

CELSIUS® Casey's Trakside Getaway Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING SWEEPSTAKES IS VALID ONLY IN ARKANSAS, ILLINOIS, INDIANA, IOWA, KANSAS, KENTUCKY, MICHIGAN, MINNESOTA, MISSOURI, NEBRASKA, NORTH DAKOTA, OHIO, OKLAHOMA, SOUTH DAKOTA, TENNESSEE, TEXAS AND WISCONSIN AND IS OPEN ONLY TO QUALIFIED PERSONS (AS DEFINED IN THE OFFICIAL RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE SWEEPSTAKES IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

1. **SWEEPSTAKES NAME:** CELSIUS Casey's Trakside Getaway Sweepstakes (the "Sweepstakes").
2. **SWEEPSTAKES DATES:** Sweepstakes registration is scheduled to begin at 12:00:00am Eastern Time ("ET") on 6/24/2026 and end at 11:59:59pm ET on 9/8/2026 (the "Entry Period"). The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void outside Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio Oklahoma, South Dakota, Tennessee, Texas and Wisconsin and wherever void.
3. **WHO MAY ENTER:** Sweepstakes is open only to legal residents of Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio Oklahoma, South Dakota, Tennessee, Texas and Wisconsin who are age 18 or older as of date of entry, and have a valid U.S. driver's license or government issued photo I.D. (each an "Entrant"), except the following persons who are not eligible to enter or win:
 - a) Employees, officers, and directors of CELSIUS Inc. ("Sponsor"), Million Dollar Media (the "Administrator"), Casey's Retail Company, CEFCO, AMR GP Limited (owner and operator of Aston Martin Aramco F1 Team) ("AMR"), each of the foregoing's respective franchisees, owners, employees, contractors, parents, affiliated companies, subsidiaries, distributors, retailers, wholesalers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion (collectively, "Released Parties"), and the members of the immediate families or households, whether or not related, of any of the above. "Immediate family members" includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses, regardless of where they reside.
4. **HOW TO ENTER – TWO OPTIONS, each is one "Entry":**
 - a) **In-store Purchase Option.** To receive one (1) entry in the Sweepstakes:
 - (i) purchase (3) or more CELSIUS 12oz. individual cans on a single receipt; and
 - (ii) use your Casey's loyalty app to complete the purchase.

You must be a registered member of Casey's loyalty app to receive one (1) entry when you make the purchase. Drink CELSIUS responsibly and follow the serving recommendation on can.

- b) No Purchase Necessary Option.** To receive one (1) entry in the Sweepstakes without making a purchase:
- (i) hand print your complete name, address (including city, state and zip code), email address, birth date, and daytime and evening phone numbers (including area codes), on a 3x5 card or piece of paper, and mail your entry in a #10, business-size envelope with first-class postage affixed to: Celsius Casey's Trackside Getaway Sweepstakes, P.O. Box 278, Woodbridge, NJ 07095 (each a "Mail-in Entry").

Information on all Mail-in Entries must be hand-printed. No mechanically reproduced or photocopied Mail-in Entries allowed. Limit one (1) entry per outer mailing envelope. All Mail-in Entries must be postmarked by no later than 9/8/2026 and received by no later than 9/14/2026.

There is a limit of three (3) Entries per Entrant per day during the Entry Period. Entries in excess of this limit are void. Any available opt-in opportunities are not required to enter the Sweepstakes, and opting-in will not improve your chances of winning. By opting in to any programs, Entrant agrees that the Released Parties are authorized to distribute information regarding the Released Parties featured products, special events or future Sweepstakes, promotions or offers. Entrants may opt-out of any further marketing at any time by simply replying REMOVE to any email message, or following the provided opt-out instructions. Submission of an Entry, including any prize notification documents ("Entrant Data"), constitutes your consent for Sponsor and Administrator to obtain, use, and transfer your Entrant Data for Sweepstakes administration purposes and shall be subject to the Celsius Privacy Policy available at <https://www.celsius.com/privacy-policy/> and the Million Dollar Media Privacy Policy available at <https://www.mdmgames.com/PrivacyPolicy-MDM.htm>.

Any incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged entries, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information for any reason including programming or technical errors, or effects of hackers or failure of any electronic equipment, computer or cellular transmissions and/or network connections; all of which will be disqualified. Sponsor reserves the right to cancel, suspend, or modify the Sweepstakes if any event or circumstance arises that, in Sponsor's sole discretion, prevents the Sweepstakes from being conducted as planned.

Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person's name, email address or mobile number will be disqualified and ineligible to claim any prize. Any attempt by any participant to obtain more than the stated number of entries allowed by using same, multiple/different mobile numbers, email addresses, identities, or any other methods void all of that participant's entries and that participant may be disqualified. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.

In the event of a dispute as to any entry registration, the authorized account holder of the email address used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The “authorized account holder” is the natural person listed on the account by the email service provider associated with the email address used to submit the entry. All entries received become the property of the Sponsor and will not be returned.

By registering to enter Sweepstakes, you affirm that you have read and accepted these Official Sweepstakes Rules. All Entrants agree to be bound by & abide by the official rules of the Sweepstakes.

5. **WINNER SELECTION AND NOTIFICATION:** At the end of the Entry Period, a Drawing will be held to select one (1) grand prize potential winner (“Potential Winner”) from among all eligible Entries received.

Potential Winner will be notified initially by phone and/or email and following their selection. If the Administrator is unsuccessful in its attempt to reach and speak directly with a selected Potential Winner by phone within two (2) business days of the initial attempt to the phone number associated with their entry, then that Entrant may be disqualified, and an alternate Potential Winner may be randomly selected from among the remaining eligible entries and notified as per the procedures outlined above (time permitting). **Note: phone messages will not be left during the Potential Winner notification process.**

Potential Winner will be required to sign and return, within two (2) days of receipt, an Affidavit of Eligibility/Liability/Publicity and a Travel Release and a W-9 form (the “Paperwork”) in order to claim the Prize. Upon successful completion and submission of Paperwork to Administrator, Potential Winner will be designated as the Prize Winner (“Winner”). If a Potential Winner fails to return the Paperwork within that time, if the Prize Notification is returned as undeliverable, or if an Entrant is found to be ineligible, or if he/she does not comply with the Official Rules, then the Potential Winner will be disqualified, and a runner-up Potential Winner may be notified.

6. **PRIZE:** Winner shall be awarded the grand prize award (**the “Prize”**). The Prize is as follows:
- Roundtrip coach air travel for Winner and one (1) guest with travel from major airport nearest Winner’s residence to Austin, TX, with an approximate retail value (ARV) of \$2,000.00;
 - One (1) three (3) night standard accommodation, double occupancy in the Austin, TX metro area, with an ARV of \$1,500.00;
 - One (1) \$3,500 gift card (*subject to terms and conditions of issuing gift card company*). Sponsor reserves the right, in its sole discretion, to award multiple gift cards in varying denominations to satisfy the total amount to be awarded.

Grand prize (1 total) has an ARV of \$7,000.00.

The following applies to the Prize

Actual departure date, times, airline, and airports based upon availability and shall be solely determined by Sponsor. If Prize Winner resides within 250-miles of the destination

city, Sponsor reserves the right to award a \$250.00 travel stipend in lieu of air transportation. Hotel accommodations, location, and check-in and check-out dates as solely specified by Sponsor. Sponsor and Administrator are not responsible for any travel delays or difficulty for any Prize. If travel delays or difficulty prevent arrival in time for any and all elements of trip or Prize, Released Parties are not responsible for awarding any compensation in lieu thereof. Prize Winner and his/her guest must travel together on the same itinerary. Any changes to completed travel arrangements, once booked, are the sole responsibility of the Prize Winner, and are solely at the Prize Winner's expense. Actual value of the trip will depend on point of departure, destination and any airfare fluctuations. Any difference between the value stated in these official rules and the actual value, if any, will not be awarded. Prize Winner and guests must be of legal age of majority in his/her state of residence (and at least 18) as of the date of winner selection and will be required to execute and return a liability release and, where permitted by law, a publicity release, prior to Prize award. All ground transportation including airport and hotel transfers, parking, meals, gratuities, checked baggage fees, airline seat assignment fees, hotel resort fees, incidental expenses, applicable taxes (including, but not limited to all local, state and federal taxes) and any other expenses not specified herein as being included in the prize award are the sole responsibility of Prize Winner. Sponsor is not responsible for late, lost, damaged or stolen luggage. Prize Winner will be required to provide a credit card at the time of hotel check-in, and hotel will place a temporary 'hold' on credit card to cover any incidental charges by Prize Winner and/or Prize Winner's guest. Temporary hold dollar amount on credit card is subject to hotel policy. It is recommended that Prize Winner and travel companion obtain sufficient personal insurance (at their own expense) prior to departure. Prize Winner and travel companion hereby release Released Parties from any duty to provide, check, or verify any and all necessary ID's, passports, visas and tourist cards, birth certificates, vaccination certificates, and any other travel requirements ("Personal Documents"). Released Parties shall not have any responsibility for the replacement of lost or stolen Personal Documents or tickets, coupons, vouchers, receipts, or other documents pertaining to the prize ("Travel Documents") once the Travel Documents have been provided to Prize Winner and travel companion. If Prize Winner elects to take prize trip without one guest, components of the Prize trip will be awarded in increments/quantities suitable for one traveler and Prize Winner will not receive any compensation or substitute/alternate prize for same. Prize Winner agrees to maintain his or her behavior and the behavior of its guest in accordance with all applicable laws, generally accepted social practices, and adhere to all rules and regulations applicable to any airline, hotel, venue or other entity connected to participation in any prize activity, including, without limitation, use of a prize component. Prize Winner understands and agrees that if Winner or his/her guest is removed from any activity at any time, or if the Prize Winner's or his/her guest's behavior at any point is disruptive, causes damage or could cause damage to person, property or otherwise violates the policies of an entity associated with the prize, then Prize Winner may be required to forfeit the remainder of the prize without substitution or compensation.

Sponsor will not be responsible for any date delay, rescheduling, postponement, or cancellation due to weather, pandemic, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other event that may cause the cancellation or postponement. Prize award may be delivered to winner only to the registered email address or mobile phone number (for mobile/digital tickets) as provided at the time of entry and winner notification.

Winner is solely responsible for any required software application for access to mobile or digital ticket delivery. Once delivered, prize shall be considered delivered to winner and Sponsor shall have no responsibility for any delivery that is delayed, damaged, lost, misdelivered, not received or stolen. If, for whatever reason, any component of the Prize is cancelled, Sponsor will have no further obligation to Grand Prize winner. Grand Prize winner and guests fully understand that (a) the novel coronavirus SARS-CoV-2 and any resulting disease (together with any mutation, adaptation or variation thereof, "COVID-19") is extremely contagious and there is an inherent risk of exposure to COVID-19 in any place where people are or have been present; (b) no precautions, including the protocols that may be implemented from time to time based upon public health and government-sponsored guidelines (collectively, the "Protocols"), can eliminate the risk of exposure to COVID-19; (c) while people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and/or underlying medical conditions; and (d) exposure to COVID-19 can result in being subject to quarantine requirements, illness, disability, other short-term and long-term health effects, and/or death, regardless of age or health condition.

If any selected Potential Winner does not meet the eligibility requirements or is unable or unwilling to accept the associated prize or elects to decline the prize, s/he will be disqualified. Any disqualified Entrant will not receive any alternate prize substitution or compensation. Decisions of the Sponsor in the selection and determination of all potential prize winners, determination of eligible entries, designated prize awards and all matters relating to this Sweepstakes are final and binding. Failure to collect or properly claim any Prize in accordance with these rules will result in forfeiture of the Prize. If forfeited for any reason, Potential Winner will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded, except as provided herein.

Except where prohibited by law, acceptance of any prize by an Entrant in this Sweepstakes constitutes permission for the Released Parties to use said Entrant's name, photograph, likeness, statements, biographical information, and voice on a worldwide basis, and in all forms of media, in perpetuity, without further compensation.

All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied. All prizes requiring delivery ("Shipped Prize(s)") will be shipped to each Prize Winner at the address listed on their submitted Prize Documents. All Shipped Prizes will be delivered by U.S. Postal Service or common carrier of Administrators choosing, and Shipped Prizes will be deemed delivered to the winner once a Shipped Prize is delivered by Administrator to the U.S. Postal Service or other common carrier of Administrator's choosing. Sponsor and Administrator will not be responsible or liable for a late, delayed, lost, stolen, undeliverable or damaged Shipped Prizes once delivered to the U.S. Postal Service or other common carrier, for any loss or damages relating to delivery, use, or misuse of a Shipped Prize, or for any Prize Winner who incorrectly entered their actual address during the registration process. Please allow 8-10 weeks for delivery of first Shipped Prizes.

8. **7. ADDITIONAL RULES & RESTRICTIONS:** By participating, Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Sweepstakes. In the event an Entrant wins a prize,

and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Sponsor reserves the right to substitute the prize (or portion thereof) with one of comparable or greater value, at its sole and absolute discretion. Sponsor reserves the right to cancel, suspend, or modify the Promotion if any event or circumstance arises that, in Sponsor's sole discretion, prevents the Promotion from being conducted as planned. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules. **LIMITATION OF LIABILITY.** By participating, Entrants agree to hold all Released Parties harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to Entrant's participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability thereof. Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, pandemics, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

The Sweepstakes is owned and operated solely by Sponsor and Casey's Retail Company and AMR GP Limited has no involvement and/or connection with the operation of the Sweepstakes and/or the provision of any Prize that may be won as a result of your participation in the Sweepstakes. Casey's Retail Company is not in any way affiliated with, a sponsor of, or associated with the Aston Martin Aramco F1 Team and this competition does not imply any partnership, endorsement or connection between Casey's Retail Company and Aston Martin Aramco F1 Team.

You agree that AMR GP Limited shall have no liability to you for any claim, cause of action or liability (including, without limitation, any injury, death or damage to or loss of property) resulting from your participation in the Sweepstakes, any Prize won and/or awarded as a result of your participation in the Sweepstakes and your misuse of any such Prize. In addition, you agree to indemnify and hold AMR GP Limited harmless against any and all matters arising from and/or in connection with your participation in the Sweepstakes (including, without limitation, any claim that may arise in respect of any Prize won as a result of your participation in the Sweepstakes) to the maximum extent permitted under applicable law.

EVENTS INTERFERING WITH SWEEPSTAKES ADMINISTRATION. Entrants are restricted to use of ordinary and typical computer equipment, mobile phone equipment, Internet access and cellular networks. Sponsor disclaims all liability for the inability of an Entrant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsor's control, or otherwise. The Sponsor disclaims any liability for entries not received due to technical difficulties or transmission errors. The Sponsor disclaims all liability for any delays, mis-delivery, loss, or failure in the delivery of

any item sent by mail, courier, express, electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online Entrant's ability to participate in the Sweepstakes, and any injury or damage to Entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Sweepstakes, including, without limitations, errors which may occur in connection with the printing or advertising of this Sweepstakes, administration or execution of the Sweepstakes, the cancellation of the game, the processing of entries or in the announcement of the prizes or prize winners. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Sweepstakes website.

Sponsor reserves the right to cancel, modify, suspend, or terminate the Sweepstakes if fraud, misconduct or technical failures destroy or threaten the integrity of the Sweepstakes, in the opinion of the Sponsor/Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Sweepstakes as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination of the Sweepstakes, Sponsor reserves the right to determine the prize winners in a random drawing from among all eligible, non-suspect entries received as of the time/date of such termination.

9. **ODDS:** The odds of being selected as a Prize Winner are dependent upon the total number of entries received in the Sweepstakes.
10. **IN CASE OF DISPUTES:** By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New York; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this 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 law rules or provisions (whether of the State of New York or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New York.
11. **WINNERS LIST:** For a copy of these official rules or a list of Winners, send a self-addressed, stamped envelope to: CELSIUS Casey's Trackside Getaway Sweepstakes, P.O. Box 278,

Woodbridge, NJ 07095. Please specify whether you are requesting, official rules or a list of prize winners. Requests must be received by 10/31/2025.

12. **SPONSOR:** The Sweepstakes Sponsor is CELSIUS, Inc., 2381 NW Executive Center Drive Boca Raton, FL 33431.

13. **ADMINISTRATOR:** This Sweepstakes is administered by Million Dollar Media, P.O. Box 278, Woodbridge, NJ 07095.