**Danone Big Ten Championship Sweepstakes and GWP Program - MEIJER**

**Official Rules**

THE PROGRAM CONSISTS OF TWO (2) SEPARATE AND DISTINCT COMPONENTS: (1) A GIFT WITH PURCHASE PROMOTIONAL OFFER (THE "**PROMOTION**"); AND (2) A SEPARATE SWEEPSTAKES/GAME OF CHANCE (THE "**SWEEPSTAKES**"). PARTICIPATION IN THE PROMOTION AND PARTICIPATION IN THE SWEEPSTAKES ARE GOVERNED BY SEPARATE TERMS AS SET OUT IN THESE OFFICIAL RULES. THE PROMOTION AND THE SWEEPSTAKES ARE EACH PART OF THE SAME PROGRAM (THE "**PROGRAM**") BUT OPERATE INDEPENDENTLY OF ONE ANOTHER.

PURCHASE IS NECESSARY TO RECEIVE A GIFT CARD UNDER THE PROMOTION PORTION OF THE PROGRAM. NO PURCHASE IS NECESSARY TO ENTER OR WIN THE SWEEPSTAKES PORTION OF THE PROGRAM. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING THE SWEEPSTAKES PORTION OF THE PROGRAM. PARTICIPATION IN THE PROMOTION (I.E., SUBMITTING A RECEIPT TO RECEIVE A GIFT CARD) WILL GENERATE ONE (1) ENTRY INTO THE SWEEPSTAKES, BUT SUCH ENTRY CONFERS NO ADDITIONAL OR ENHANCED CHANCE OF WINNING OVER AN ENTRY OBTAINED WITHOUT PURCHASE. ALL ELIGIBLE ENTRIES, REGARDLESS OF METHOD OF ENTRY, HAVE AN EQUAL CHANCE OF WINNING.

The clock of the ADMINISTRATOR (defined below) is the official time-keeping device in the PROGRAM. INTERNET ACCESS AND A VALID E-MAIL ACCOUNT ARE REQUIRED. A mobile device may also be used to participate. Standard data and messaging rates may apply to participate in the Program via a mobile device. Two-factor authentication via SMS is required as part of the online purchase receipt submission process only (see Section 3.2); it does not apply to the mail-in Alternative Method of Entry. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

BY SUBMITTING AN ENTRY TO THIS PROGRAM DURING THE PROGRAM PERIOD, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE PROGRAM ENTITIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES, AND A REQUIREMENT TO ARBITRATE ALL DISPUTES.

ODDS OF WINNING A SWEEPSTAKES PRIZE WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED OR RESTRICTED BY LAW.

Danone US LLC ("**Danone**" or "**Sponsor**") is offering the "Danone Big Ten Championship Sweepstakes and GWP Program" (the "**Program**"). The Program is subject to these terms and conditions and official rules (collectively, the "**Official Rules**"), and by participating and/or entering, entrant/participant ("**Entrant**", "**Participant**" or "**you**") agrees to be bound by them and the decisions of Sponsor, which are final and binding in all respects. This Program begins at 12:00:00 AM Eastern Time (ET) on September 16, 2026 and ends at 11:59:59 PM ET on November 6, 2026 (the "**Program Period**"). The Purchase Period begins September 16, 2026 at 12:00:00 AM ET and ends October 31, 2026 at 11:59:59 PM ET. The Submission Period begins September 16, 2026 at 12:00:00 AM ET and ends November 6, 2026 at 11:59:59 PM ET. Administrator's (defined below) computer is the official timekeeping device for entry in the Sweepstakes. All entries must be received by 11:59:59 PM ET on November 6, 2026.

## 1. Eligibility:

The Program is open to persons who are legal residents of, and physically located within, the States of Michigan, Illinois, Indiana, Kentucky, Ohio and Wisconsin (collectively, the "**Eligibility Area**") who are at least eighteen (18) years of age at time of entry, or the age of majority in his/her state of residence, whichever is older. VOID OUTSIDE THE ELIGIBILITY AREA OR WHERE PROHIBITED OR RESTRICTED BY LAW. Employees, officers and representatives and members of the immediate families (i.e., parents, spouses, siblings, children, grandparents, step parents, step children and step siblings, and their respective

spouses, and those living in the same household, whether or not related) of Sponsor, Snipp Interactive Inc. (the "**Administrator**"), Meijer Great Lakes Limited Partnership, and their respective affiliated companies, parent companies, subsidiaries, participating promotional partners, retailers, distributors, advertising and promotion agencies, webmasters and any company involved in the creation, design, execution, production, or fulfillment of the Program (collectively, the "**Program Entities**") are not eligible.

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Official Rules, to enter or otherwise participate in or to disrupt this Program, then he/she may be disqualified from the Program in the sole and absolute discretion of the Sponsor. The Program Entities are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete submissions (all of which are void).

## 2. The Program:

The Program consists of two (2) separate and distinct components operating under a single submission mechanism. An eligible Participant who purchases ten dollars ($10.00) or more (pre-tax and post discounts) of Participating Product(s) (defined below) during the Purchase Period from any Meijer retail store (collectively, "**Meijer**", or the "**Participating Retailer**") in a single transaction, and who submits a valid Receipt Image during the Submission Period, is eligible to receive:

- under the PROMOTION: one (1) five dollar ($5.00) Meijer Digital Gift Card ("**Gift Card**") (while supplies last) (such promotional program, the "**Promotion**"); AND

- under the SWEEPSTAKES: one (1) entry (an "Entry") into the Danone Big Ten Championship Sweepstakes (such sweepstakes, the "**Sweepstakes**").

FOR CLARITY: (i) the Gift Card is awarded solely under the Promotion component of the Program and is not a prize, reward, or benefit of the Sweepstakes; (ii) the Entry into the Sweepstakes is the same Entry that is available without purchase via the Alternative Method of Entry described in Section 4.3(B); and (iii) submitting a receipt does NOT confer any additional, enhanced, or superior chance of winning the Sweepstakes compared to the no-purchase entry method. See Section 3 for how to participate in the Promotion. See Section 4 for how to participate in the Sweepstakes.

**The following limits apply:**

PROMOTION (Gift Card): Limit one (1) Gift Card per qualifying receipt submission; limit five (5) Gift Cards per person for the entire Program Period, while supplies last. There is no daily limit on the number of qualifying receipt submissions a Participant may make. For clarity, if a Participant has already reached the maximum of five (5) Sweepstakes Entries (as set out below), the Participant remains eligible to submit additional qualifying receipts to receive Gift Cards (up to the five (5) Gift Card per person limit and while supplies last); in that case, the receipt submission will be processed for purposes of the Promotion (Gift Card) only and will not generate any additional Sweepstakes Entry.

SWEEPSTAKES (Entries): Limit one (1) Entry per person per qualifying receipt submission; maximum five (5) Entries per person for the entire Sweepstakes Period, regardless of entry method. There is no daily entry limit. Receipt submissions that exceed these limits will be disqualified for the excess amount as to the Sweepstakes only; for clarity, a receipt submission that does not generate an Entry because the Participant has reached the five (5) Entry maximum will still be processed for purposes of the Promotion (Gift Card), subject to Section 3 and the Gift Card limits set out above.

Exhibit A lists the participating Danone products eligible for the purposes of this Program (the "**Participating Products**"). A qualifying product list is required. Only purchases of products listed on Exhibit A from the Participating Retailer during the Purchase Period will qualify for the Program.

## 3. The Promotion:

### 3.1. Promotion Period and Key Promotion Dates:

The Promotion portion of the Program is scheduled to begin on September 16, 2026 at 12:00:00 AM ET and is scheduled to end on November 6, 2026 at 11:59:59 PM ET (the "**Promotion Period**"). The following are the other key dates and periods of the Promotion:

Purchase Period: From September 16, 2026 at 12:00:00 AM ET to October 31, 2026 at 11:59:59 PM ET (the "**Purchase Period**"). All qualifying purchases must be made within the Purchase Period to be eligible to participate in this Program. Purchases made after the Purchase Period will not qualify for either the Promotion or the Sweepstakes, even if submitted during the Submission Period.

Submission Period: From September 16, 2026 at 12:00:00 AM ET to November 6, 2026 at 11:59:59 PM ET (the "**Submission Period**"). Receipts reflecting purchases made during the Purchase Period must be submitted within the Submission Period to be eligible. Late submissions will not be accepted.

The Promotion Period (including the scheduled start date and end date) may be modified or terminated at any time at the sole discretion of the Sponsor and without notice.

To be eligible to receive a Gift Card, purchases of Participating Products must be made with a Participating Retailer during the Purchase Period, while supplies last and in full compliance with these Official Rules. Eligible and applicable Receipt Images must be received within the Submission Period and as further set out in Section 3.2 below. Gift Cards must be used in accordance with these Official Rules and in accordance with the Gift Card Provider Terms & Conditions (defined below).

### 3.2. How to Participate in the Promotion:

Participants may participate in the Promotion by: (A) During the Purchase Period, purchasing ten dollars ($10.00) or more (pre-tax and post discounts) of Participating Products from any Participating Retailer in a single transaction; (B) ensuring that the applicable sales receipt identifies the Participating Retailer and date of purchase (ensure it is within the Purchase Period); (C) taking a photograph (png, jpeg, pdf, and tiff file types with a maximum file size of 10MB) of the sales receipt in its entirety (such photograph, a "Receipt Image") (note: Participants are encouraged to blank out any personal information that appears on the sales receipt); and (D) thereafter and during the Submission Period, following the submission method listed below to submit the Receipt Image:

**A. Visit Promotion Site to Submit**.

During the Promotion Period, visit www.danone.com/meijerfootballsweeps (the "**Promotion Site**"), where Participant will receive further instructions on uploading the Receipt Image and registering for the Program. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State, Zip Code, E-Mail Address, and mobile phone number for SMS two-factor authentication verification). Follow the instructions and submit your Receipt Image, including reading and accepting any required terms and conditions, as well as pass authentication tests requiring the requesting of a one-time password ("OTP") to your mobile phone and entering the OTP on the registration form. By completing this submission, you will be simultaneously registering for: (i) the Promotion (Gift Card); and (ii) one (1) Entry into the Sweepstakes, except that if you have already reached the maximum of five (5) Entries, your submission will register you for the Promotion (Gift Card) only (subject to the Gift Card limits and while supplies last) and will not generate any additional Entry. **YOUR RECEIPT SUBMISSION DOES NOT ENTITLE YOU TO ANY ADDITIONAL SWEEPSTAKES PRIZE BEYOND A SINGLE ENTRY.**

Registering for the Promotion is the only way to receive a Gift Card, which will be sent to the email address provided during registration, approximately 48 hours after you have been found eligible to receive a Gift Card. Without the information supplied via registration, we cannot send you your Gift Card.

### 3.3. Processing of Submissions:

Processing of a Receipt Image will take 48 hours from the time the Receipt Image is received by the Administrator. Once a Participant's Receipt Image is processed, such Participant will be notified via email, whether such Receipt Image has been successfully validated or a reason why such Receipt Image could not be processed at such time, as determined by the Administrator in its sole and absolute discretion. It is the responsibility of the Participant to check the applicable email account/phone for such notification including in the inbox, spam or junk folders. The Program Entities do not assume any responsibility and are not responsible for electronic communications which are undeliverable for any reason, including (but not limited to) as a result of any form of active or passive filtering of any kind or insufficient space in a participant's mailbox or telephone to receive e-mail messages, text message or other communications. All Receipt Images become the property of Program Entities and will not be returned. Program is void where taxed, prohibited, or restricted by law. Receipts obtained through unauthorized means or illegitimate channels (i.e., other than via a purchase of Participating Products from the Participating Retailer) will be void. Receipts that cannot be validated for any reason will be rejected, as determined by the Sponsor in its sole discretion. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Program Entities; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (vii) reflects the use of more than an authorized number of coupons; or (viii) is incorrectly or incompletely entered or submitted.

### 3.4. Verification:

All Receipt Images and Participants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Program; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Receipt Image and/or other information for the purposes of this Program; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Program in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor or its Administrator, may result in disqualification in the sole and absolute discretion of the Sponsor. Proof of transmission (screenshots or captures etc.), or attempted transmission of a submission or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Program computers, Administrator or Sponsor.

### 3.5. Distribution of Gift Cards:

Participants who are eligible to receive the offer of a Gift Card will receive their Meijer Digital Gift Card sent to the email address provided during registration, approximately forty-eight (48) hours after such Participant has been found eligible to receive a Gift Card. Gift Cards are available while supplies last. In the event that Gift Card inventory is exhausted, no further Gift Cards will be distributed and the Promotion portion of the Program will be deemed closed; however, the Sweepstakes will continue through the end of the Sweepstakes Period, and Participants who submit a valid Receipt Image during the Submission Period after Gift Card inventory has been exhausted will still receive one (1) Entry into the Sweepstakes (subject to the five (5) Entry per person maximum and the other terms of these Official Rules), notwithstanding that no Gift Card will be available to such Participant.

The Program Entities are not responsible for (as applicable) late, lost, stolen, damaged, misdirected, irregular, garbled, corrupted or undelivered Gift Cards or transmissions (whether sent by or to the Participant), regardless of cause. The Program Entities are not responsible for (a) any incomplete, incorrect or inaccurate information whether caused by web site users, tampering, hacking or by any of the equipment

or programming associated with or utilized in the Program or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any web site (or mobile web site), Gift Cards or transmissions (whether sent by or to a Participant); and (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of email or text on account of technical problems or traffic congestion on the Internet or at any web site (or mobile web site) or any combination thereof. Without limiting the foregoing, Program Entities expressly disclaim any and all liability for Gift Cards or other transmissions which are not timely received in an uncorrupted form (or received at all) by participant due to filtering/privacy settings for email and/or text transmissions or for any other reason. Program Entities further disclaim any and all liability for physical Gift Cards which are returned as undeliverable mail or otherwise not received by Participant for any reason.

No responsibility is assumed by the Program Entities for any undeliverable email. Gift Cards are subject to the terms and conditions of the issuer, including the following:

> Meijer eGifts not valid for Home Delivery, Pickup orders or Fuel. Check your balance at Meijer.com/giftcard or call 1-877-459-0676. Meijer eGift cards are issued exclusively by You Too, Inc., an Illinois corporation and may be used for the purchase of merchandise at any Meijer stores. Meijer eGift cards have no inactivity or service fees and do not have an expiration date. Meijer eGift cards cannot be used to pay for Meijer Home Delivery, Pickup orders or fuel. Meijer eGift cards may not be used to purchase other gift cards. Meijer eGift cards are not for resale, are not redeemable for cash or monetary credit and cannot be returned for a cash or credit refund. Meijer eGift cards cannot be used for payment on any Meijer credit card account. A lost or stolen Meijer eGift card cannot be replaced without the original proof of purchase, and replacement of such card will be with another of the same type of card having the credit balance only as shown by our records. Additional terms and conditions applicable to the use of Meijer eGift cards are located at Meijer.com/giftcard. Your use of this Meijer eGift card shall be deemed your consent to these terms and conditions.

All aspects of each Gift Card will be determined by the Sponsor in its sole and absolute discretion subject to availability. Each Gift Card must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Gift Card or a component thereof with a prize of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. Gift Cards will only be awarded to the person whose verifiable full name and valid e-mail address appears on the registration form associated with the Receipt Image in question. The Participant is responsible for any damage or loss due to use of a Gift Card and will be responsible for any legal repercussions arising from the Gift Card being prohibited by law or any other cause. The Program Entities will not have any liability for any defects, mechanical or otherwise, in respect of the Gift Card. By participating in the Program, you agree to release, discharge, indemnify and hold harmless the Program Entities from any liability, losses, claims or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any Gift Card. Without limiting the generality of the previous sentence, the Program Entities will not be liable for any loss, consequential, incidental, special, or exemplary damages, or harm of whatsoever nature and howsoever arising, suffered by any Participant or any third party, as a result of the use of, or inability to use, the Gift Card. The Gift Card is subject to the terms and conditions of the issuer (Meijer).

**Limit:** five (5) Gift Cards per person for the entire Program Period, while supplies last. **FOR CLARITY, THE GIFT CARD IS OFFERED SOLELY UNDER THE PROMOTION COMPONENT OF THIS PROGRAM AND DOES NOT CONSTITUTE A SWEEPSTAKES PRIZE.**

**4. The Sweepstakes/ Official Rules of the Sweepstakes:**

The "Danone Big Ten Championship Sweepstakes" (the "Sweepstakes") is Sponsored by Danone US LLC (the "Sponsor"). The Sponsor is responsible for the Sweepstakes, its organization and the Official Rules. The Sponsor's address is 1 Maple Ave, 3rd Floor, White Plains, NY 10605. FOR CLARITY, THE SWEEPSTAKES IS A SEPARATE COMPONENT OF THE PROGRAM FROM THE GIFT WITH PURCHASE PROMOTION. PARTICIPATION IN THE PROMOTION DOES NOT CONFER ANY ADDITIONAL BENEFIT, PRIZE, OR ENHANCED CHANCE OF WINNING UNDER THE SWEEPSTAKES.

By registering for, or otherwise participating in, the Sweepstakes, each Entrant may get a chance to win a Prize, in accordance with the conditions in these Official Rules.

### 4.1. Consent to the Sweepstakes Official Rules:

By entering the Sweepstakes, each Entrant agrees to be bound by these "Official Rules" as set out in this Section 4 (the "**Sweepstakes Official Rules**").

### 4.2. Sweepstakes Period:

The Sweepstakes begins at 12:00:00 AM Eastern Time (ET) on September 16, 2026 and ends at 11:59:59 PM ET on November 6, 2026 (the "**Sweepstakes Period**").

During the Sweepstakes Period, **a maximum of five (5) Entries per person are allowed for the entire Sweepstakes Period, regardless of entry method**. **There is no daily entry limit.**

**How to Enter the Sweepstakes:**

**NO PURCHASE IS NECESSARY TO ENTER THE SWEEPSTAKES OR WIN.** You will not increase your chances of winning by making a purchase. All Eligible Entries, regardless of method of entry, have an equal chance of winning. There are two (2) ways to enter the Sweepstakes, for a maximum of five (5) entries per person for the entire Sweepstakes Period (each an "**Entry**" and collectively the "**Entries**"), as follows:

### A. <u>Purchase Option</u>:

Enter the Sweepstakes during the Sweepstakes Period by: (A) during the Purchase Period, purchasing ten dollars ($10.00) or more (pre-tax and post discounts) of Participating Products from Meijer (including all Meijer banner stores) in a single transaction; (B) ensuring that the applicable sales receipt identifies Meijer and the date of purchase (confirming it falls within the Purchase Period); (C) taking a Receipt Image (note: Participants are encouraged to redact any personal information that appears on the sales receipt that is not required for validation purposes); and (D) during the Submission Period, following the submission method listed in Section 4.3(A)(a) below to submit the Receipt Image. A valid Receipt Image submission will generate one (1) Entry into the Sweepstakes. FOR CLARITY: (i) the Entry generated via receipt submission is identical in all respects to an Entry obtained without purchase via the Alternative Method of Entry in Section 4.3(B); (ii) Participants who submit receipts will also be eligible to receive a Gift Card under the separate Promotion component of the Program (subject to supply availability and eligibility); and (iii) there is no additional or enhanced Sweepstakes benefit conferred by making a purchase.

(a) <u>**Visit Promotion Site to Submit**</u>.

During the Submission Period, visit www.danone.com/meijerfootballsweeps (the "**Promotion Site**"), where Participant will receive further instructions on uploading the Receipt Image and registering for the Program. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State, Zip Code, E-Mail Address, and mobile phone number for SMS two-factor authentication verification). Follow the instructions and submit your Receipt Image, including reading and accepting any required terms and conditions, as well as pass authentication tests requiring the requesting of an OTP to your mobile phone and entering the OTP on the registration form to receive one (1) Entry to the Sweepstakes.

**B. No Purchase Option:**

To obtain an Entry without purchase, Entrants must, during the Sweepstakes Period, use the following Alternative Method of Entry ("**AMOE**"):

MAIL-IN: Handprint your First Name, Last Name, Street Address, City, State, Zip Code, and E-Mail Address on a 3" x 5" card and mail it in an envelope with sufficient postage to: Danone Big Ten Championship Sweepstakes, 2797 NW 105th Ave, Doral, FL 33172. Mail-in entries must be postmarked during the Sweepstakes Period and received by November 13, 2026. Limit one (1) Entry per mailed envelope. No mechanical reproductions permitted. The maximum of five (5) Entries per person for the entire Sweepstakes Period applies.

NO PURCHASE IS REQUIRED TO USE THE AMOE METHOD. AN AMOE ENTRY IS EQUAL IN ALL RESPECTS TO A PURCHASE-BASED ENTRY AND CONFERS THE SAME CHANCE OF WINNING.

**4.3. General Entry Official Rules.**

All Entries submitted in compliance with these Official Rules and not disqualified or void are considered "**Eligible Entries**." All Entries are the property of Sponsor.

Standard data charges may apply to Participants who choose to enter the Sweepstakes via a mobile device. Please contact your service provider for rates and service plan information prior to participating with your mobile device.

Program Entities shall not be responsible for lost, late, stolen, damaged, garbled, inaccurate, incomplete, misaddressed, mutilated, undelivered, delayed, or misdirected emails, requests and/or Prize claims, or for errors, omissions, interruptions, deletions, defects, or delay in cable, satellite, internet service provider, telephone lines, or in operations or transmission of information, in each case whether arising by the way of technical or other failures or malfunctions of computer hardware, software, communication devices, or transmissions lines, or data corruptions, theft, tampering, destruction, unauthorized access to or alteration of any participation materials, loss, human error, or otherwise.

Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information or otherwise may be disqualified. The Program Entities are not responsible for technical failures of any kind, including, but not limited to, the malfunctioning of any wireless network, telephone, computer, computer network, hardware or software or the unavailability or inaccessibility of any service. The Program Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's handset to receive messages. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. All materials submitted become the property of Sponsor and will not be returned. Illegible and/or incomplete entries and entries submitted by entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. Normal time rates, if any, charged by the Entrants' Internet service or mobile provider will apply.

**4.4. Prizes; Odds:**

The following prizes are available in the Sweepstakes (collectively, the "Prizes"):

A. **Grand Prize (1 available):**

The Grand Prize consists of a trip for one (1) winner and one (1) guest (18 years of age or older) to the 2026 Big Ten Championship Game at Lucas Oil Stadium in Indianapolis, Indiana, on December 6, 2026, comprising: (a) round trip economy class airfare for two (2) people from the major airport nearest the winner's residence in the continental United States to and from Indianapolis, Indiana, with departure on or about December 4, 2026 and return on or about December 6, 2026, on an airline of Sponsor's sole choosing; (b) three (3) days and two (2) nights standard four (4)-star hotel accommodations (double occupancy) at a hotel of Sponsor's sole choosing; (c) all ground transportation at the destination city; (d) two (2) digital tickets to the 2026 Big Ten Championship Game; (e) five hundred dollars ($500.00) in spending money (delivered via prepaid card); and (f) five hundred dollars ($500.00) for fan gear (delivered via prepaid card or gift card at Sponsor's discretion). The Approximate Retail Value ("**ARV**") of the Grand Prize is: $6,860. Sponsor reserves the right to substitute a prize of equal or greater value if any component becomes unavailable for any reason.

B. **First Prize (75 available):**

Each First Prize consists of one (1) one hundred dollar ($100.00) Fanatics Digital Gift Card for sports fan merchandise (ARV: $100.00 each). Total ARV of all First Prizes: $7,500.00.

**The total ARV of all Sweepstakes Prizes is: ($14,360).**

FOR CLARITY, SWEEPSTAKES PRIZES ARE SEPARATE AND DISTINCT FROM THE GIFT CARD AVAILABLE UNDER THE PROMOTION COMPONENT OF THIS PROGRAM.

The odds of winning a Prize depend on the total number of Eligible Entries received within the Sweepstakes Period.

### 4.5. Winner Selection and Notification:

On or about November 17, 2026, the potential Winners will be determined via a random drawing from all Eligible Entries received during the Sweepstakes Period: one (1) potential Grand Prize Winners and seventy-five (75) potential First Prize Winners will be selected. Each potential Winner will be notified within three (3) business days of the drawing by email at the address provided with the entry. A Prize won by an Entrant will be awarded to the authorized account holder of the e-mail address submitted with the entry. If a potential Winner cannot be reached after a reasonable effort has been exerted, or fails to respond within three (3) days of the date of notification, the potential Winner forfeits the Prize, and an alternate potential Winner will be randomly drawn from all remaining Eligible Entries. If such alternate potential Winner is unable to accept the Prize, the Prize is forfeited and will not be awarded. Grand Prize delivery is targeted for the period following winner confirmation and prior to the event date. First Prizes will be delivered electronically to the email address on file.

If, for any reason, more bona fide winners come forward seeking to claim a prize in excess of the Prizes available as set forth in these Official Rules, the Winner of the applicable Prize may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. The Program Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected or unsuccessful efforts to notify the potential Winners.

### 4.6. Grand Prize Winner Verification:

Within three (3) days of being notified as a potential Grand Prize Winner, such potential Winner will be required to complete, sign, and return documentation required by Sponsor — including: (i) a notarized Affidavit of Eligibility; (ii) a Release of Liability; (iii) government-issued identification documentation; (iv) an IRS Form W-9; (v) a Guest Affidavit (for the Winner's travel guest); and (vi) any other documentation required by Sponsor - all within ten (10) days of such notification. An IRS Form 1099 will be issued to the Winner for the actual value of the Prize awarded. First Prize Winners may be required to complete a Release

of Liability and provide identification documentation as determined by Sponsor. Provided that a potential Winner is in compliance with the Official Rules and has successfully proven eligibility and provided all required documentation, the potential Winner will be confirmed as a Winner. Sponsor expressly reserves the right to delay the announcement of the Winners for any reason it deems necessary.

**4.7. Liability Release and Indemnity:**

By entering the Sweepstakes, Entrant agrees that Sponsor, any other Program Entities, and each of their respective parents, subsidiaries, affiliated companies, employees, officers, directors, shareholders, agents, retailers, distributors and representatives are indemnified, released and will be held harmless by Entrant from any and all liability, for any damages, injuries or losses of any kind to person(s), including death, or property, arising directly or indirectly from the acceptance, possession, misuse or use of a prize. Each prize is offered and provided "as is" with no warranty or guarantee by Sponsor, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Any and all warranties and/or guarantees on the prizes (if any) are subject to the manufacturer's terms therefor, and winner agrees to look solely to such manufacturer(s) for any such warranty and/or guarantee. By participating in the Sweepstakes, each Winner acknowledges that the Program Entities have not and will not obtain or provide insurance of any kind relating to the prizes.

Entrants agree to indemnify, defend, and hold harmless the Program Entities from any and all liability arising out of or relating in any way to Entrant's participation in the Sweepstakes and to release all rights to bring any claim, action or proceeding against the Program Entities arising out of participation in the Sweepstakes, use of the Sweepstakes website(s), or receipt or use of any prize, including but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone, or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected or undeliverable mail; (e) errors in the administration of the Sweepstakes or the processing of entries; or (f) injury or damage to persons or property (including to any computer systems resulting from participation in or accessing or downloading information in connection with the Sweepstakes), which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes or receipt or use of any prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes, the use of any Sweepstakes website(s), or the acceptance, receipt, or use of any prize or prize component. Entrants further agree that in any cause of action, the Program Entities' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Program Entities be liable for attorney's fees.

The Program Entities assume no responsibility for and will disqualify entries that are: stolen, late, lost, illegible, incomplete, invalid, unintelligible, altered, tampered with, unauthorized, fraudulent, damaged, destroyed, delayed, misdirected, not delivered, not received, or that have incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in Sweepstakes, or by any human, mechanical or electronic error that may occur in the processing of the entries in Sweepstakes, or other errors appearing within the Official Rules or in any Sweepstakes related advertisements. The Program Entities assume no responsibility for any typographical or other error in the printing of the offer, administration of Sweepstakes, errors in processing entries, identifying the Winners, in the announcement of the prizes and Winners, the delivery of the prizes, any problems or technical malfunction of any telephone network or lines, computer systems, online systems, servers or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or on any website, or any combination thereof, including, without limitation, any injury or damage to Entrant's or any other person's computer system or software related to or resulting from participation in, uploading any materials or downloading any materials in the Sweepstakes. Use of any device to automate or subvert entry is prohibited and any entries received by such means will be void. Sponsor reserves the right in its sole discretion to disqualify any person it suspects or finds: (i) to have tampered with the entry process or the operation of the Sweepstakes; (ii) to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (iii) to display behavior that will bring such Winner or the Program Entities into disgrace (e.g., including but not limited to, a person committing acts of moral turpitude, and/or allegations or convictions of any crime); (iv) to have provided inaccurate information on any legal documents submitted in connection with the Sweepstakes; or (v) to be

acting in violation of these Official Rules. ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS A WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED.

**4.8. Prize Terms:**

Total ARV of all Sweepstakes Prizes will not exceed the total ARV as stated in Section 4.4 above. Actual Grand Prize value depends on the location of the winner's residence and dates of travel. Travel must take place on or about December 4, 2026 (departure) through December 6, 2026 (return), as required to attend the 2026 Big Ten Championship Game on December 5, 2026 at Lucas Oil Stadium, Indianapolis, Indiana. Travel dates are fixed and non-negotiable; if Winner and/or guest cannot travel on the specified dates, the Grand Prize will be forfeited in its entirety and an alternate Winner will be selected. All travel must be reserved by the date specified by Sponsor following Winner notification. Any difference between the stated ARV and actual value will not be awarded. Winner and guest must travel together on the same itinerary. Winner is responsible for any costs not specifically stated as included in the Prize description. All ground transportation at the destination city is included; ground transportation from the Winner's place of residence to the departure airport is not included. Guest must be at least eighteen (18) years of age and must complete and return a Guest Affidavit and publicity and liability release within five (5) days of the date of issuance. All federal, state and local taxes, luggage fees, souvenirs, miscellaneous hotel expenses, gratuities, and any other costs not specifically identified in the Prize description are the sole responsibility of the Winner. Certain restrictions, as determined by Sponsor, may apply. Sponsor will attempt to accommodate Winner's preferred itinerary, but all specifics thereof will be at Sponsor's sole discretion.

In the event a Winner engages in behavior that, as determined by the Sponsor in its sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the Grand Prize early, in whole or in part, with no further obligation. In the event a Winner engages in behavior (as determined by Sponsor in its sole discretion) that is illegal, tortious, or subjects Winner to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by Winner as a result of such conduct. NEITHER SPONSOR NOR ANY PROGRAM ENTITY SHALL HAVE ANY LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF OR RELATED TO THE GRAND PRIZE OR ANY ACTIVITY RELATED TO THE GRAND PRIZE OR ANY OTHER ASPECT OF WINNER'S ACCEPTANCE OR USE OF THE PRIZE.

The value of a Prize will be taxable to the Winner as income. An IRS Form 1099 will be issued in the name of the Winner for the actual value of the prize awarded, and a completed IRS Form W-9 will be required. All U.S. federal, state and local tax liability, and any other costs and expenses associated with acceptance or use of a Prize not specifically provided for in these Official Rules are solely the Winner's responsibility.

NEITHER SPONSOR NOR ANY PROGRAM ENTITY SHALL HAVE ANY LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF OR RELATED TO THE PRIZE OR ANY ACTIVITY RELATED TO THE PRIZE OR ANY OTHER ASPECT OF WINNER'S ACCEPTANCE OR USE OF THE PRIZE.

**4.9. Grant of Rights.**

By entering the Sweepstakes, Entrant irrevocably consents, to the extent permitted by applicable law, to the use of his or her name, image, photograph, likeness, biographical information, and any video footage related to the prize, for Sponsor's advertising, promotional or other commercial purposes in all media now or hereafter known, worldwide and in perpetuity without additional compensation, unless prohibited by law.

**5. General Terms.**

By entering the Program, Entrants: (a) agree to be bound by these Official Rules and by the interpretation of these Official Rules by Sponsor and by the decisions of Sponsor, which are final and binding in all

respects; (b) acknowledge compliance with these Official Rules; (c) agree to comply with any and all applicable federal, state and local laws, rules and regulations; and (d) agree to release and hold harmless the Program Entities from and against any claims, injury or damages arising out of or relating to participation in the Sweepstakes and/or the use, misuse or redemption of a prize, and for any claim including claims based upon defamation, publicity rights, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property-related cause of action arising from or related to the Sweepstakes, the prizes, or Sponsor's advertising and marketing related to the Sweepstakes, Entrants or the Winners. Winning a prize is contingent upon fulfilling all requirements set forth herein.

The Program Entities are not responsible if the Program cannot take place or is delayed, or if any prize cannot be awarded due to delays, interruptions or failures due to acts of God, war, natural disasters, epidemic or pandemic, other medical emergencies, government mandated lockdowns, weather, acts or threats of terrorism, strikes, lockouts, labor disputes, work stoppages, fire, acts of government, other force majeure events or other events outside of the reasonable control of the Program Entities. If, for any reason, the Program is not capable of running as planned, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Program Entities, which, in Sponsor's sole determination, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Program, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Program or any part of the Program. If the Program or any part of the Program is terminated or modified prior to the closing date of the Program, notice will be posted at www.danone.com/meijerfootballsweeps if time permits and the Sweepstakes prizes will be awarded to potential Winners to be selected in a random drawing from among all of the remaining uncorrupted Eligible Entries received prior to any such event outside of the reasonable control of Sponsor. Sponsor reserves the right to modify and replace or amend these Official Rules from time to time during the Program or thereafter including to modify and amend the Program Period and/or the manner, timing and number of draw of lots.

The Sponsor and the Administrator will not be responsible or liable for failure to receive entries due to transmission failures or technical failures of any kind, including without limitation, electronic malfunction of any network, hardware or software. Proof of submission does not constitute proof of entry. The Sponsor and the Administrator reserve the right in their sole discretion to cancel or suspend the Program should viruses, bugs or other causes beyond their control corrupt the administration, security or proper play of the Sweepstakes. In the event of cancellation of the Program, the Sweepstakes prizes (or a portion thereof, as determined by Sponsor in its sole discretion) will be awarded in a random drawing from Eligible Entries received prior to cancellation.

ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAW AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on a website and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

**6. Privacy:**

All information submitted by Entrants and collected by Sponsor in connection with Entrant's entry will be subject to and will be treated in a manner consistent with Sponsor's Privacy Policy available at: https://www.danonenorthamerica.com/privacy-policy.html.. By participating in the Sweepstakes, Entrants hereby agree that Sponsor may share their personal information submitted with the entry for the purposes of winner selection and fulfillment.

**7. BINDING ARBITRATION:**

Except where prohibited by law, Entrant agrees: (1) any dispute, controversy or claim arising out of or relating to the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action; (2) any dispute, controversy or claim arising out of or relating to the Sweepstakes or any prize awarded shall be resolved by binding arbitration conducted by JAMS in accordance with JAMS Comprehensive Arbitration Rules and Procedures (the "JAMS Rules"); (3) any arbitration shall be conducted in New York, New York (4) judgment upon any award rendered may be entered in any court having jurisdiction thereof; and (5) any award or judgment shall be subject to all limitations and releases set forth in these Official Rules and be limited to actual out of pocket damages, and shall not, in any event, include any punitive, exemplary, consequential or incidental damages, attorneys' fees or costs of bringing a claim, or any injunctive or other equitable relief. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

**8. Governing Law:**

All federal, state and local laws and regulations apply. Void where prohibited by law. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York [without giving effect to any choice of law or conflict of laws rules (whether of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York.

**9. Request for Names of Winners:**

The Winners List will be published at http://snipp.us/!cuY0P once winners have been confirmed, and will remain available until 03/06/2027.

**Sponsored by:** This Program is sponsored by Danone US LLC, 1 Maple Ave, 3rd Floor, White Plains, NY 10605.

**Administered by:** This Program is administered by Snipp Interactive Inc., 20860 N. Tatum Blvd., Suite 300, Phoenix, Arizona 85050.

NOTE: Entrant understands that he or she is providing information to Sponsor (directly or through Sponsor's agents, such as Administrator). If an Entrant opts-in, the information provided will only be used for sending Entrants company updates and announcements from Danone US LLC about their companies and their products.

**Fanatics disclaimer:** Gift Card is only valid for purchases at Fanatics.com. Except where required by law, Gift Card cannot be redeemed for cash, or cash equivalent. Gift Card cannot be returned, reproduced, modified, sold, traded, refunded or replaced if lost or stolen. Gift Card is not valid for purchases of other Gift Cards or on previous purchases or returns. All Gift Card purchases are subject to the Fanatics.com terms of use and any other terms and conditions applicable to Gift Cards, which may change at any time. Void where prohibited. Gift Cards are issued by Fanatics Retail Group Fulfillment, LLC. For Gift Card inquiries and to check your Gift Card balance, please visit Fanatics.com/GChelp.

**EXHIBIT A**

**Participating Products**

Click here to view the participating products