliates, subsidiaries, and agencies (collectively the "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undelivered Entries or Plays, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Participants who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Sponsor's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate

information whether caused by users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized Website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such Plays or Entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to entrants or any other person's computer, or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of Plays or Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and determine the Prize winners from valid, non-suspect Plays or Entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of an online participant, the authorized subscriber of the email account used to enter will be deemed to be the participant and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of Anheuser-Busch, LLC and will not be returned.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

12. DISPUTE RESOLUTION:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be St. Louis, Missouri.

13. PRIVACY POLICY:

The information you submit in connection with this Sweepstakes may be used by Sponsor for purposes of administration and fulfillment of the Sweepstakes, and in accordance with Sponsor's privacy policy located at <https://www.anheuser-busch.com/privacy-policy>. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list.

14. OFFICIAL RULES:

The Official Rules of the Sweepstakes are available for viewing at <http://konasweeps.com> ("Website") during the Sweepstakes Period.

15. SPONSOR:

Anheuser-Busch, LLC, One Busch Place, St. Louis, MO 63118

16. ADMINISTRATOR:

A6 Media, P.O. Box 986, 425 Fayette Street, Conshohocken, Pennsylvania 19428

17. WINNER'S LIST:

For the names of the winners, handprint your name and complete address on a 3" x 5" card and mail to: Kona Big Wave Sweepstakes 2026 Winner's List Request, c/o A6 Media, P.O. Box 986, 425 Fayette Street, Conshohocken, PA 19428, for receipt within sixty (60) days of the end date of the Sweepstakes Period.

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APPENDIX A

ENTRY GUIDELINES & PROHIBITED CONTENT

Entries must meet the following requirements:

- Entry cannot defame, misrepresent, or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate.
- Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entry in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the World in any manner whatsoever and for any purpose.
- Entry cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote the excessive or irresponsible consumption of alcohol, or promote illegal use of alcohol, drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain an image of anyone under 21 years of age; (e) otherwise fail to comply with the Beer Institute Advertising and Marketing Code as made publicly available at the following online location: <https://www.beerinstitute.org/policy-responsibility/responsibility/advertising-marketing-code/>; (f) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than Kona Big Wave), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (g) contain copyrighted materials owned by others without permission; (h) contain materials embodying the names, likenesses or other indicia identifying any person, living or dead, without permission; (i) refer to or depict any names, logos or readily recognizable features of a retailer of alcohol beverages (such as a grocery store, convenience store, restaurant, bar, or any other retail location that sells alcohol beverages); or (j) depict, and cannot itself be in, violation of any law.
- Each entrant warrants and represents that the Entry: (a) is his/her original work, published; (b) has not received previous awards; and (c) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity;
- Any entrant whose Entry includes likenesses of third parties or contains elements not owned by the entrant (such as, but not limited to, depictions of persons,

buildings, trademarks, or logos) must be able to provide legal releases for such use including Sponsor's use of such Entry, in a form satisfactory to Sponsor, upon request, prior to award of prize and/or naming of entrant as a Winner.

- Any Entry that, in the sole opinion of Sponsor, is not in accordance with the guidelines as stated herein or on the Website or is deemed to be inappropriate for publication is ineligible.
- Incomplete, illegible, deceptive, or garbled Entries are not eligible.
- Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

All Entries are subject to Sponsor's Digital Millennium Copyright Act policy, as follows: DIGITAL MILLENNIUM COPYRIGHT ACT—Anheuser-Busch is committed to respecting and protecting the legal rights of copyright owners. As such, Anheuser-Busch adheres to the following notice and take down policy, in full compliance with Section 512(c)(3) of the DMCA (17 U.S.C. § 512 *et seq.*). If you believe any of the Entries infringes upon your intellectual property rights, please submit a notification alleging such infringement (hereafter a "DMCA Takedown Notice"). To be valid, a DMCA Takedown Notice must (i) be provided to the Anheuser-Busch designated agent, ("Copyright Agent"), as set forth below, and (ii) include the following:

- A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- Identification of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works;
- Identification of the material claimed to be infringing or to be the subject of infringing activity and that is to be removed or access disabled and information reasonably sufficient to permit the service provider to locate the material;
- Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and, if available, electronic mail;
- A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and,
- A statement that, under penalty of perjury, the information in the notification is accurate and you are authorized to act on behalf of the owner of the exclusive right that is allegedly infringed.

Anheuser-Busch's Copyright Agent to receive DMCA Takedown Notices is email: trademarks@anheuser-busch.com. For clarity, only DMCA Takedown Notices should go

to the Copyright Agent; any other feedback, comments, online purchases, or other communications should be directed to the applicable customer service links posted on the Website. You acknowledge that in order for Anheuser-Busch to be authorized to takedown any Content, your DMCA Takedown Notice must comply with all of the requirements of this Section.

By submitting an Entry, you agree that your Entry is gratuitous and made without restriction, that it will not place Sponsor under any obligation other than as stated in these Official Rules, that Sponsor is free to publish or otherwise disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your Entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor or developed by its employees or obtained from sources other than you.

By participating, you acknowledge that your Entry may be used in Sponsor's sole discretion. Entries are the views/opinions of the individual entrant and do not reflect the views of the Sponsor in any manner. By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit.