

**MTN DEW® / SPEEDWAY YEAR OF DEW
STASH HUNT SWEEPSTAKES (“PROMOTION”)**

OFFICIAL RULES

NO PURCHASE NECESSARY TO PARTICIPATE. INTERNET ACCESS REQUIRED. DATA RATES MAY APPLY IF PARTICIPATING VIA A MOBILE DEVICE. VOID WHERE PROHIBITED. MULTIPLE ENTRY DEADLINES APPLY.

1. PROMOTION PERIOD: The Promotion begins at 12:00 a.m. Eastern Time (“ET”) on January 11, 2021 and ends at 11:59 p.m. ET on January 17, 2021 (the “Promotion Period”). See Section 3 for Entry Periods.

2. ELIGIBILITY: This Promotion is open only to legal U.S. residents who are at least eighteen (18) years old at the time of entry and are residents of Alabama, Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Massachusetts, Michigan, Minnesota, North Carolina, New Hampshire, New Jersey, New Mexico, Nevada, New York, Ohio, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Wisconsin or West Virginia. Employees of Sponsor, Administrator, Speedway LLC and its participating locations, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, “Promotion Entities”) and each of their immediate family members (*e.g.*, spouse, parent, child, sibling, and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All federal, state, and local laws apply.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Promotion. For purposes of the Promotion, an entrant’s residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

3. THERE ARE TWO WAYS TO ENTER:

A) STASH HUNT ENTRY: Starting at 12:00 a.m. 1/11/21 through 11:59 p.m. 1/17/21, visit YearofDew.com to learn clues about the Year of Dew Stash Drop locations. Actual locations will be revealed one (1) hour prior to Stash Hunt Entry Periods (see below for Stash Drop dates, Stash Hunt Entry Periods and Stash Drop Cities where the locations will be). Follow the clues to locate a Stash Drop location. Eligible participants who arrives at a Stash Drop location and locate the Golden Mtn Dew Bottle hidden at the location during the specified Stash Hunt Entry Period, will receive one (1) entry into the Promotion. There will be a Promotion Representative at each Location who will provide entry instructions to the participants who finds the Golden Bottle. Only participants who arrive at the Stash Drop locations and locate the Golden Bottle during the specified entry periods will receive an entry. Limit one (1) entry per person at each Stash Drop location. Participants in the Stash Hunts must abide by local COVID-19 restrictions, including

following mask-wearing and social distancing guidelines.

B) SOCIAL MEDIA ENTRY:

- 1) You must be a registered member of Instagram with a public profile. Becoming a member of Instagram is free. If you are not a registered account holder of Instagram, please visit Instagram.com to register for an account. Registration for and use of Instagram are subject to Instagram’s respective terms and conditions and Sponsor has no responsibility with respect to such registration or use or enforcement of such terms and conditions.
- 2) During the Social Media Entry Periods, capture a photo or video demonstrating how you are a fan of the Year of DEW and post it on your Instagram Newsfeed, using the hashtags associated with the prize drawing you are entering (outlined below). Instagram Stories and posts without the below hashtags will not qualify. Each post is one (1) entry into the Promotion.

The name of the person submitting an Entry into the Sweepstakes must be the name of the authorized account holder of the social media account, otherwise, an entry may be deemed void. In the event of a dispute over the identity of a potential winner, entries will be declared made by the authorized account holder of the social media account, and the potential winner may be required to provide identification sufficient to show that they are the authorized account holder. It is solely the responsibility of the entrant to notify the Sponsor in writing if the entrant changes their Instagram account used to enter the Sweepstakes during the Promotion Period.

Limit one (1) entry per person/social media account, per Stash Drop.

STASH HUNT ENTRY

Stash Drop	Stash Drop Date	Stash Drop City	Stash Hunt Entry Period
1	January 16, 2021	Cincinnati, OH	10:00 a.m. – 12:00 p.m. ET
2	January 16, 2021	Cincinnati, OH	12:15 p.m. – 2:15 p.m. ET
3	January 16, 2021	Columbus, OH	4:00 p.m. – 6:00 p.m. ET
4	January 17, 2021	Cleveland, OH	10:00 a.m. – 12:00 p.m. ET
5	January 17, 2021	Cleveland, OH	2:00 p.m. – 4:00 p.m. ET
6	January 16, 2021	Indianapolis, IN	10:00 a.m. – 12:00 p.m. ET
7	January 16, 2021	Indianapolis, IN	1:00 p.m. – 3:00 p.m. ET
8	January 16, 2021	Indianapolis, IN	4:00 p.m. – 6:00 p.m. ET
9	January 17, 2021	Fort Wayne, IN	10:00 a.m. – 12:00 p.m. ET
10	January 17, 2021	South Bend, IN	2:00 p.m. – 4:00 p.m. ET
11	January 16, 2021	Detroit, MI	10:00 a.m. – 12:00 p.m. ET
12	January 16, 2021	Detroit, MI	1:00 p.m. – 3:00 p.m. ET
13	January 16, 2021	Ann Arbor, MI	4:00 p.m. – 6:00 p.m. ET
14	January 17, 2021	Lansing, MI	10:00 a.m. – 12:00 p.m. ET
15	January 17, 2021	Grand Rapids, MI	2:00 p.m. – 4:00 p.m. ET

SOCIAL MEDIA ENTRY

Stash Drop	Stash Drop Date	Social Media Entry Period	Social Media Hashtags
1	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewCincy #Sweepstakes
2	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewNati #Sweepstakes
3	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewColumbus #Sweepstakes
4	January 17, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewCleveland #Sweepstakes
5	January 17, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDew216 #Sweepstakes
6	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewIndy #Sweepstakes
7	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewIndy2 #Sweepstakes
8	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewIndy3 #Sweepstakes
9	January 17, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewFtWayne #Sweepstakes
10	January 17, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewSBend #Sweepstakes
11	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewDetroit #Sweepstakes
12	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDew313 #Sweepstakes
13	January 16, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewAA #Sweepstakes
14	January 17, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewLansing #Sweepstakes
15	January 17, 2021	12:00 a.m. – 11:59 p.m. ET	#YearOfDewGR #Sweepstakes

4. PRIZES: There are fifteen (15) Stash Drop Grand Prizes available (one for each Stash Drop Hunt Location/Social Media Location as numbered above). Each Grand Prize consists of a Grizzly 60 quart cooler, Sony Playstation 5, Playstation Game Download Code, Mtn Dew Hoodie (size determined by Sponsor), Mtn Dew T-Shirt, Mtn Dew Koozie, and a \$100 Speedway Gas Card. Approximate Retail Value of Grand Prize (“ARV”): \$1,063.00.

Limit one Grand Prize per person/ household.

5. SWEEPSTAKES DRAWINGS: Potential winners for each Stash Drop Grand Prize will be selected in a random drawing from among all eligible entries received during the specified Stash Hunt Entry Period and Social Media Entry Period for each Stash Drop as numbered above. Stash Drop Grand Prize drawing will be held on or about 1/21/21. Odds of winning a Prize depend upon the total number of eligible entries received. Drawing will be conducted by an independent judging organization, whose decisions are final and binding.

6. WINNER NOTIFICATION: Potential winners will be contacted within 2 days of the Drawing via the phone number or email address that was submitted with their entry, if entered via the Stash Hunts, or via Direct Message if entered via Instagram. All potential winners will be required to respond within seventy-two (72) hours or the prize will be forfeited and may be awarded to an alternate winner. Sponsor is not responsible for suspended or discontinued wireless service that may result in a potential winner not receiving initial prize notification. Once potential winner notification is confirmed by Sponsor, the potential prize winner may be sent an Affidavit of Eligibility and Liability/Publicity Release and W-9 to be signed and returned within the number of days indicated on the Affidavit. In the event (i) the attempted notification is returned as undeliverable without a forwarding address; (ii) a telephone, email or direct message notification is not confirmed to Sponsor within seventy-two (72) hours; (iii) any required documents are not returned within the required number of days; or (iv) if winner is otherwise unable accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner. Allow 4-6 weeks for delivery of prize following completion of notification process. Prizes will only be delivered to addresses within Alabama, Arizona, California, Colorado, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Massachusetts, Michigan, Minnesota, North Carolina, New Hampshire, New Jersey, New Mexico, Nevada, New York, Ohio, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Wisconsin or West Virginia. Sponsor and Promotion Parties are not responsible for any change in entrant's mailing address, email address and/or telephone number.

7. GENERAL: This Promotion is governed by the laws of the United States and of the State of New York, without respect to conflict of law doctrines. Except as determined by Sponsor in its sole discretion, 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. Prize winners will be solely responsible for all applicable federal, state and local taxes on Prizes. Prize winners will receive an IRS Form 1099 for the retail value of the prize. Sponsor reserves the right to substitute a Prize of equal or greater value in the event a prize or any portion of a Prize becomes unavailable. Any difference between stated ARV of Prize and actual value of Prize will not be awarded.

8. CONDUCT: By entering this Promotion, entrants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. The Official Rules will be posted at the Website throughout the Promotion Period. Any information collected shall be in accordance with the Pepsi-Cola Company's Privacy policy available at <http://policy.pepsi.com/privacy.htm>. 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 Promotion or any website; 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.

9. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, incomplete 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 Promotion; (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 Promotion; (d) inaccessibility or unavailability of the Internet or the Website or cellular phone service or any combination thereof; (e) any injury to participant or damage to participants' or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Promotion, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of submissions which may limit a participant's ability to participate in the Promotion. If, for any reason, the Promotion 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 Promotion, then Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion Period in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed random fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor shall not have any further liability to any participant in connection with the Promotion. Sponsor may modify and amend these Official Rules as they appear online from time to time during the Promotion Period for clarification purposes without materially affecting the terms and conditions of the Promotion. Sponsor is not liable in the event that any portion of the Sweepstakes is canceled due to weather, fire, strike, acts of war or terrorism, pandemic, epidemic or any other conditions beyond their control (a "Force Majeure Event").

10. WINNER RELEASES: All entrants, as a condition of participating in the Promotion, agree to release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Promotion, the receipt, ownership or misuse of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity or any typographical or other error in these Official Rules or the announcement of offering of any prize. Sponsor and Promotion Parties (a) make no warranty, guaranty or representation of any kind concerning any Prize (or any portion thereof), and (b) disclaim any implied warranty. The winners shall bear all risk of loss or damage to their prize 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 (including without limitation use online at the Website) such winner's name, address, voice, statement, picture or other likeness, without additional

compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

11. ADDITIONAL TERMS: In no event will Sponsor be obligated to award more prizes than the number of prizes stated in these Official Rules. Antifraud detection devices may be used for verification purposes. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Headings are solely for convenience and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof.

Caution: Any attempt to deliberately damage any website associated with the Promotion or undermine the legitimate operation of the Promotion may be a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from any person responsible for the attempt to the fullest extent permitted by law.

IN NO EVENT WILL SPONSOR AND PROMOTION PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF ENTRANT'S ACCESS TO, AND USE OF, THE WEBSITE AND/OR THIS PROMOTION, OR ENTRANT'S DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE PROMOTION.

This Promotion is not sponsored, endorsed or administered by, or associated with Instagram. Any questions, comments or complaints regarding this Promotion shall be directed to the Sponsor and not to Instagram.

12. WINNERS' LIST: For the names of the prize winners, send a self-addressed, stamped envelope, postmarked by February 17, 2021 to: Mtn Dew/Speedway Stash Hunt Sweepstakes -Winners' List c/o PSG, PO Box 941459, Maitland, FL 32794-1459.

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

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