

Cheerwine® and Little Debbie® Celebrating the Season Holiday Giveaway
(“Official Rules”)

The Cheerwine® and Little Debbie® Celebrating the Season Holiday Giveaway (the “Giveaway”) is sponsored by Carolina Beverage Corporation located at 1413 Jake Alexander Blvd. S, Salisbury NC 28146 and McKee Foods Corporation with offices located at 10260 McKee Road, Collegedale, TN 37315 (“Sponsors”). Sponsors, their subsidiaries and affiliates, and any other companies or agencies associated with the Giveaway (such as advertising, promotion, fulfillment or judging agencies), together hereinafter will be referred to as the “Giveaway Entities.” Participation in the Giveaway constitutes the entrant's (“you” or “your”) full and unconditional agreement to and acceptance of these Official Rules, including the decisions and interpretations of Sponsors and/or the judges, which are final and binding on all matters relating to the Giveaway.

1. **NO PURCHASE IS NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW.** Maximum one (1) entry per person per twenty-four (24) hour period per entry method during the Giveaway Period (as defined below).
2. **Giveaway Dates:** The Giveaway begins on Wednesday, November 5, 2025, at 9:00 AM Eastern Time (“ET”) (the “Giveaway Start Date”) and ends on Tuesday, November 18, 2025, at 11:59 PM ET (the “Giveaway End Date”). Sponsor’s designated computer is the official time clock for the Giveaway. The period from the Giveaway Start Date through the Giveaway End Date is referred to as the “Giveaway Period.”
3. **Who Can Enter:** The Giveaway is open to all legal residents of the United States and the District of Columbia who are at least eighteen (18) years or older (nineteen (19) years or older for Alabama and Nebraska residents) at the time of entry. Employees of the Giveaway Entities and their immediate family members (defined as parents, parents-in-law, children, siblings and spouse (including common law), regardless of where they reside) are ineligible to enter the Giveaway or to win the Giveaway Prize (as defined below). Any other persons with whom such employees are domiciled are also ineligible to enter the Giveaway or to win the Giveaway Prize.
4. **How to Enter:** There are two (2) ways to enter the Giveaway for chances to win: A) Through your social media accounts; B) By entering a valid Bonus Code at <https://cheerwine.com/santa/>. There will be six (6) winners selected from each of the entry methods for a total of twelve (12) winners selected from all the eligible entries submitted by the Giveaway End Date.

- A. **Social Media Posts:** During the Giveaway Period, you may enter this Giveaway by (i) following the official @DrinkCheerwine and @theRealLittleDebbie social media accounts on Instagram; (ii) “like” and “save” Cheerwine or Little Debbie’s November 5, 2025 Giveaway social media post on either of these official Instagram accounts; and (iii) commenting and tagging a friend whose stocking you’d fill with your Cheerwine® and Little Debbie® prize with as part of such social media post on Instagram; The Giveaway is in no way sponsored, endorsed, or administered by, or associated with, Instagram or Meta.
- B. **Bonus Codes:** Throughout the Contest Period, Contest Sponsors may offer Bonus Codes through a variety of communication channels including, but not limited to in-store signage at retail stores, Facebook, Instagram, and TikTok. Customers are invited to enter Bonus Codes at <https://cheerwine.com/santa/>. Each valid Bonus Code entry will generate one (1) automatic ballot entry into the prize drawings. Bonus Codes can only be entered once per registered email address.
5. **Additional Entries.** You may gain additional entries by (i) sharing the Giveaway Post as posted by Sponsor on Instagram on your own account on Instagram; and (ii) tagging the official @drinkcheerwine and @thereallittledebbie social media accounts on such platform(s) as part of your shared post(s); by (iii) posting a photo or video to your feed showing how you are celebrating the holiday season with Cheerwine® and Little Debbie® and tagging both brands in your post.
6. **Limitations on Entry:** There is a limit of one (1) entry per person per method per twenty-four (24) hour period during the Giveaway Period, except if you qualify for additional entries. Each Bonus Code may be used once per registered email address. Only one (1) social media account per platform may be used by any entrant. Additional entries are also limited to one (1) entry per person per twenty-four (24) period per sharing method. If more than one (1) entry per sharing method is received from an entrant during such period, only the first entry will be included and later entries for the sharing method in question will be disqualified. Each potential Winner may be required to provide valid and legal proof of identification. Use of any automated system to participate in the Giveaway or subvert the entry process is prohibited and will result in disqualification and all associated entries will be void. Giveaway Entities will not be responsible for incomplete, inaccurate, late, or stolen entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Giveaway, including, without limitation, errors or difficulties which may occur in connection with the administration of the Giveaway, the processing of entries, the

announcement of the Prize or in any Giveaway-related materials. In the event of a dispute over the ownership of an entry, entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person(s) assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Giveaway.

7. **Selection of Winner:** The day after the Giveaway Period ends, Sponsors will randomly select six (6) winners among all eligible social media post entries and six (6) winners among all eligible bonus code entries to win the Prize during the Giveaway Period.

All decisions concerning the Prize are solely within the discretion of Sponsors. Odds of winning depend upon the number of eligible entries received.

Prize Details: The Winners of the Prizes will win two (2) Cheerwine 12-pack can coupons (ARV \$19.98), one (1) Cheerwine Retro Beanie (ARV \$22.00), one (1) pair of Cheerwine Socks (ARV \$14.00), one (1) Little Debbie® Christmas Tree Cake T-shirt (ARV \$22.99), one (1) Little Debbie® Ornament (ARV \$11.99), and four (4) cartons Little Debbie® Christmas Tree Cakes (ARV \$12.76); (approximate total ARV \$103.72) (collectively, the “Prize”).

Taxes, if any, on the Prize are the responsibility of the Winner. An IRS 1099 will be issued where required. The Prize is non-transferable, non-exchangeable, and cannot be substituted or replaced if destroyed, lost, mutilated, or stolen. Sponsor makes no warranties or disclaimers concerning the Prize. Sponsor reserves the right to substitute an alternative prize of greater or equal value if for any reason the Prize becomes unavailable, in whole or in part. Any difference between the stated ARV and the actual ARV will not be awarded.

8. **Awarding of Prize:** Sponsor will announce the Winners of the Prizes on November 24, 2025 via posts on the @drinkcheerwine and @thereallittledebbieofficial social media accounts on Instagram where the Prize Winners will also be tagged or identified by name. The Winners will also be notified via direct message on the social media platform on which he or she entered or via the email address provided by Bonus Code entry method. To be confirmed as a Prize Winner, you will be required to complete and return an Affidavit of Eligibility and Release form before being awarded your Prize. If the Winner does not meet all eligibility requirements, has not complied with these Official Rules,

cannot be contacted, does not respond within seven (7) days from the date Sponsor first tries to notify him/her, does not return the Affidavit of Eligibility and Release form and/or if a Prize notification is otherwise returned as undeliverable, such Winner forfeits all rights to claim or receive the Prize, in whole or in part, and an alternate Winner will be selected using the methods described above, time permitting, and/or Sponsor may, at its option and sole discretion, choose not to award the Prize. By accepting the Prize, the Winner acknowledges compliance with these Official Rules.

THE PRIZE IS AWARDED AS IS AND WITHOUT CONDITION, WARRANTY, GUARANTEE OR REPRESENTATION OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE)

9. **Privacy:** All entrants shall be subject to and protected by the Privacy Policy on the Sponsor's websites, available online at <https://cheerwine.com/privacy/> and at <https://mckeefoods.com/101/privacy-policy/> (the "Privacy Policy"). By entering the Giveaway, you acknowledge that you have read and understand the Privacy Policy and you agree to its terms.
10. **Publicity:** Acceptance of the Prize constitutes permission for the Giveaway Entities to use the Winners' name, likeness, photo, voice and comments for advertising and promotional purposes worldwide in any media without limitation and without additional compensation unless prohibited by law.
11. **Disqualification:** The following are prohibited and will result in automatic disqualification from the Giveaway: (1) using any method that artificially increases odds of winning, including without limitation, multiple accounts, internet bots, web robots, www robots or any other type of bots; (2) non-compliance with these Official Rules; and (3) any other act that the Giveaway Entities determine, in their sole discretion, jeopardizes the integrity of the Giveaway.
12. **Release of Liability:** By entering the Giveaway, each entrant (a) agrees to be bound by these Official Rules and the decisions of Sponsor or its designees, which shall be final and (b) agrees to release and to hold the Giveaway Entities, as well as Facebook, Instagram and their respective parents, shareholders, directors, officers, employees, representatives, agents, affiliates, subsidiaries, and legal advisors, harmless against any and all claims, losses, rights, liabilities and damages, and actions of any kind arising out of their participation in the Giveaway and/or the acceptance and use of the Prize. The foregoing release includes, but is not limited to, personal injury, death, and property

damage, and claims based on publicity rights, defamation, or invasion of privacy. Under no circumstances shall any of the Giveaway Entities, as well as Facebook [and](#) Instagram have any liability or responsibility for: (1) incorrect or inaccurate entry information, or faulty, failed, garbled or jumbled electronic data transmissions; (2) any unauthorized access to or theft, destruction or alteration of entries at any point; (3) 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 Giveaway; (4) inaccessibility or unavailability of the Internet or a social media platform or any combination thereof; (5) any injury or damage to a participant's or to any other person's computer, tablet, mobile device or other electronic device that may be related to or result from any attempt to participate in the Giveaway or download any materials in the Giveaway; or (6) any typographical error or other error in these Official Rules or in any other communication relating to the Giveaway. All entries become the property of Giveaway Entities.

13. Arbitration/Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Giveaway will be governed by and construed in accordance with the laws of the State of Tennessee without regard to conflict of laws. Any and all disputes, claims and causes of action arising out of or connected with this Giveaway shall be resolved exclusively by arbitration in Chattanooga, Tennessee pursuant to the Commercial Arbitration Rules of the American Arbitration Association then effective. Any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred by entrant with regard to this Giveaway, excluding attorneys' or other related fees and punitive, exemplary, incidental, consequential or other damages. The arbitrator's decision will be final and binding and judgment may be entered thereon.

14. General Terms and Conditions: 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 this Giveaway. This Giveaway is void where prohibited by law. The Giveaway is subject to all applicable federal, state, and local laws and regulations. Winning the Prize is contingent upon fulfilling all requirements as set forth herein. Sponsor is not liable for any injury or damage to an entrant's or any other person's computer or its contents related to or resulting from participation or downloading any materials in this Giveaway, or other technical difficulties or failures or other errors of any kind. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Giveaway as solely determined by Sponsor. In the event the Giveaway is compromised by a virus, unauthorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupt or

impair the administration, security, fairness or proper operation of the Giveaway, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Giveaway. Should the Giveaway be terminated prior to the end of the Giveaway Period, Sponsor reserves the right to award the Prizes based on the non_suspect, eligible entries received before the termination date. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision so long as the general intent of these Official Rules remains in effect. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained therein. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

15. **Winner's Name and Official Rules:** To obtain the identity of the Winners and/or a copy of these Official Rules by mail, mail a self-addressed stamped envelope to Official Rules or Winner's Name, The Cheerwine® and Little Debbie® Celebrating the Season Holiday Giveaway, 10260 McKee Road, Collegedale, TN 37315. Mail must be received by 12:00 PM ET on January 18, 2026.