

GMI & Casey's Exclusive Road Trip Promotion ("Promotion")

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. BY ENTERING, EACH ENTRANT AGREES TO THESE OFFICIAL RULES. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

1. **PROMOTION OVERVIEW/PROMOTION PERIOD:** From June 24, 2026, through September 8, 2026, ("**Promotion Period**"), eligible customers may visit participating Casey's Retail Company locations and enter for a chance to win one (1) of four (4) Grand Prizes. The odds of being selected as a winner depend upon the number of eligible entries made during the Promotion Period. No purchase necessary. A purchase will not increase the chances of winning.

2. **ELIGIBILITY:** Only open and offered to legal residents of the 50 United States and District of Columbia who are 18 years of age or older (or 19 if a resident of AL or NE, and 21 if a resident of MS), and who are registered Casey's Rewards members at the time of entry ("**Entrant**"). Eligible customers may become a registered Casey's Rewards member for free at any time by providing a valid email or phone number at any Casey's Retail Company location. Void where prohibited by law. Employees of Casey's Retail Company ("**Promotional Participant**"), Arrowhead Promotion & Fulfillment Co., Inc. ("**Administrator**"), General Mills Sales, Inc. ("**GMI**" or "**Sponsor**"), and any of their respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production, execution or distribution of the Promotion (collectively with Promotional Participant, Administrator and Sponsor, the "**Promotion Entities**") and their immediate family members (i.e., spouse, parents, grandparents and step-parents, siblings and step-siblings, and children, grandchildren and step-children and their respective spouses, regardless of where they reside) and individuals residing in the same household of such employee, whether related or not, are not eligible to participate in this Promotion. The Promotion is subject to all applicable federal, state, and local laws and regulations. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. **HOW TO PLAY:** Entrants who use their Casey's Rewards Card when purchasing any two (2) Chex Mix or Bugles products in a single transaction during the Promotion Period (each, a "**Qualifying Purchase**") will be automatically entered into the Promotion's random drawing for a chance to win one (1) of four (4) Grand Prizes. Each Qualifying Purchase will generate

one (1) separate entry. If any eligible Casey's customer does not have a Casey's Rewards ID, they may sign up for free at any Casey's Retail Company location prior to making a Qualifying Purchase. **A Casey's Rewards ID/membership is required to participate in this Promotion.** Limit ten (10) entries per person per day.

4. HOW TO PLAY WITHOUT PURCHASE: To enter by mail without making a Qualifying Purchase, print your complete name, Casey's Rewards ID number, complete mailing address (no P.O. boxes), city, state, zip code, date of birth (mm/dd/yyyy), valid daytime and evening phone numbers, and valid email address on a 3" x 5" card and mail your entry with first-class postage to: GMI & Casey's Exclusive Road Trip Promotion, Brightstar Indiana LLC, 5252 Decatur Blvd. Suite J, Indianapolis, IN 46421. Each mail-in entry must be mailed in a separate envelope, and all mail-in entries must be postmarked by September 8, 2026, and received by September 15, 2026, to be eligible for the Promotion's random drawing. Failure to comply with this or any other Official Rule will result in disqualification. No mechanically reproduced entries are permitted. Illegible, postage-due, or incomplete entries are void. The Promotion Entities are not responsible for lost, late, damaged, postage due, misdirected entries or entries not received by the entry deadline. The same odds apply to both mailed-in entries and in-store entries. Limit ten (10) mail-in entries per person per day/postmarked date.

5. PRIZES AND APPROXIMATE RETAIL VALUES ("ARVs"): Four (4) Grand Prize winners will each win \$5,000.00, to be awarded in the form of a check made out to the Grand Prize winner. Grand Prizes will be mailed out to each potential Grand Prize winner upon Sponsor's receipt of the winner verification to the Winner Notification and the required Release Documents as set forth in Official Rule #6. Total ARV of all prizes is \$20,000.00. No more than the number of prizes set forth in these Official Rules will be awarded. THE POTENTIAL GRAND PRIZE WINNERS ARE SUBJECT TO VERIFICATION BY ADMINISTRATOR AND SPONSOR'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. Winners may not substitute, assign or transfer prize, but Sponsor reserves the right to substitute a Grand Prize with prize of equal or greater value for any reason. The Grand Prize winners will be required to provide Sponsor with a valid social security number before the Grand Prizes will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of the winners or the actual value of the Grand Prizes received. Taxes on any Grand Prize is the sole responsibility of the winner. The Promotion Entities are not responsible for and will not replace any lost, mutilated or stolen prize(s) or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address. Limit one (1) prize per person during the entire Promotion Period.

6. DRAWING & WINNER NOTIFICATIONS/HOW WINNERS RECEIVE THEIR PRIZE: A random drawing from among all eligible entries received during the Promotion Period will take place on or after September 16, 2026. Winners will be notified by email and/or phone on or about the day they are selected as a potential winner in order for Sponsor or Administrator to confirm validation of each potential winner's Casey's Rewards account registration information/ID, and confirmation of Entrant's compliance with these Official Rules ("**Winner Notification**"). Winners must respond to the Winner Notification within **seventy-two (72) hours**. In the event a potential winner fails to respond to the Winner Notification within seventy-two (72) hours, that potential winner forfeits their right to the Grand Prize, and Sponsor or Administrator may select an alternate Grand Prize winner at its sole discretion in such instance. Sponsor or Administrator may select up to three (3) alternate winners per available Grand Prize at its sole discretion. In the event the initial potential Grand Prize winner and all three (3) alternates fail to respond to the Winner Notification, Sponsor reserves the right not to award that Grand Prize. Upon receipt of each winner's response to the Winner Notification within the seventy-two (72) hour deadline, Sponsor or Administrator will send each potential winner an Affidavit of Eligibility, Liability Release and (where lawful) Publicity Release, and W-9 tax form (collectively, the "Release Documents") and each potential winner must return the executed Release Documents to Administrator within five (5) business days of Sponsor or Administrator sending the Release Documents, or potential winner will forfeit their right to the Grand Prize and an alternate may be selected at Sponsor's sole discretion using the same process stated above. Upon receipt of the executed Release Documents within the timeframe required, Sponsor will mail the Grand Prize to the winner. Promotion Entities are not responsible for any lost, late, stolen, misdirected or returned mailing of any prize, or for any technical glitches that interfere with the Winner Notification, response to the Winner Notification, or the sending or receipt of the Release Documents, including any emails or phone messages that go unanswered, are misdirected, or otherwise not received for any reason.

7. CONDITIONS OF PARTICIPATION: Potential winners are subject to verification of eligibility and compliance with these official rules before any prize is awarded as set forth in Official Rule #6. Entries not legitimately obtained and/or used in accordance with these Official Rules are void. Use of an automated system (outside of the Qualifying Purchase entry) to participate is prohibited and will result in disqualification. All potential winning entries are subject to verification by Sponsor, whose decisions are final and binding. All federal, state, and local laws and regulations apply. Entrants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Promotion. Sponsor may require a confidential background check upon a potential winner to help ensure that the use of any such person in advertising or publicity in

connection with the Promotion will not bring Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Promotion or Sponsor, as determined by Sponsor in its sole discretion, and that the awarding of the prize to the potential winner will not violate applicable U.S. laws or regulations. In addition, Sponsor reserves the right to require the potential winner to submit the information necessary for the confidential background check and authorize the check through electronic means designated by Sponsor to expedite the process of verifying the potential winner as eligible to receive the prize. If a potential winner fails to submit the information for the background check and authorize the check electronically if instructed to do so by Sponsor, or Sponsor determines in its sole discretion that the awarding of the prize may violate applicable U.S. laws or regulations, or the results of the background check may bring Sponsor into public disrepute, contempt, scandal or ridicule, Sponsor may disqualify the potential winner.

8. LIMITATION OF LIABILITY AND RESERVATION OF RIGHTS: Entrants hereby (a) release the Promotion Entities and their respective officers, directors, employees, representatives, agents, and administrative, advertising and promotional agencies (collectively, the “**Released Parties**”) from liability for any loss, harm, damages, costs, or expenses, including without limitation property damages, personal injury, and death arising out of participation in this Promotion or any Promotion-related activity, or the acceptance, possession, use, or misuse of any prize, and claims based on publicity rights, defamation, invasion of privacy; and (b) indemnify, hold harmless, and defend the Released Parties from and against any and all liability or loss and against the claims or actions identified in the foregoing Section 8 (a) or relating thereto. By entering, each Entrant agrees to release, indemnify, defend and hold harmless the Promotion Entities from and against any and all claims, expenses, and liability, including, but not limited to, negligence and damages of any kind to persons and property, including, but not limited to, invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to an Entrant’s entry, creation of an entry or submission of an entry, participation in the Promotion, acceptance or use or misuse of prize and/or the broadcast, exploitation or use of an Entry. The Released Parties assume no responsibility for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, wireless, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or via mobile device transmission or any combination thereof. The Released Parties assume no responsibility for

injury or damage to an Entrant's or any other person's computer/mobile device related to or resulting from downloading any materials or documents in the Promotion, for any unavailability of telephone lines, connections, or cellular telephone service, or for any other technical malfunctions that may interfere with an Entrant's attempt to enter the Promotion. ANY ATTEMPT BY A PERSON TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right in its sole discretion to modify, suspend, or terminate the Promotion or these Official Rules, in whole or in part, for any reason without prior notice. The Promotion and prizes are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement. In no event will the Released Parties be responsible or liable for damages or losses of any kind, including direct, indirect, incidental, consequential, or punitive damages arising out of your acceptance, possession, use, or misuse of the prize or access to or use of the Promotion or information relating to the foregoing.

9. GENERAL CONDITIONS: Federal and state withholding tax will NOT be deposited by Casey's on behalf of a winner unless required by the local, state or federal law. Prize winners will be solely responsible for any tax liability related to claiming their prize. Sponsor advises winners to consult with a tax professional when preparing taxes. Additional costs, taxes, including state and federal taxes, fees and any expenses associated with the acceptance of a prize are the sole responsibility of the winner, unless otherwise indicated. Except where prohibited by law, any winner's acceptance of a prize constitutes permission for Sponsor to use the prize winner's name, photograph, likeness, statements, biographical information, voice, and address (city and state) worldwide and in all forms of media, in perpetuity, without further compensation in connection with the Promotion. Promotion Entities are not responsible for any Winner Notification that goes unanswered, is misdirected, or not received for any reason. Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, for any reason whatsoever, including, without limitation, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction or if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. If the Promotion is terminated before the

designated end date, Sponsor will (if possible) award the Grand Prizes in a random drawing from all eligible, non-suspect entries received for the Promotion as of the date of the event giving rise to the termination or as otherwise deemed fair and appropriate by Sponsor. Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner and void all associated entries, game plays, and/or prizes claims. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Only the type and quantity of prizes described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall 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 shall not constitute a waiver of that provision.

10. DISPUTES/GOVERNING LAW: Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion shall be resolved individually, without resort to any form of class action; (ii) any disputes arising out of these Official Rules (except for any disputes arising from the loss or injury from the use of Prizes) shall be submitted to final, binding arbitration conducted in the State of Minnesota under the Arbitration Rules and Procedures of the Judicial Arbitration and Mediation Services Inc. before a single, neutral arbitrator who is a former or retired Minnesota state or federal court judge with experience in commercial or consumer matters who shall follow Minnesota law and the Federal Rules of Evidence and have no authority to award punitive damages. Either party may enforce a final arbitration award in any court of competent jurisdiction in the State of Minnesota, including an award of costs, fees and expenses incurred in enforcing the award. Notwithstanding the foregoing, Released Parties shall be entitled to seek injunctive relief (unless otherwise precluded by any other provision of these Official Rules) in the state and federal courts of the State of Minnesota. Any dispute or portion thereof, or any claim for a particular form of relief (not otherwise precluded by any other provision of these Official Rules), that may not be arbitrated pursuant to applicable state or federal law may be heard only in a court of competent jurisdiction in the State of Minnesota; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (iv) 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Promotion, shall be governed by, and construed in accordance with, the laws of the State of Minnesota, without giving effect to any choice of law or conflict of law rules (whether of the State of Minnesota or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Minnesota.

11. DATA COLLECTION & PRIVACY: Information collected from Entrants in connection with the Promotion shall be used in accordance with Sponsor's privacy policy, available at <https://www.generalmills.com/privacy-security/us-english-privacy-policy>.

12. OFFICIAL RULES OR WINNERS' LIST: For a copy of these "Official Rules" or the names of winners, mail a self-addressed stamped envelope to: GMI & Casey's Exclusive Road Trip Promotion, Arrowhead Promotion & Fulfillment Co., Inc., 1105 SE 8th St., Grand Rapids, MN 55744 Requests must be received within thirty (30) days after winners are selected.

13. SPONSOR: The Promotion is Sponsored by General Mills Sales, Inc. ("**GMI**"), One General Mills Blvd., Minneapolis, MN 55426, and the Promotional Participant.

ADMINISTRATOR: Arrowhead Promotion & Fulfillment Co., Inc., 1105 SE 8th St., Grand Rapids, MN 55744.