

**Michelob Ultra® World Cup Giveaway Sweepstakes
OFFICIAL RULES**

1. **NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**
2. **Eligibility.** Subject to the additional restrictions below, the Michelob Ultra® World Cup Giveaway Sweepstakes (the "Sweepstakes") is open to (i) legal residents of the State of Florida; (ii) residing in Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota counties; and (iii) who are 21 years or older at the time of entry. Employees of Cox Radio, LLC, d/b/a Cox Media Group Tampa ("Sponsor"), Great Bay Distributors, Inc., Anheuser-Busch InBev SA/NV, Anheuser-Busch Companies, LLC, Anheuser Busch Inc., Rowdies Soccer, LLC, CMG Media Corporation, and each their respective affiliated companies, subsidiaries, and advertising and promotional agencies, and the family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term "family members" includes spouses, parents, grandparents, siblings, children, grandchildren and in-laws, regardless of where they live. Persons belonging to or affiliated with a professional acting, theater, or film-making organization, such as SAG or AFTRA, are not allowed to compete in the Sweepstakes or participate in any entry. Professional actors and filmmakers, whether full-time or part-time, are allowed to compete so long as they do not belong to any professional organizations connected with the entertainment industry that would cause Sponsor to pay the entrant or any other person a fee or any other benefit for taking part in any Sweepstakes event.
3. **How to Enter.** The Sweepstakes will begin on March 21, 2026 at 12:01 am. Eastern Standard Time ("EST") and end on May 23, 2026, at 11:59 p.m. EST (the "Sweepstakes Period").

There are two (2) ways to enter the Sweepstakes:

1. **QR Code** – attend any of the below Tampa Bay Rowdies home games (Al Lang Stadium, 230 1st St. SE, St. Petersburg, FL 33701) and locate the Sweepstakes QR Code on the Michelob Ultra® World Cup Giveaway Display in the Fan Zone and follow all of the instructions and prompts to submit your entry. **Standard data rates apply.**

Participating Rowdies Home Games – March 21, March 28, April 11, April 25, May 2, and May 23

2. **Mail-in Entry** – to enter without attending a Tampa Bay Rowdies home game, send a 3" x 5" card or piece of paper hand-printed with your complete name, address (no P.O. Boxes), city, state, zip code, birth date, email address and daytime and evening phone numbers (with area code) in a self-addressed stamped envelope to: Cox Media Group Tampa, Attn: Michelob Ultra World Cup 2026 Sweepstakes, 11300 4th St. N., St. Petersburg, FL 33716. Mail-in Entries must be postmarked by May 23, 2026 and received by June 1, 2026.

Each request must be mailed separately and must be original and handwritten. No mechanically reproduced, computer generated, or photocopied requests permitted. All such requests will be void and will not be fulfilled. Sponsor not responsible for lost, late misdirected, illegible, incomplete, damaged, mutilated, or postage due mail.

Limit: One (1) entry per person per method of entry.

By entering the Sweepstakes by any method, you agree to be bound by each Station's Visitor Agreement (www.theboneonline.com/visitor-agreement/) and Privacy Policy (www.theboneonline.com/privacy-policy/), which are hereby incorporated by reference.

Failure to complete any of the steps in this section may result in the disqualification of your attempted entry as determined in Sponsor's sole discretion. Sponsor is not responsible for any issue that may prevent a participant from being able to access the website or complete his/her entry. Entries submitted in compliance with the foregoing and all other terms in these Official Rules are hereafter "Entries" or, individually, an "Entry."

Any winning contestant must be the same person who originally entered to participate in the Sweepstakes. No family members, friends, office associates, or any other person will be allowed to participate in a Sweepstakes on another person's behalf. A contestant must provide his or her own name as listed on his or her valid Florida driver's license or Florida state-issued ID (or other proof of Florida residency, such as a copy of a utility bill). If a participant uses a false name on any ID submitted as proof of identification, he or she will be immediately disqualified from the Sweepstakes and be ineligible to win any prize.

The use of multiple identities and/or accounts is prohibited, and any attempt to obtain more than the stated number of entries will void that participant's entries and may result in participant's disqualification. Incomplete, forged, altered, automated, mechanically reproduced, lost, late, misdirected, garbled, or illegible entries, or entries that do not meet the size or formatting requirements specified above, will be disqualified. Sponsor will not be responsible for failure to receive entries due to closure/cancellation of a participating location or remote, transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender, Sponsor, or Sponsor's Sweepstakes application service provider. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent, provided that such person satisfies all other Sweepstakes eligibility requirements. For these purposes, an ISP account holder shall mean the natural person 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.

Sponsor reserves the right to disqualify any entries by persons who submit false or misleading entry information or who Sponsor determines to be tampering with or abusing any aspect of the Sweepstakes.

4. **Winner Selections and Odds.** On or about June 2, 2026, Sponsor will select one (1) winner in a random drawing from among all eligible entries received.

Odds of being selected the winner depend on the number of eligible entries received.

5. **Prize Description.** Subject to verification of eligibility and compliance with these Official Rules, the winner will receive:

- Two (2) tickets to the Tampa Bay Rowdies home game on June 10, 2026
 - Approximate retail value: \$150
- Two (2) tickets to the World Cup game on July 3, 2026 in Miami, Florida.
 - Approximate retail value: \$2,000.

WINNER IS SOLELY RESPONSIBLE FOR TRANSPORTATION TO AND FROM THE EVENTS. NO AIRFARE OR GROUND TRANSPORTATION IS INCLUDED.

The winner must be one (1) of the people attending the Events and the other permitted guest will be of the winner's choosing, subject to the terms of these Official Rules. If Winner elects to partake in any or all portions of his/her Prize with fewer than the allotted number of Guests or no Guests, the Prize will be awarded to Winner and each participating Guest and any remainder of the Prize will be forfeited and shall not be subject to further or alternative compensation. All elements of the Prize must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. Unless the winner is the parent or legal guardian of the winner's Guest, each Guest of the Winner must be twenty-one (21) years of age or older. Prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, travel, airfare, lodging, insurance, meals, unspecified ground transportation, phone calls, baggage, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the Prize and all such expenses are the sole responsibility of Winner. All unclaimed and/or unused Prizes or portion thereof will remain the property of Sponsor and may not be sold, exchanged or otherwise transferred by winner nor used by Sponsor, its agencies or clients. All details of the prize will be determined by Sponsor in its sole discretion.

Some restrictions may apply. In connection with any visit to a prize venue, please be advised that the venue's policies (including proof of vaccination or negative COVID test(s)), CDC guidelines, and the recommendations of health officials must be followed. In addition, you should be aware of and comply with government guidelines regarding travel restrictions and mandatory quarantines before visiting any destination. **Please note that any public location where people are present provides an inherent risk of exposure to COVID-19, and Sponsor cannot guarantee that any person will not be exposed during a visit.**

No refund or compensation will be paid in the event of the cancellation or delay of any portion of the Prize, or any portion thereof. Sponsor will not be liable if the Prize, or any portion of it, is cancelled or delayed. Sponsor may, in its sole discretion, attempt to reschedule for a future trip/event. Tickets and reservations are subject to certain terms and conditions as specified by issuer. The terms and conditions of the tickets or reservations may govern if the pertinent portion of the Prize is cancelled due to weather, an act of God, an act of terrorism, civil disturbance or any other reason. Sponsor is not responsible for, and will not replace, lost, mutilated, or stolen tickets, vouchers, wristbands, or certificates. Exact details shall be determined in the sole discretion of Sponsor.

6. **Winner Notification and Acceptance.** Potential winner will be contacted by Sponsor on or about June 2, 2026 at the contact information provided on their entry materials.

Unless otherwise advised by Sponsor, to claim his/her prize, the potential winner must personally visit Sponsor's offices at 11300 4th St. N, St. Petersburg, FL 33716 within thirty (30) days after notification (office visits must be between the hours of 9:00 a.m. ET and 5:00 p.m. ET, weekdays) and must present a valid Florida government-issued photo ID.

To claim the prize, the potential winner must provide their contact information (including email address) and any requested for documentation by the station within a timely manner. Potential winners may be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law), which must be notarized and returned within five (5) business days/ hours of notification.

Sponsor's inability to reach a potential winner after a reasonable (as solely determined by Sponsor) effort has been made, the failure of a potential winner to timely respond to a prize notification, or the return of any prize notification as undeliverable, and/or a potential winner's failure to comply with any term or condition of these Official Rules may, in Sponsor's sole discretion, result in the potential winner's disqualification and forfeiture of all interest in any prize and the selection of an alternate winner.

A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL SPONSOR HAS COMPLETED ITS VERIFICATION OF PARTICIPANT'S ELIGIBILITY.

A winner may waive the right to receive a prize. Prizes are non-assignable and nontransferable and cannot be redeemed for cash. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability. Sponsor reserves the right to substitute prizes or components of prize packages with a prize or component of equal or greater value. Winner is solely responsible for reporting and payment of any taxes on a prize. Winner may be required to provide his/her valid Social Security Number to Sponsor for tax purposes and/or complete an IRS W-9 form in order to claim a prize. Winners are solely responsible for all federal, state and local taxes on prize value and, as applicable, will be issued an IRS Form 1099 based on the prize value determined by Sponsor. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

A winner may waive the right to receive a prize. Prizes are non-assignable and nontransferable and cannot be redeemed for cash. No substitutions allowed by winner. Sponsor reserves the right to substitute prizes or components of prize packages with a prize or component of equal or greater value. Winner may be required to provide his/her valid Social Security Number to Sponsor for tax purposes and/or complete an IRS W-9 form in order to claim a prize. **Winners are solely responsible for all federal, state and local taxes on prize value and, as applicable, will be issued an IRS Form 1099 based on the prize value determined by Sponsor.** Prizes not won and

claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. **Publicity.** Except where prohibited, participation in a Sweepstakes constitutes each participant's irrevocable consent to the publication of his or her name in any media, including the Internet, for any commercial, publicity or promotional purpose, without limitation, review or approval, or additional compensation. Except where prohibited, acceptance of any prize constitutes the winner's irrevocable consent to the publication or other use by Sponsor and its licensees of his or her name, biographical information and likeness in any media, including the Internet, for any commercial, publicity or promotional purpose, without limitation, review or approval, or additional compensation.
8. **Participation.** Participants agree to be bound by these Official Rules and the decisions of Sponsor and any Sweepstakes judges or administrators selected by Sponsor, which are final and binding in all respects. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor. Sponsor reserves the right to cancel or modify the Sweepstakes for any reason, including, but not limited to, in the event the Sweepstakes is compromised by a virus, non-authorized human intervention, tampering, public health crisis, governmental action, or other causes beyond the reasonable control of Sponsor which corrupt or impair the administration, security, fairness, integrity or proper operation of the Sweepstakes as determined by Sponsor, in its sole discretion. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Proof of sending or submission of an entry will not be deemed proof of receipt by Sponsor.
9. **Release.** BY PARTICIPATING IN THE SWEEPSTAKES, EACH PARTICIPANT AGREES TO FULLY RELEASE, FOREVER DISCHARGE AND HOLD HARMLESS SPONSOR, ANHEUSER-BUSCH INBEV SA/NV, ANHEUSER BUSCH INC., ANHEUSER-BUSCH COMPANIES, LLC, ANHEUSER BUSCH INC., GREAT BAY DISTRIBUTORS, INC., ROWDIES SOCCER, LLC, CMG MEDIA CORPORATION, AND EACH OF THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND PRIZE SUPPLIERS AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES, AND SUCCESSORS AND ASSIGNS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIMS, COSTS, LIABILITIES, LOSSES, INJURIES, AND DAMAGES ARISING OUT OF THE SWEEPSTAKES, INCLUDING, BUT NOT LIMITED TO, ANY CLAIMS FOR PERSONAL INJURY, OR DAMAGE TO OR LOSS OF PROPERTY, LOSS OF ENJOYMENT, OR ANY OTHER HARM WHATSOEVER ARISING OUT OF: (1) PARTICIPATION IN THE SWEEPSTAKES; (2) THE QUALITY, RECEIPT, POSSESSION, USE, OR MISUSE OF ANY PRIZE; OR (3) ANY TRAVEL OR ACTIVITY THAT IS RELATED TO THE SWEEPSTAKES OR ANY PRIZE.
10. **Limitations of Liability.** BY PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANTS ACKNOWLEDGE AND AGREE THAT EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZE(S), ARE PROVIDED "AS IS" AND THAT SPONSOR MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ABOUT THE PRIZE(S) AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. (BECAUSE SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF CERTAIN IMPLIED WARRANTIES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU. IN SUCH STATES, THE LIABILITY OF THE RELEASED PARTIES IS LIMITED TO THE FULLEST EXTENT PERMITTED BY SUCH STATE LAW.)

THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR: (1) ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY PARTICIPANTS, PRINTING OR PRODUCTION ERRORS, OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR EMPLOYED IN THE SWEEPSTAKES; (2) TECHNICAL FAILURES OF ANY KIND, INCLUDING, BUT NOT LIMITED TO MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE; (3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE ENTRY PROCESS OR THE SWEEPSTAKES; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE

SWEEPSTAKES, THE PROCESSING OF ENTRIES, OR THE NOTIFICATION OF ANY WINNER; OR (5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM A PARTICIPANT'S PARTICIPATION IN THE SWEEPSTAKES OR RECEIPT OR USE OR MISUSE OF ANY PRIZE.

Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award the prizes by a random drawing among all legitimate eligible prize claims.

11. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. 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 was not contained therein.

12. **Sponsor.** The Michelob Ultra® World Cup Giveaway Sweepstakes is sponsored by Cox Radio, LLC, d/b/a Cox Media Group Tampa. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials or announcements relating to the Sweepstakes. For a list of winners (available after July 1, 2026) or a copy of these Official Rules, send a self-addressed, stamped envelope to "Winners List/ Official Rules" (as applicable), Michelob Ultra® World Cup Giveaway Sweepstakes, 11300 4th St. N. Suite 300, St. Petersburg, FL 33716. If you have any questions regarding this Sweepstakes, please contact Mike.oliviero@cmg.com.