

2024 MTN DEW STOP STOCK & FUEL CHALLENGE AT CASEY'S

ABBREVIATED RULES

NO PURCHASE NECESSARY. A purchase will not increase your chance to win. Must have a Casey's Rewards Account to win a prize. Open to legal residents of AR, IL, IN, IA, KS, KY, MI, MN, MO, NE, ND, OH, OK, SD, TN, TX and WI, who are 18 years or older (19 in NE). Sweepstakes begins at 12:00 a.m. CT on 9/1/24 and ends at 11:59 p.m. CT on 12/31/24. Participation is subject to Official Rules available at <https://www.caseys.com/sweepstakes>. To enter without purchase, write your name, email address, full mailing address, phone number, and date of birth on a 3"x 5" postcard and mail in a hand-addressed envelope with sufficient postage, postmarked by 12/31/24, to: 2024 MTN DEW STOP STOCK & FUEL CHALLENGE AT CASEY'S ENTRY, P.O. Box 536986, Orlando, FL 32853-6986. Sponsor: Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, NY 10577.

ABBREVIATED RULES-DIGITAL

NO PURCHASE NECESSARY. Subject to Official Rules at <https://www.caseys.com/sweepstakes>. Ends 12/31/24.

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. DATA RATES MAY APPLY. VOID WHERE PROHIBITED. MULTIPLE ENTRY DEADLINES APPLY.

1. **SWEEPSTAKES PERIOD:** Entry into the 2023 MTN DEW STOP SWEEPSTAKES AT CASEY'S (the "Sweepstakes") begins at 12:00:00 a.m. (midnight) Central Time ("CT") on September 1, 2024 and ends at 11:59:59 p.m. CT on December 31, 2024 (the "Sweepstakes Period").
2. **HOW TO ENTER:** During the Sweepstakes Period, you can enter via the following methods:
 - a. **PURCHASE ENTRY:** Purchase any ten (10) 20oz MTN DEW products (the "Qualifying Purchase") at a participating Casey's or Goodstop retail location, using your Casey's Rewards account, while supplies last between 8/1/2024 and 12/31/2024, to automatically receive one (1) entry into the sweepstakes. All purchase entrants must be a Casey's Rewards account member (see Rule 3 below for information on obtaining a Casey's Rewards account). Casey's guests who are Rewards Members and currently Mtn Dew buyers will automatically be entered and receive one (1) entry into the sweepstakes when they make a Qualifying Purchase and can track their progress in the app. New Casey's Rewards members or Mtn Dew buyers will have a wait period in which Casey's will periodically enter them into this Mtn Dew Stock Up & Fuel Challenge manually, until entries are automatically assigned. Sponsor may disqualify any and all entries from any person who exceeds the maximum permitted entries. Any attempt to submit more than the maximum number of entries using multiple or different email addresses, identities, accounts, or any other methods will void that participant's entry(ies). Entries generated by robotic, programmed script, macro, or by other automated means will be disqualified. No other forms of entry are valid other than those set forth above. Entries become the property of the Sponsor and will not be returned. Each entry made via a Casey's Rewards account will be deemed completed by the authorized Casey's Rewards account holder at time of entry and will be treated in a manner consistent with Casey's Rewards

Program Terms and Conditions available at <https://www.caseys.com/rewards-terms-and-conditions>.

b. NO PURCHASE NECESSARY MAIL-IN ENTRY: To enter for free without making a purchase, handprint your full name, full mailing address, email address, phone number, and birth date on a plain 3x5 inch paper and mail it, postmarked before 12/31/24 and received by 1/7/2025, to 2024 MTN DEW STOP STOCK & FUEL CHALLENGE AT CASEY'S Entry, P.O. Box 536986, Orlando, FL 32853-6986. Each entry must be mailed separately in a hand-addressed, stamped envelope. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, incomplete, illegible, misdirected, or postage-due entries.

Regardless of which entry method one uses (Purchase or Mail-in), there is a limit of one (1) entry per day per person. If more than one entry is received from the same person in one day, additional entries beyond one will be disqualified. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. (midnight) CT and ending at 11:59:59 p.m. CT. The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes. See Section 5 for entry deadlines.

In the event of a dispute over the identity of a potential winner, an entry will be declared made by the authorized account holder of such email address or Rewards account submitted at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address or Rewards account. It is the sole responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her email, wireless phone number or postal address during the Sweepstakes Period. Entries become the property of Sponsor and will not be returned, and in some instances, will not be acknowledged. 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/IP addresses or wireless phone number may be blocked. Sponsor is not responsible for lost, late, misdirected or incomplete entries. Entries not in conformance with these Official Rules may be disqualified in Sponsor's sole discretion. Sponsor's decisions on all matters relating to this Sweepstakes are final and binding.

3. ELIGIBILITY: You must be a legal U.S. resident residing in Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas or Wisconsin throughout the Sweepstakes Period and 18 years of age (19 in Nebraska) or older at the time of entry to be eligible to win. You must have a Casey's Rewards account in order to accept a prize.* The following individuals are ineligible: employees, contractors, directors, and officers ("employees et al") of Casey's Stores, PepsiCo, Inc., Pepsi Beverages Company ("Sponsor"), Pepsi-Cola Company and its bottlers, and each of their respective parents, subsidiaries and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively "Sponsor and Promotion Parties"), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step" of each) and those living in the same households as such employees et al.

*Casey's Rewards Accounts are free to apply for and own. For details, inquire within a local Casey's location, go to <https://www.caseys.com/rewards>, or download the Casey's Rewards app via the Apple app store or Google Play Store on an iOS or Android mobile phone and register within the app. Data rates and other costs associated with entrants' mobile phone use are the sole responsibility of the entrant. Casey's guests who are Rewards Members and currently Mtn Dew buyers will receive their entries automatically when they make a Qualifying Purchase, and can track their progress in the app. New Casey's Rewards members or Mtn Dew buyers will have a wait period in which Casey's will periodically enter them into this Mtn Dew Stock Up & Fuel Challenge manually, until entries are automatically assigned.

4. **PRIZE DETAILS:** GRAND PRIZE: Eight (8) Grand Prizes will be awarded, each consisting of \$1,500.00 in Casey's Gift Card. Gift cards are subject to the terms stated on the gift card or as otherwise set by the card issuer. (Gift Card amount will be issued in the form of seven (7) \$200 Casey's Gift Cards and one (1) \$100 Casey's Gift Card.) ARV of each Grand Prize: \$1,500. SECOND PRIZES: One hundred forty (140) Second Prizes will be awarded, each consisting of one (1) \$100 Casey's Cash Credit* on their Casey's Rewards Account. ARV of each Second Prize: \$100.

*You must possess a Casey's Rewards account to be confirmed as a Second Prize Winner (See Eligibility above). Casey's Cash will be applied to the winner's Casey's Rewards Account and will be valid for sixty (60) days from the time it is applied. Casey's Cash is subject to the Casey's Rewards Program Terms and Conditions available at <https://www.caseys.com/rewards-terms-and-conditions>.

Total ARV of all prizes: \$26,000.

5. **DRAWING:** Potential Prize Winners will be selected in a random drawing from among all eligible entries received during the entire Sweepstakes Period. Odds of winning depend upon the number of eligible entries received. Odds of winning depend upon the number of eligible entries throughout the Sweepstakes Period. The drawings will occur on or about January 8, 2025, and will be conducted by an independent judging agency, whose decisions are final and binding. Limit one (1) prize per person/address/phone number/household. Unclaimed prizes may not be awarded.

6. **WINNER NOTIFICATION:** Potential winners will be notified by email at the email address attached to their Casey's Rewards account for a purchase entry, or the email provided upon entry for a mail-in entry, within approximately two (2) days of the drawing (the "Winner Notification"). The potential prize winner will be required to respond as directed in the Winner Notification within seventy-two (72) hours of Sponsor or its representative sending the Winner Notification, or prize will be forfeited and may be awarded to an alternate winner, in Sponsor's sole discretion. Sponsor is not responsible for suspended or discontinued wireless service or a change in the entrant's telephone number or email address, which may result in a potential winner not receiving the Winner Notification. Once potential winner responds as directed in the Winner Notification, the potential prize winner may be sent a Liability/Publicity Release (where permitted by law) and Affidavit of Eligibility (together the "Prize Claim Documents") to be signed and returned within the number of days indicated on the Prize Claim Documents. In the event (i) the potential winner fails to respond to the Winner Notification as directed within seventy-two (72) hours; (ii) any required Prize Claim Documents are not returned within the indicated number of days; (iii) if winner is otherwise unable to accept the prize as stated, (iv) if winner is determined to be ineligible or not in

compliance with these Official Rules, or (v) if Winner Notification, Prize Claim Documents or prize itself is returned as undeliverable, that potential winner will be disqualified and the prize will be forfeited and may be awarded to an alternate winner, in Sponsor's sole discretion. Prizes will only be delivered to addresses within eligible states.

7. **LIMITATIONS OF LIABILITY:** Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, 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, camera, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service, the Internet or the Website or any combination thereof; (e) suspended or discontinued Internet, wireless or land line phone service; or (f) any injury 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 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 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 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 Sweepstakes. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety of any prize awarded.

8. **WINNERS' RELEASES:** By participating in the Sweepstakes, entrants release Sponsor and Promotion Parties, prize suppliers, and each of their parent companies, affiliates, subsidiaries, divisions, advertising/promotion agencies, and all of their respective employees, directors, officers, shareholders, agents, successors and assigned (collectively the "Released 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 Sweepstakes, the receipt, ownership or use 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 or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. The Released Parties make no representations or warranties of any kind concerning the appearance, safety or performance of any prize; except for any express manufacturer's warranty as may be included with the prize. Except where prohibited by law, winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the 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.

9. **GENERAL CONDITIONS:** 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. Prize Winner is solely responsible for any and all taxes and related expenses on the prize and may receive an IRS Form 1099 for the ARV of the prize. Unclaimed prize(s) will not be awarded. 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. 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 at Sponsor's sole discretion. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any difference between the stated value of any prize and the actual retail value will not be awarded. Any portion of a prize not accepted by winner will be forfeited. Upon forfeiture for any reason as stated in these Official Rules, no compensation will be given. All federal, state and local laws and regulations apply. Any personal information provided in connection with participation in the Sweepstakes will only be used by Sponsor to notify a potential winner and/or fulfillment of a prize and shall be subject to the Pepsi-Cola Company's Privacy Policy available at <https://contact.pepsico.com/pepsi/privacy-policy>.

10. **CONDUCT:** By participating in this Sweepstakes, participants agree to be bound by these Official Rules and the decisions of the Sponsor, 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 PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND ITS AGENTS RESERVE 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.

11. **WINNERS LIST:** For the names of the winners, send a self-addressed, stamped envelope postmarked by January 30, 2025 to: 2024 MTN DEW STOP STOCK & FUEL CHALLENGE AT CASEY'S Winners List, P.O. Box 536986, Orlando, FL 32853-6986.

12. **SPONSOR:** Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, NY 10577.

13. **ADMINISTRATOR:** PSG, P.O. Box 536986, Orlando, FL 32853-6986.

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