

THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY BY LEGAL RESIDENTS OF AL, AZ, CA, CO, CT, DE, FL, GA, IL, IN, KY, MA, MI, MN, NC, NH, NJ, NM, NV, NY, OH, PA, RI, SC, SD, TN, TX, UT, VA, WI or WV. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF PARTICIPATION.

**MTN DEW® "REVV UP YOUR DEW DEN" SWEEPSTAKES AT
SPEEDWAY® ("SWEEPSTAKES")
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS REQUIRED.

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins on August 3, 2020 at 12:00 AM Eastern Time ("ET") and ends on September 27, 2020 at 11:59 PM ET ("Sweepstakes Period") and consists of fifty-six (56) daily entry periods (each a "Daily Entry Period"), each starting at 12:00 AM ET and ending at 11:59 PM ET of each day and eight (8) weekly entry periods (each a "Weekly Entry Period") as outlined in the chart below. The computer of the Sweepstakes administrator is the official time-keeping device of the Sweepstakes.

Non-winning Daily Entry Period entries and Non-winning Weekly Entry Period entries do not carry forward into subsequent Daily Entry Period Drawings or Weekly Entry Period drawings. All Daily Entry Period entries received during the applicable Weekly Entry Period remain eligible for that at Weekly Entry Period's drawing.

- 2. HOW TO ENTER:** During the Sweepstakes Period, go to YearofDew.com ("Website") and follow the instructions to create an account ("Account") by completing the registration form, agree to these Official Rules as indicated, and click on the "Submit" button to receive one (1) entry into the applicable Daily Entry Period drawing and the applicable Weekly Entry Period drawing. See Section 5 for drawing details. **Limit one (1) Account per person. Limit one (1) initial entry per person/email address per day.** A "day" is defined as the twenty-four (24) hours between 12:00:00 a.m. ET and 11:59:59 p.m. ET of the same day.

All entrants must have a valid email address. The name of the person submitting the entry into the Sweepstakes must be the name of the authorized account holder of the email address used to enter, otherwise, entry may be deemed void. Multiple entrants may not share the same email address. In the event of a dispute over the identity of an entrant, entry will be declared made by the authorized account holder of the email address used during the submission process. A potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such account.

Each entry must be manually key stroked and/or manually entered by the individual entrant. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email addresses or IP addresses may be blocked. Additionally, use of multiple email addresses, phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries or prizes is prohibited and any such person will be disqualified; his/her entries will be deemed invalid; and any prize won by such person shall be forfeited.

- 3. ELIGIBILITY:** The Sweepstakes is open only to legal U.S. residents residing in AL, AZ, CA, CO, CT, DE, FL, GA, IL, IN, KY, MA, MI, MN, NC, NH, NJ, NM, NV, NY, OH, PA, RI, SC, SD, TN, TX, UT, VA, WI or WV (each an "Eligible State") who are eighteen (18) years of age or older at the time of entry. Void where prohibited. Potential winners may be required to show proof of residency and/or age if

requested by Sponsor to determine eligibility and as a condition of prize award. Employees of PepsiCo, Inc., Pepsi-Cola Company ("Sponsor") and its bottlers, and each of their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Promotion (collectively, "Sponsor and Promotion Parties"), Speedway LLC and its participating locations, , and the immediate family members (parent, child, sibling or spouse of any of the foregoing, including step-parent, step-child or step-sibling) and household members of such individuals (whether related or not) are not eligible to participate or win.

4. PRIZE DETAILS:

Weekly Entry Period Prizes (8 total; 1 per Weekly Entry Period): Each Weekly Entry Period prize includes a MTN DEW custom cooler, a MTN DEW Spark tin sign, a MTN DEW Neon Clock, ten (10) beverage insulators, and four (4) drink coasters (each a "Weekly Entry Period Prize"). No more than eight (8) Weekly Entry Period Prizes will be available in the Sweepstakes, one (1) per Weekly Entry Period. The ARV of each Weekly Entry Period Prize is \$580.96.

Daily Entry Period Prizes (56 total; 1 per Daily Entry Period): Each Daily Entry Period prize includes one (1) case of MTN DEW Spark (includes twenty-four [24] 20oz. MTN DEW Spark bottles), two (2) beverage insulators, and one (1) drink coaster (each a "Daily Entry Period Prize"). No more than fifty-six (56) Daily Entry Period Prizes will be available in the Sweepstakes, one (1) per Daily Entry Period. The ARV of each Daily Entry Period Prize is \$37.98.

Total ARV: The total ARV of all prizes is \$6,774.56. If a winner is unable to accept a prize as stated, prize will be forfeited in its entirety.

5. DRAWINGS:

Potential winners will be selected in a random drawing to be held on or about each Drawing Date listed in the schedule below from among all eligible entries received during the corresponding Entry Period as set forth in the schedule below (each an "Entry Period Drawing"). Odds of winning a prize depend on the number of eligible entries received for a given Entry Period. See Section 5 for prize allocation per Entry Period.

All drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Entries will not carry forward to subsequent Entry Period Drawings. Entries submitted during the Sweepstakes Period are only eligible for this Sweepstakes and do not remain eligible for any subsequent sweepstakes. Limit one (1) prize per person/household per Entry Period.

Entry Period Drawing Schedule: All Entry Periods start at 12:00:00 a.m. ET on the Start Date and end at 11:59:59 p.m. ET on the End Date.

Weekly Entry Period	Start Date at 12:00 AM ET	End Date at 11:59:59 PM ET	Approximate Drawing Date
1	August 3, 2020	August 9, 2020	August 14, 2020
2	August 10, 2020	August 16, 2020	August 21, 2020
3	August 17, 2020	August 23, 2020	August 28, 2020
4	August 24, 2020	August 30, 2020	September 4, 2020
5	August 31, 2020	September 6, 2020	September 11, 2020
6	September 7, 2020	September 13, 2020	September 18, 2020
7	September 14, 2020	September 20, 2020	September 25, 2020
8	September 21, 2020	September 27, 2020	October 2, 2020

Non-winning Daily Entry Period entries and Non-winning Weekly Entry Period entries do not carry forward into subsequent Daily Entry Period Drawings or Weekly Entry Period drawings. All Daily Entry Period entries received during the applicable Weekly Entry Period remain eligible for that at Weekly Entry Period's drawing.

- 6. GENERAL:** This Sweepstakes is governed by the laws of the United States and of the State of New York without respect to conflict of law doctrines. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except as determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value in the event any portion of the prize becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g. costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on prize, if any. No groups, clubs or organizations may enter or win a prize or reproduce or distribute any portion of these Official Rules to its members. All other expenses on the receipt and use of a prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted or used by winner will be forfeited. Any difference between stated value and actual value will not be awarded.
- 7. CONDUCT:** By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the judges which shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.
- 8. LIMITATIONS OF LIABILITY:** Speedway LLC, Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information submitted by entrant, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service or the Website; or (e) any injury or damage to entrants or to any other person's computer or web-enabled device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in

whole or in part. In the event of any such cancellation, termination or suspension, a notice will be posted at the Website and a random drawing may be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any entrant (and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials. 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, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR'S OR PROMOTION PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

- 9. WINNER NOTIFICATION:** The potential winners are subject to verification of eligibility and compliance with these Official Rules. After the random drawing, Administrator will notify the potential winner via e-mail at the e-mail address provided at the time of registration. Failure to provide all required information within the stated time period may result in forfeiture of a winner's right to claim his/her prize, and may result in the prize being awarded to an alternate winner, if time permits. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, the respective prize may be forfeited. If a prize is forfeited, the prize may be awarded to an alternate Winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Upon verification of eligibility, each prize will be mailed to the winners at the physical addresses (P.O. Boxes are not permitted) provided at the time of entry. Any portion of a prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her prize won. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Each prize will only be awarded to a verified winner.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. Prizes are non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding the prize for any reason. Prizes will be delivered via mail within six (6) weeks of winner verification.

- 10. RELEASE OF LIABILITY:** All entrants, as a condition of participation, and winners, by acceptance of a prize, agree to release Speedway LLC, Sponsor and Promotion Parties, and each of their respective officers, directors, employees, agents, licensors and assigns from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of any prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. Each winner shall bear all risk of loss or damage to his/her prize and/or prize documentation after it has been delivered. Except where prohibited by law, each winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, his/her name, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor or Promotion Parties.

Sponsor's use of your personal information is subject to the privacy policy located at <https://policy.mountaindew.com/privacy.htm>. Any communication between entrant and Sponsor or its agencies regarding this Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes. Winners' names may be included in a publicly-available winner's list.

11. WINNERS' LIST: For a list of winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, - The Revvv Up Your Dew Den Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than November 27, 2020.

12. SPONSOR: Pepsi-Cola Company, 1111 Westchester Avenue, White Plains, NY 10604.

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