Official Rules, Terms, and Conditions

NO PURCHASE OR PAYMENT NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

THE SWEEPSTAKES IS OPEN ONLY TO LEGAL U.S. RESIDENTS RESIDING IN MINNESOTA, WISCONSIN, AND SPECIFIC ILLINOIS ZIP CODES WHO ARE 18 YEARS OF AGE OR OLDER AT TIME OF PARTICIPATION. SWEEPSTAKES SHALL BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW AND OF THE STATE OF NEW YORK. DO NOT PARTICIPATE IN THIS SWEEPSTAKES UNLESS YOU ARE ELIGIBLE. VOID WHERE PROHIBITED.

1. **SWEEPSTAKES PERIOD:** Sweepstakes begins June 15, 2025, 12:01 CST and ends July 12, 2025, Midnight CST (the "Sweepstakes Period").

2. **HOW TO PARTICIPATE:** There are three (3) ways to enter:

   Beginning on June 15, 2025; 12:01 AM CST and prior to July 12, 2025; Midnight CST; enter by one of the following methods.

   ENTRY OPTION 1:

   Enter by Code: Scan the code on Mountain DEW display materials in participating retailer stores in Minnesota, Wisconsin, and Illinois to enter from your mobile device ("Mobile Device"). By scanning the Code with your Mobile Device, you will be taken to the URL DEWGEAR.com and advised to follow the on-screen instructions to submit an entry. Data rates may apply if participating via a Mobile Device. Check with your wireless service provider for details on any applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers may participate.

   ENTRY OPTION 2:

   Enter Online: Visit dewgear.com and follow the on-screen instructions to properly complete and submit an online entry.

   ENTRY OPTION 3:

   Enter Automatically: Purchase Mountain Dew products at participating Cub Foods locations using My Cub Rewards.

   One (1) entry per person, per day regardless of entry method. The Sponsor and Administrator are not responsible for incomplete, lost, late, mis-directed, or illegible entries, or for failure to receive entries due to transmission failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor.

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Delivery or receipt of an entry will not be deemed by the Sponsors as proof of entry into this Sweepstakes. 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.

3. **ELIGIBILITY:** YOU MUST BE A LEGAL U.S. RESIDENT RESIDING IN MINNESOTA, WISCONSIN, AND SELECT ILLINOIS ZIP CODES THROUGHOUT THE SWEEPSTAKES PERIOD AND 18 YEARS OF AGE OR OLDER AT THE TIME OF PARTICIPATION*. Potential winners may be required to provide proof of legal U.S. residency if requested by Sponsors to determine eligibility and as a condition of prize award. The following persons are not eligible to participate or win: Any individuals (including but not limited to employees, consultants, independent contractors and interns) who have, within the past six months, held employment with or performed services for Pepsi-Cola Company (collectively "Sponsors"), Pepsi-Co Inc., and its bottlers, CUB Foods, ("Promotional Partner"), USA Branding Group of Madison Lake, MN ("Administrator"), their respective subsidiary and affiliated companies, participating retailers, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Promotion Parties"), immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three (3) months during the (12) twelve-month period preceding the start date of the Sweepstakes).

4. **DRAWING:** Potential winners will be selected in a random drawing from among all eligible entries received throughout the Sweepstakes Period. Odds of winning depend upon the total number of eligible entries received. The drawing date will occur as follows and will be conducted by the Promotional Partner, whose decisions shall be final and binding. Limit one (1) prize per person/household.

   The random drawing will be held on or about July 26, 2025. To be eligible for the drawing, the entry must be received by midnight on July 12, 2025.

5. **GRAND PRIZE (Three (3) Winners):** Three (3) winners will be randomly selected from the qualifying entries within the Program Eligibility Area. Each Winner may choose one (1) from the following Grand Prize options:

   GRAND PRIZE OPTION 1:

   MN Boundary Waters Canoe Area Grand Prize: Prize includes Lodge Suite accommodations for four (4), at Historic Clearwater Lodge and Outfitters (3) three Nights during the 2025 BWCA Paddle season concluding September 30, 2025. Outfitter hosted 4-6 hour canoe trips (2) two days includes canoe rental and outfitting gear. Lodge breakfast, trail lunch provided daily. $750 gift card for additional evening meals and $1,000 gift card for travel and miscellaneous expenses. Approximate retail value: $4,900.

   GRAND PRIZE OPTION 2:

   Fish With A Pro Grand Prize: Prize includes two (2) full days of hosted fishing for two (2) with National Walleye Circuit Touring Pro-Bill Shimota on Minnesota's Lake Mille Lacs, Lake Minnetonka or Mississippi River.,-2025 date and location determined by host considering winner availability and best success options, one (1) double-occupancy standard hotel room for two (2) nights at a hotel/resort to be determined, breakfast, bag lunch and dinner, two (2) fishing gift packs, use of fishing gear provided and a $1,500.00 gift card for travel and additional expenses. Guests must bring weather appropriate apparel and possess a current MN DNR Fishing License. Approximate retail value: $4950.

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GRAND PRIZE OPTION 3:

Minnesota Classic Resort Experience Grand Prize: Prize includes a three (3) day, two (2) night stay at Madden's on Gull Lake for four (4). Two (2) double occupancy standard rooms for two (2) nights, breakfast and dinner, recreation package access, Adventure Cove access, East/ West/ Social 9 Golf Course access and a $1,200 gift card for travel and other expenses.
Approximate retail value: $5100

Winner will be required to sign a Waiver of Liability and Release and a W-9. Participants shall be solely and exclusively responsible and liable for their conduct during their use of the prize package.

6. **Second Place (Five (5) winners):** Mountain Dew Outdoor Gear Kit. Includes: JBL Speaker, North Face Duffel, Yukon Cooler, Camp Chair, Hammock, Lantern Bottle: (ARV Each Kit = $560.91 Total ARV = $2,804.55)

7. **Third Place: (Ten (10) winners):** $100 Cub Foods Gift Card (ARV = $1,000)

8. **"Gift card prizes are subject to the terms stated on the gift card or as otherwise set by the card issuer."**

Total ARV for all prizes: $18,754.55

9. **GENERAL:** 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. 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 as determined by Sponsors, in their sole discretion. Sponsors reserve the right to substitute a prize of equal or greater value in the event any portion of the prize becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental, or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g., costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on the prize(s). If applicable, the winner(s) will receive an IRS Form 1099 for the retail value of the prize. No groups, clubs or organizations may enter or win prizes. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted by the winner will be forfeited.

CONDUCT: By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the judges shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsors reserve the right, at their 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 Sponsors to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsors to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY EQUIPMENT 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; SPONSORS RESERVE THE

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RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSBILE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **LIMITATIONS OF LIABILITY:** Sponsors 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; or (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, computers or providers utilized in any aspect of the operation of 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 Sponsors reserve the right at their sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In the event of any such cancellation, termination or suspension, a notice will be posted at participating stores, and a random drawing(s) may be held from among all eligible, non-suspect entries received prior to such time. Sponsors reserve the right, at their sole discretion, to disqualify any entrant (and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsors or any of their affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsors reserve the right to correct errors in promotional materials.

11. **WINNER NOTIFICATION:** Potential winners will be notified by phone call, email or mail at the phone number, email address or mailing address provided by the entrant at the time of entry. Winners may be required to sign and return an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within seven (7) days of attempted winner notification as indicated by the date on the Affidavit. Sponsor and Promotion Parties are not responsible for suspended or discontinued wireless, land line or online service or change in mailing address which may result in a potential winner not receiving initial prize notification. The sponsor shall have no further liability to award that prize. Upon forfeiture for any reason as stated within these Official Rules, no compensation will be given. Prizes will only be awarded to verified winners residing within an eligible state.

12. **RELEASE OF LIABILITY:** All entrants, as a condition of participation, and all winners, by acceptance of a prize, agree to release Sponsors, and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and 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 or misuse of any prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. The winners shall bear all risk of loss or damage to their prizes and/or prize documentation after it has been delivered. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Except where prohibited by law, winner grants to Sponsors and Promotion Parties the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the winner's name, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsors or Promotion Parties.

    LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE ANY EQUIPMENT ASSOCIATED WITH THE SWEEPSTAKES OR INTERFERE WITH THE

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OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Please see Sponsors privacy policy located at http://policy.pepsi.com/privacy.htm for details regarding the use of personal information collected in connection with this Sweepstakes.

13. **PRIZE WINNERS AND OFFICIAL RULES:** A copy of these Official Rules and the Sweepstakes results may be obtained by sending a self-addressed, postage prepaid written request to 2025 Destination DEW Sweepstakes at Cub Foods, P.O. Box 328, Madison Lake, MN 56063. Written requests must be received by September 30, 2025.

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

15. **ADMINISTRATOR:** USA Branding Group, PO Box 135 Madison Lake, MN 56063

Eligible Entry Zip Codes

Minnesota: All Zip Codes Eligible

Wisconsin: All Zip Codes Eligible

Illinois: Specific Zip Codes Eligible

61007	61046	61070
61010	61047	61071
61013	61048	61077
61014	61050	61078
61018	61051	61081
61019	61053	61085
61021	61054	61087
61024	61057	61088
61027	61059	61089
61030	61060	61091
61031	61061	61261
61032	61062	61270
61037	61063	61310
61039	61064	61324
61044	61067	61331