

COCAINE BEAR PROMO ITEM SOCIAL GIVEAWAY OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **PROMOTION DESCRIPTION:** The COCAINE BEAR Promo Item Social Giveaway ("Sweepstakes") begins on February 13, 2023 at 10:00:01 a.m. ET and ends on February 26, 2023 at 11:59:59 p.m. ET (the "Promotion Period"). The Sweepstakes is void where prohibited or restricted by law.

2. **ELIGIBILITY:** Open to legal residents of any of the 50 United States and the District of Columbia who are at least 18 years old or the age of majority in their place of residence, whichever is greater, at the time of entry (the "Entrant"). Employees of Sponsor, its exhibitors, advertising and promotion agencies, Studio, Social Media Platform, and their respective parents, affiliates, subsidiaries, and franchisees ("Promotion Entities"), and their immediate family members or those living in the same household of each, whether related or not, are not eligible to enter or win.

3. **PRIZES:** Three (3) winners will each receive a Cocaine Bear long sleeved t-shirt. The approximate retail value (ARV) of each prize is \$35.99. Total ARV of all prizes is \$107.97. Winners are responsible for applicable taxes.

Prizes provided by Universal Pictures ("Studio"). Prizes cannot be transferred, redeemed for cash, or substituted by winner. Sponsor reserves the right to award a substitute prize of equal or greater value. Sponsor will not replace any lost or stolen prize items.

4. **HOW TO ENTER:** By no later than the end of the Promotion Period, access the official @WhatsNoovie Instagram account through your public Instagram account, follow @WhatsNoovie (if you have not done so already), locate Sponsor's post promoting the Sweepstakes on the @WhatsNoovie Instagram page, and comment on that post using the hashtag, #Giveaway and #Cocaine Bear, to receive one entry into the Sweepstakes. If you do not have an Instagram account, sign-up for free at <https://www.instagram.com> ("Social Media Platform") by providing requested information and agreeing to its terms of use and privacy policy. Each Entrant must only use a single, public account for the entry method. Limit one (1) entry per person/entry method/day. Use of any automated means of entry are prohibited. If Sponsor determines that any entry is in violation of these Official Rules, the entry will be void and any associated comment may be removed or hidden by Sponsor.

Posted comments must not violate the intellectual property, privacy, or publicity right of any third party or include any illegal, inappropriate, indecent, profane, obscene, hateful, defamatory, disparaging, discriminatory, bigoted, racist, religious, political, commercial, or promotional material.

Entrant grants to Sponsor a non-exclusive, irrevocable, perpetual, worldwide, royalty-free, transferable, sublicensable right and license to use, reproduce, distribute, display, perform, prepare derivative works of and exploit each comment in any manner and in any and all media now known or hereafter created, without further notice or any compensation to Entrant.

5. **WINNER SELECTION:** Potential winner(s) of the Sweepstakes will be selected from among all eligible entries received in a random drawing conducted on or about February 27, 2023 by or for Sponsor, whose decisions are final. Odds of winning vary based on the number of eligible entries received.

6. **WINNER NOTIFICATION:** Potential prize winner(s) will be notified by direct message (i.e., private message) on Social Media Platform. ENTRANT MUST ENSURE THAT HIS/HER PRIVACY SETTINGS ARE CONFIGURED TO ACCEPT DIRECT MESSAGES FROM SPONSOR. Entrant must respond to Sponsor's direct message notification by providing Sponsor with requested information within forty-eight (48) hours after the first direct message. If a potential winner cannot be contacted, fails to timely respond,

the prize notification is returned as undeliverable, or he/she is disqualified for any reason, an alternate potential winner will be selected from among remaining eligible entries. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNTIL SPONSOR CONFIRMS THAT ENTRANT IS A WINNER. Acceptance of a prize constitutes permission for Sponsor and its designees to use each winner's name and likeness in connection with the Sweepstakes in all media worldwide, in perpetuity, without further compensation.

7. PRIVACY: Entrants are providing their information to Sponsor and not to Studio. All information Sponsor collects or receives in connection with each entry will be subject to Sponsor's Privacy Policy at www.ncm.com/privacy-policy.

8. DISCLAIMERS/LIMITATION OF LIABILITY: Sponsor is not responsible for any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation, or communications or computer failure; any unauthorized access to, or theft, destruction or alteration of entries; any injury to or death of any Entrant; or damage to any computer or mobile device used to enter the Sweepstakes. Sponsor makes no representation or warranty regarding any prize awarded.

If the Sweepstakes is not capable of running as planned for any reason that may corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor may in its sole discretion cancel, terminate, modify, or suspend the Sweepstakes and award any remaining prizes in a manner deemed fair and equitable by Sponsor.

Entrant releases Sponsor, Studio, Social Media Platform, their promotional agencies, and each of their officers, directors, employees, and agents (the "Released Parties") from any liability resulting from, and agrees to indemnify, defend, and hold the Released Parties harmless against any third-party claim relating to, Entrant's participation in the Sweepstakes or use of any prize. THE RELEASED PARTIES WILL NOT BE LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF USE OF ANY PRIZE OR PARTICIPATION IN THE SWEEPSTAKES.

9. SPONSOR/WINNER LIST: The Sweepstakes is sponsored by National CineMedia, LLC, 6300 S. Syracuse Way, Suite 300, Centennial, CO 80111 ("Sponsor"). For the first name, last initial and state of prize winner(s) or a copy of these Official Rules, send a self-addressed stamped envelope to: National CineMedia, LLC, Attn: Cocaine Bear Promo Item Social Giveaway Winners List, 60 E. 42nd Street, Suite 2030, New York, NY 10165. Requests must be received within 30 days after the end of the Promotion Period.

The Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Social Media Platform, Studio, or their parents, subsidiaries, and affiliated and related entities, each of which are not responsible for the promotion, administration, or execution of the Sweepstakes.

10. MISCELLANEOUS: By participating in the Sweepstakes, each Entrant agrees to comply with these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. The Sweepstakes, including construction, validity, interpretation, and enforceability of these Official Rules, shall be governed by the internal laws of the State of Colorado without regard to conflict of law principles. Any disputes, claims, and causes of action arising out of or connected in any way with the Sweepstakes or the award of prizes shall be resolved individually, without resort to any form of class action, and brought exclusively in a federal or state courts in the City and County of Denver, Colorado.