

Muscle Milk x NFL “Muscle Takes More” Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING. VOID WHERE PROHIBITED. INTERNET ACCESS REQUIRED. MESSAGE AND DATA RATES MAY APPLY IF USING A MOBILE DEVICE TO PLAY.

The Muscle Milk x NFL “Muscle Takes More” Sweepstakes (the “Sweepstakes”) is sponsored by The Gatorade Company (“Sponsor”), The Gatorade Company, 433 W Van Buren St., Chicago, IL 60607.

1. SWEEPSTAKES PERIOD: The Sweepstakes begins on August 11, 2025, at 12:00:00 PM Eastern Time (“ET”) and ends on October 5, 2025, at 11:59:59 PM ET (“Sweepstakes Period”). Motive Group, Inc.’s (the “Administrator”) clock shall be the official clock of the Sweepstakes. A “day” begins at 12:00 A.M. ET and ends at 11:59 P.M. ET during the Sweepstakes Period, with the first “day” of the Sweepstakes Period beginning at 12:00 P.M. ET and ending at 11:59 P.M. ET on 8/11/25.

2. ELIGIBILITY: This Sweepstakes is open to legal residents of the United States or District of Columbia who are at least 18 years of age at the time of entry (19 in AL and NE, 21 in MS). Employees of Sponsor, and their respective parent companies, subsidiaries, affiliates, advertising and Sweepstakes agencies (collectively, “Sweepstakes Entities”) and each of their immediate family members (*e.g.*, spouse, parent, child, sibling, and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win.

Employees, officers, directors, agents and representatives of the NFL Enterprises LLC, (hereafter, “Sponsor” The NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, agents, representatives and employees, both individually and collectively) and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies (hereafter included in “Released Parties”), and each such individual’s immediate family members (mother, father, sister, brother, any child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win a prize.

The Sweepstakes is subject to all applicable federal, state, and local laws. Void where prohibited or restricted by law.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the

Sweepstakes. For purposes of the Sweepstakes, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry.

3. HOW TO ENTER: Visit URL MuscleMilk.GoToAisle.com (the "Website"). Once at the Website, follow the on-screen instructions to complete a Sweepstakes Entry. Entrants will be required to take the Find Your Protein Fit quiz by answering a series of questions. They will then enter contact information to verify eligibility including First and Last Name, Email Address, Phone Number, Zip Code and Birth Date. Entrant must accept the Official Rules and select preferred NFL team from a dropdown list in order to complete entry ("Sweepstakes Entry"). See Appendix A for NFL Team choices.

Limit of one (1) account per person or email address. Limit one (1) Sweepstakes Entry per person/email address per day. Each Sweepstakes Entry automatically gives Entrant one (1) Grand Prize Entry.

4. RANDOM DRAWING/ODDS: One (1) potential Grand Prize Winner will be randomly selected from among all eligible entries received during the Sweepstakes Period. Drawing will occur on or about 10/6/25 and will be conducted by an independent judging organization whose decisions will be final and binding in all matters relating to this Sweepstakes. The odds of winning the Grand Prize depend on the number of eligible entries received during the Sweepstakes Period.

5. GRAND PRIZE: The Grand Prize consists of one (1) trip that includes a training session with an NFL trainer and tour of the NFL team's training facility of their selected choice at entry. Trip includes roundtrip coach class air transportation from a major commercial airport near winner's residence to airport closest to the NFL training facility chosen at entry for winner and one (1) guest, two (2) nights hotel standard accommodations (single room/double occupancy), car service transportation pickup and drop-off from airport and the hotel and from the hotel to the NFL training facility roundtrip. All other transportation is not included. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Prize also includes a \$500 AMEX gift card* for food/miscellaneous expenses., a \$250 NFLshop.com gift card*, and a Muscle Milk product bundle that includes:

- One (1) 4-Pack Muscle Milk Pro Series 11 oz Protein Shake
- One (1) 4-Pack Muscle Milk Genuine 11 oz Protein Shake
- One (1) Muscle Milk Pro Series Protein Powder 32 oz
- One (1) Muscle Milk Genuine Protein Powder 30.9 oz
- Two (2) Muscle Milk Towels

Approximate Retail Value ("ARV"): up to \$4,268.

*Gift cards will be subject to the terms and conditions governed by the issuer.

Guest must be at least 18 years of age or older. If the winner elects to travel or partake in the prize without a guest, no additional compensation will be awarded to the winner. Winner and guest must travel during selected trip dates or prize will be forfeited. Winner and guests must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Winner and guest are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least 7 days in advance. Winner and his or her guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. Sponsor is not responsible if event is delayed, postponed, or canceled for any reason. Winner agrees that event admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Sponsor reserves the right to remove or to deny entry to Winner and/or his/her guest(s) if either winner or his/her guest(s) violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the event. Approximate Retail Value of Grand Prize: up to \$4,268, depending upon location of winner's closest airport.

5. NOTIFICATION: All potential prize winners are subject to verification of eligibility and compliance with these Official Rules. Potential winners will be notified by phone or by email within three (3) days following the drawings and must respond within three (3) business days of notification or the prize may be forfeited and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Upon response Grand Prize Winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release and a W9 (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the prize may be forfeited and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. If any potential winner is (i) disqualified, found to be ineligible or not in compliance with these Official Rules; (ii) declines to accept a prize; (iii) does not reply to notification as stated above; or, (iv) does not return the documents within the stated time frame, the prize may be forfeited and an alternate winner selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Upon verification of eligibility and document return, prizes will be

mailed to the winners at the physical addresses provided at the time of entry within approximately eight (8) to ten (10) weeks. Any portion of a prize not accepted by winner will be forfeited. Winners shall be solely responsible for payment of any and all applicable federal, state, and local taxes for their prize won. Sponsor will issue an IRS Form 1099- MISC for each winner of a prize with an ARV of \$600 or more. Please consult a tax advisor prior to accepting the Grand Prize and executing an Affidavit of Eligibility to ensure any tax implications that may affect the Winner are understood.

Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. Prizes are non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding the prize for any reason.

6. LIMITATION OF LIABILITY: By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotions, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, misdirected or undeliverable e-mail notifications; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules.

By participating in the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of their rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary

rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, 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 entrant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they appear online from time to time during the Sweepstakes for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

Entrant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

7. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF ILLINOIS, UNITED STATES OF AMERICA. BY ENTERING INTO THIS SWEEPSTAKES, YOU CONSENT TO THE JURISDICTION OF THE FEDERAL AND STATE COURTS LOCATED IN ILLINOIS FOR ANY ACTION OR DISPUTE ARISING FROM OR IN CONNECTION THESE OFFICIAL RULES. YOU AGREE THAT, TO THE EXTENT PERMITTED BY APPLICABLE LAW, ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS

SWEEPSTAKES AND/OR THESE OFFICIAL RULES, WILL BE RESOLVED INDIVIDUALLY ON YOUR OWN BEHALF, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, PURPORTED CLASS OR REPRESENTATIVE PROCEEDING OR MASS ACTION. YOU FURTHER AGREE TO WAIVE ANY RIGHT TO A JURY TRIAL. DO NOT ENTER INTO THIS SWEEPSTAKES IF YOU DO NOT AGREE TO THE FOREGOING PROVISIONS.

8. PRIVACY: Please see Sponsor's privacy policy located at:

<https://contact.pepsico.com/gatorade/privacy-policy> for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

9. PUBLICITY RIGHTS: By participating in this Sweepstakes, each entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use their name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Sweepstakes for Sweepstakes, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

10. GENERAL: Any attempted form of participation in this Sweepstakes other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any attempted form of participation in this Sweepstakes other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation affected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE**

ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any Sweepstakes materials (including but not limited to point of sale, television and print advertising, Sweepstakes packaging and other Sweepstakes media), the details of the Sweepstakes as set forth in these Official Rules shall prevail. All federal, state, and local laws apply. Void where prohibited or restricted by law.

11. WINNERS LIST: For a list of winners, interested individuals should send an email to prizes@enterpromo.com titled: Winners' List: Muscle Milk x NFL Muscle Takes More. Winners' List requests must be received no later than November 5, 2025.

Customer Service inquiries regarding registration, prize redemption, how to enter, etc., may be directed to Program Customer Service at musclemlk@gotoaisle.com.

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Appendix A

NFL Team Choices

- 49ers
- Bears
- Bengals
- Bills
- Broncos
- Browns

- Buccaneers
- Cardinals
- Chargers
- Chiefs
- Colts
- Commanders
- Cowboys
- Dolphins
- Falcons
- Jaguars
- NY Giants
- Panthers
- Patriots
- Raiders
- Rams
- Ravens
- Saints
- Seahawks
- Steelers
- Texans
- Titans
- Vikings