

## 2025 PRINCESS® SWEEPSTAKES

### OFFICIAL RULES

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**This Sweepstakes is governed by these Official Rules (the “Rules”). By participating in the Sweepstakes, you acknowledge and agree to be bound by all of the terms and conditions stated herein. Entry into this Sweepstakes will be accepted in connection with multiple on-site events/ advertising promotions, and via an alternative entry method, as detailed in Rule 3, with only one winner selected from amongst all entry methods combined.**

**Standard message and data rates may apply if entering via a mobile device.**

**1. Eligibility.** This 2025 Princess® Sweepstakes (the “Sweepstakes”) is only open to legal residents of the 50 United States and District of Columbia who are 21 years of age or older as of the time of entry. Void elsewhere and where prohibited.

Employees of Princess Cruise Lines, Ltd. (“Sponsor” or “Princess Cruises”), its advertising and promotion agencies, Allied Global Marketing (the “Administrator”), and each of their respective parent companies, divisions, affiliates, subsidiaries, or agents (collectively, “Sweepstakes Entities”) and such employee’s immediate family members (defined as spouse, child, sibling, or parent, grandparent, and their respective spouse) or household members are not eligible to enter or win. Sponsor reserves the right to verify eligibility, qualifications, and compliance with the Rules of potential winner. This Sweepstakes is subject to all applicable federal, state, provincial, and local laws. Sponsor’s and Administrator’s decisions are final in all matters relating to this Sweepstakes, including decisions regarding the identity and eligibility of any potential entrant.

**2. Sweepstakes Entry Period.** Entry into the Sweepstakes begins at 12:00:00 a.m. Pacific Time (“PT) on March 5, 2025, and ends at 11:59:59 p.m. PT on December 31, 2025 (the “Sweepstakes Period”).

**3. How To Enter.** There are two ways to enter, as follows:

- a. **At an Event:** During the Sweepstakes Period, eligible entrants will receive one (1) entry into the Sweepstakes by: (i) completing an official online entry form accessible by scanning the QR code (“Code”) provided on various Princess Cruises marketing materials available at various events, including (but not limited to) those listed below (each an “Event”), or (ii) visiting the Sweepstakes site included in paid advertising that will be displayed on social media (each an “Ad”) . Upon scanning the Code at an Event or clicking on the Sweepstakes link in an Ad, potential entrants will be taken to a URL with directions on how to enter the Sweepstakes, along with an online entry form that must be completed in its entirety with the potential entrant’s first and last name, date of birth, mailing address, valid email address, and any other information requested by the Sponsor. Such entry form must be completed and submitted during the Sweepstakes Period to receive one (1) entry into the Sweepstakes.

<b><u>Event Name</u></b>	<b><u>Event Location</u></b>	<b><u>Event Dates</u></b>
Charleston Food & Wine Festival	Charleston, SC	March 7th, 2025 March 9th, 2025

Winter Park Sidewalk Art Festival	Winter Park, FL	March 21 <sup>st</sup> , 2025 March 23 <sup>rd</sup> , 2025
Dogwood Festival	Atlanta, GA	April 11 <sup>th</sup> , 2025 April 13 <sup>th</sup> , 2025
Porsche Club of America Spring Treffen	Hot Springs, VA	April 20 <sup>th</sup> , 2025 May 4 <sup>th</sup> , 2025
Los Angeles Fleet Week	San Pedro, CA	May 21 <sup>st</sup> , 2025 May 26, 2025
Porsche Club of America Parade	Oklahoma City, OK	July 6 <sup>th</sup> , 2025 July 12 <sup>th</sup> , 2025
Porsche Club of America Werks Reunion	Monterey, CA	Aug 15 <sup>th</sup> , 2025
Porsche Club of America Fall Treffen	Jackson Hole, WY	Oct 5 <sup>th</sup> , 2025 Oct 9 <sup>th</sup> , 2025
NYC Wine & Food Festival	New York City, NY	October 2025 dates TBD

- b. **TO ENTER WITHOUT ATTENDING AN EVENT/PURCHASING A TICKET - Alternative Method of Entry.** During the Sweepstakes Period, eligible entrants may receive one (1) entry into the Sweepstakes by legibly hand printing their first and last name, date of birth, street address, and valid email address on a 3”x5” card (the “Alternative Entry Card”) and mailing the Alternative Entry Card with correct postage to: Allied Global Marketing, ATTN: Brand Experience – Princess Sweeps, 233 Broadway, 13th Floor, New York, NY 10279 (collectively, with the Alternative Entry Card, the “Mail In Entry”). Each Mail In Entry must be postmarked by December 31, 2025 and received by January 7, 2026. Limit one Alternative Entry Card per outer mailing envelope. No photocopies or mechanical reproductions of Alternative Entry Card allowed.

**Entry Limits and Other Entry Requirements.** **Limit** one (1) entry per person and per email address per “day” during the Sweepstakes Period, regardless of entry method. For purposes of this Sweepstakes, a “day” shall be defined as each calendar day of the Sweepstakes Period (starting at 12:00:00 am PT and ending at 11:59:59 pm PT each calendar day). If Sponsor discovers that an entrant has submitted more than one entry per day, Sponsor reserves the right to void all such entries (and any other entries) from that entrant as well as disqualify the entrant from the Sweepstakes. Any entries submitted that are not in conformance with these Rules will be void. Mail In Entries become the property of Sponsor and will not be acknowledged or returned. Sponsor is not responsible for lost, late, misdirected, incomplete, illegible, misdirected, damaged or postage-due entries.

By entering this Sweepstakes, entrants hereby agree that they have read and will be bound by these Sweepstakes’ Rules. All entrants must have a valid e-mail address that remains active throughout the Sweepstakes Period and prize awarding period to be eligible. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arises regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. “Authorized account holder” is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Any potential winner may be requested to provide Sponsor with proof that such potential winner is the authorized account holder of the email address associated with the winning entry. See the privacy policy located at [http://www.princess.com/legal/legal\\_privacy/](http://www.princess.com/legal/legal_privacy/) for details of Sponsor’s policy regarding the use of personal information collected in connection with this Sweepstakes. Sponsor is not responsible for incorrect or

inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Sponsor is not responsible for any failure or technical malfunction of any computer online systems, servers, access providers, computer equipment, or software used in connection with this Sweepstakes. Sponsor is not responsible for any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material related to the Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes for any reason, including if fraud, viruses, bugs, or any other causes beyond the control of Sponsor corrupt the administration, security, proper operation of the Sweepstakes or proper awarding of the prize. In the event of cancellation, Sponsor may in its sole discretion randomly award any and all prizes from among all eligible, non-suspect entries received prior to cancellation.

**4. Winner Selection.** On or around January 31, 2025, Administrator will randomly select one (1) entry from among all eligible entries received (via both entry methods) to be the potential winner of the Sweepstakes. Potential winner is subject to verification, as set forth below. Odds of winning depend on the number of eligible entries received from all entry methods combined.

**5. Miscellaneous.** By entering the Sweepstakes, entrants acknowledge and agree that Sponsor's and Administrator decisions are final and binding in all respects. Sponsor reserves the right to void all entries that are made through any script, macro, robotic, automatic, mechanical, programmed or similar duplication method, or if an Alternate Entry Card or Mail in Entry, if they are not handwritten and original (no photocopies or mechanical reproductions). Any attempt by an entrant or those representing an entrant to enter more than the number of times authorized herein, using multiple names and/or email addresses, and/or systematic entering, and/or any other fraudulent mechanism, as determined by the Sponsor, in its sole discretion, shall give the Sponsor the right to disqualify the entrant or entries in Sponsor's reasonable discretion.

**6. Winner Notification and Verification.** The potential winner will be notified by e-mail on or around the week following the winner selection, at the email address provided in his/her entry ("Notification"). The Notification will include an Affidavit of Eligibility and Liability/Publicity Release (where legal) ("Prize Claim Form") that the potential winner must complete, sign, have notarized, and return as directed within ten (10) days of the send date of the Notification. If the Notification or any other correspondence is returned as non-deliverable, the potential winner may be disqualified, and the prize may be forfeited. If a potential winner cannot be reached or fails to respond to the Notification or any other correspondence with Sponsor within the time frame directed by Sponsor in such Notification or other correspondence, or if the potential winner fails to complete, have notarized and returned any required Prize Claim Form within the time frame specified by Sponsor, or if potential winner is determined by Sponsor to be ineligible or not in compliance with these Rules, or if a potential winner is unwilling or unable to accept the prize (or any portion thereof) as awarded, that potential winner may be disqualified and forfeit any claim to the prize, and Sponsor will have the option (in its sole discretion) to select an alternative potential winner from the remaining eligible entries, and the same process outlined above will be followed for such alternative potential winner. Sponsor is not responsible for any non-delivery or communication failure caused by a change in entrant's email address, mailing address, or any other contact information provided at time of entry. Unclaimed prizes may not be awarded.

**7. Prizes:** One (1) prize is available to be awarded in this Sweepstakes to the verified winner consisting of: (i) one (1) Princess Cruises digital promotional voucher valued at \$2,000 USD ("Promotional Voucher") that may be used towards cruise fare and any associated taxes, fees, and port charges for a four to seven day domestic U.S. cruise to the Caribbean, California Coast, or Mexico for up

to two people on a Princess Cruises cruise (the "Cruise"), and (ii) one (1) Goodstock by Nolan Ryan Weekend Warrior Pack valued at \$150.00 USD consisting of two (2) 14oz. Angus Ribeye Steaks and two (2) 12oz. Angus Strip Steaks that may be redeemed for home delivery at [www.goodstocktx.com/collections/premium-beef/products/weekend-warrior-pack](http://www.goodstocktx.com/collections/premium-beef/products/weekend-warrior-pack) ("Goodstock prize") ((i) and (ii), collectively, the "Prize" or "prize").

When using the Promotional Voucher, winner must select an available Cruise from the list of available Cruises offered by Princess Cruises, which list is determined solely in Sponsor's discretion. **Promotional Voucher EXPIRES on 2/1/2027 AND MUST BE USED ON A CRUISE SAILING BY 2/1/2027.** Any portion of the Promotional Voucher that is not used by the expiration date will be forfeited. Cruises are subject to availability and Princess Cruises' booking and cancellation policies found at [www.princess.com](http://www.princess.com). If the Promotional Voucher is not used by the expiration date listed above, then such voucher (in its entirety) shall expire, and recipient shall have no ability or right to use the Promotional Voucher or any such unused portion; no alternate dates are available. All expenses and costs accrued in connection with the Cruise that are not covered by or cannot be covered by the Promotional Voucher shall be the sole responsibility of the winner including, without limitation, airfare, pre and post cruise accommodations, transportation to/from the point of embarkment/ disembarkment, gratuities, incidentals, shore excursions, spa treatments, and premium dining. Promotional Vouchers may be subject to additional terms, conditions, and restrictions. Lost, stolen, or damaged Promotional Vouchers will not be replaced or exchanged. Any booked cruise is subject to the applicable Princess Cruises passenger contract available at [https://www.princess.com/legal/passage\\_contract/plc.html](https://www.princess.com/legal/passage_contract/plc.html).

Promotional Vouchers are subject to the terms, conditions, and restrictions set forth by Sponsor including without limitation, those listed thereon. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Additional prize award details may be provided to a winner at the time of notification. Any and all prize details not specified in these Rules will be determined in Sponsor's sole and absolute discretion.

All reservations and Cruise arrangements including, without limitation, the dates and times, are subject to availability (as determined solely by Sponsor), and restrictions such as blackout dates including holidays may apply. If Winner utilizes the prize to book a Cruise with a guest, guest must be 21 years of age or older as of the date of departure unless the Cruise guest is the child of the Winner. Minor guest must be accompanied at all times during Cruise trip (including, but not limited to Cruise activities, excursions and all other Cruise-related events) by minor's parent or legal guardian. Winner and guest must cruise on same itinerary. Any guest of winner (or the parent/legal guardian winner of eligible minor guest) that is booked using the Promotion Voucher or portion thereof must sign and return a publicity release before any ticketing for Cruise occurs. The winner and guest must have all necessary identification and/or Cruise documents (including but not limited to a valid passport and/or visa (if applicable) and all other necessary travel documents) required for Cruise. Cruise is subject to the terms and conditions of Sponsor's passage contract. As set forth in more detail in the passage contract, Sponsor reserves the right to refuse to embark any winner or guest, at any time if, in the sole opinion of Sponsor, a winner or guest is unfit for any reason for the Cruise. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any acts or omissions whatsoever by Cruise operators or any other persons providing any prize-related services or accommodations. Winner and guest are also responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Lost, stolen or damaged Cruise tickets, travel vouchers or certificates will not be replaced or exchanged.

Winner will work with Goodstock to set up such prize's shipment and receipt. Sponsor is not responsible for any issues with winner's failure to receive the Goodstock prize as the result of winner's failure to respond or provide timely information.

The approximate retail value ("ARV") of the prize is \$2,150.00 (USD).

Any and all prize details not specified in these Rules will be determined in Sponsor's sole and absolute discretion.

**8. General Conditions.** The prize (and prize portions) are non-transferable and no cash equivalent or substitution of any prize is offered, except at the sole discretion of the Sponsor. Any and all prizes will only be awarded to addresses within the United States. Each verified winner will be solely responsible for all applicable federal, state, provincial, and local taxes connected with receipt of any and all prizes, the use and enjoyment of the prizes, or any taxes in connection with this Sweepstakes unless otherwise required by law or unless this requirement is waived by the Sponsor in its sole discretion. Winner will receive IRS Form 1099 for the ARV of any and all applicable prizes. As a condition of accepting a prize, the winner agrees to furnish any requested information needed for tax reporting.

By participating in this Sweepstakes, entrants understand and agree (and agree to confirm in writing): (a) to abide by these Rules and the decisions of Sponsor and Administrator with respect to all aspects of the Sweepstakes, all of which are final and binding, (b) to accept the prize hereunder as awarded, with substitution (as applicable), (c) to release and hold harmless Sponsor, its parent, subsidiary and affiliated companies, advertising and Sweepstakes Entities, Administrator, and all of their respective officers, directors, employees, representatives and agents, and Nolan Ryan Brands, LP (collectively, "Releasees") from and against any and all liability whatsoever, including, without limitation, legal claims, costs, injuries, losses or damages, demands or actions of any kind (including, without limitation, personal injuries, death, damages, loss or destruction of property rights of publicity or privacy, defamation, or portrayal in a false light) in connection with this Sweepstakes or with the awarding, announcement, acceptance, receipt, ownership, or use or misuse of any prize awarded hereunder (including, but not limited to, any travel related thereto) and/or use of an entry, or other errors in these Rules, and (d) except where legally prohibited, by accepting any prize awarded hereunder, the winner agrees to the use by the Sponsor and those acting under Sponsor's authority of his/her name, photograph, likeness, voice, image and biographical information and statements for advertising, trade, publicity and promotional purposes without additional compensation, in perpetuity, in all media now known or hereafter discovered, worldwide and on digital media, without notice, review or approval. If an entrant is selected as a winner, winner's information may also be included in a publicly available winner's list.

Releasees are not responsible for loss, damage, or claims resulting from the Sweepstakes. Entrants and/or winner will be disqualified for any attempt to tamper with any aspect of the Sweepstakes, or circumvent these Rules. Sponsor reserves the right to remedy any such action, disruption, or circumvention in a manner, as determined solely by Sponsor, that is fair and equitable to entrants. Sponsor may, at its sole discretion, disqualify any individual who tampers with any entry or with the operation of the Sweepstakes, who acts in violation of these Rules or otherwise in a non-sportsmanlike or disruptive manner, or who displays any intent to threaten, abuse or harass any other person or who submits any fraudulent or deceptive information. Sponsor reserves the right to verify and audit all entries and to disqualify any entries related thereto which have not been verified by Sponsor as qualifying in its sole discretion. Sponsor reserves the right, in its sole discretion, to void, modify, terminate, or suspend this Sweepstakes (or any portion thereof) should fraud or any unauthorized human intervention or other causes beyond the reasonable control of Sponsor corrupt or impair the administration, security, fairness or

proper play of the Sweepstakes. ENTRANTS ASSUME ALL LIABILITY FOR ANY INJURY OR DAMAGE CAUSED, OR CLAIMED TO BE CAUSED, BY PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, RECEIPT OR USE OF ANY PRIZE COMPONENT INCLUDED HEREUNDER. BY ACCEPTING PRIZE, WINNER AND CRUISE GUEST ACCEPT, AND AGREE TO CONFIRM IN WRITING, THE INHERENTLY DANGEROUS NATURE AND RISK IN LAND AND SEA TRAVEL, INCLUDING PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGES THAT THEIR PARTICIPATION IN ANY ASPECT OF A PRIZE IS VOLUNTARY, ACKNOWLEDGES THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES IN WHICH THEY ARE PARTICIPATING AND THEY ASSUME THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREES THAT TO THE EXTENT PERMISSIBLE BY LAW, RELEASEES SHALL NOT BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH. Winner acknowledges that Releasees have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize awarded hereunder. If any provision of the Rules or the application of any such provision to any person or circumstance shall be declared to be invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of the Rules, it being the intent and agreement of the parties that the Rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal and enforceable while preserving its intent or, if such modification is not possible, by substituting therefore another provision that is valid, legal and enforceable so as to give effect to Sponsor's intent. Nothing in these Rules shall in any way limit or exclude liability for or in connection with (a) fraud, or (b) death or personal injury caused by Sponsor negligence.

Entrants further understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state or territory of the United States that may be applicable with respect to the foregoing release are hereby expressly and forever waived. Entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR." The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

**9. Disputes.** As a condition of participating, entrants agree (and agree to confirm in writing), to the extent permitted by law: (a) that under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (b) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded hereunder, shall be resolved individually, without resort to any form of class action; and (c) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than the State of California. By entering, entrants' consent to the jurisdiction and venue of the federal, state and local courts for Los Angeles County, California.

**10. Name of Winners.** For the winner's first name and surname initial, city & state, send a self-addressed stamped envelope to: Princess Sweepstakes Winner's List, ATTN: Brand Experience – Princess Sweeps, Allied Global Marketing, 233 Broadway, 13th Floor, New York, NY 10279. Requests must be received no later than March 1, 2026.

**11. Sponsor:** Princess Cruise Lines, Ltd., 24305 Town Center Drive, Santa Clarita, CA 91355.

**12. Administrator:** Allied Global Marketing, 233 Broadway, 13th Floor, New York, NY 10279. Questions and issues should be directed to Administrator.

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