

Voodoo Ranger® x Halloween Sweepstakes
OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. Sweepstakes Details

Voodoo Ranger® x Halloween Sweepstakes (the “Sweepstakes”), begins at 12:00:01 a.m. Eastern Time (“ET”) on August 1, 2026 and ends at 11:59:59 p.m. ET on November 30, 2026 (the “Sweepstakes Period”). The Sweepstakes Period is subdivided into three (3) Entry Periods (each, an “Entry Period”). Limit one (1) entry per eligible entrant in each Entry Period for up to three (3) total entries. Entries must be received within the dates of an Entry Period in accordance with the schedule set forth in the chart below.

Limit one (1) entry per person per Entry Period, for up to three (3) total entries during the Sweepstakes Period. Entries must be received by 11:59:59 p.m. ET on the end date of the applicable Entry Period to be eligible for that Entry Period’s drawing. Entries received after that time are void. Entries apply only to the Entry Period in which they are received and do not roll over to any subsequent Entry Period.

Entry Period	Start Date of Entry Period at 12:00:01 AM ET	End Date of Entry Period at 11:59:59 PM ET
1	08/01/2026	09/07/2026
2	09/08/2026	10/14/2026
3	10/15/2026	11/30/2026

Prize Limit: Limit one (1) prize per person for the entire Sweepstakes. An entrant who is selected as a potential winner in any Entry Period will not be eligible to win a prize in any subsequent Entry Period, even if otherwise eligible and the entrant submits an entry in a later Entry Period.

Administrator’s time-keeping device is the official timekeeper for this Sweepstakes. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor and Administrator’s decisions, which are final and binding in all matters related to the Sweepstakes.

2. Eligibility

This Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia, who are at least twenty-one (21) years of age at the time of entry. Employees, officers, directors, representatives, and agents of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, and affiliates (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. Additionally, alcoholic beverage suppliers, wholesalers, distributors, and importers, and alcoholic beverage retailers and their employees and family members, are not eligible to enter or win. All applicable federal, state, and local laws and regulations apply. Void where prohibited or restricted by law.

3. Sponsor and Administrator

Sponsor: New Belgium Brewing Company ("Sponsor"), 500 Linden Street, Fort Collins, CO 80524.

Administrator: Avid Inc., d/b/a Avid Marketing Group ("Administrator"), 100 Corporate Pl. #200, Rocky Hill, CT 06067.

4. How to Enter

During the Sweepstakes Period, eligible entrants may scan the QR code available on retail point-of-sale displays where Voodoo Ranger® is sold (no purchase required) using a smartphone to receive a link to VoodooRangerHalloween26.com (the "Website"), which directs entrants to the registration form. Eligible entrants may also visit the Website directly via a web browser without scanning a QR code to complete the registration form.

To enter, complete the registration form during the Sweepstakes Period by following the on-screen instructions and providing your full first and last name (no initials), date of birth, state, phone number, and email address. Upon submission of the completed registration form, the eligible entrant will receive one (1) Sweepstakes entry.

For the avoidance of doubt, scanning the QR code alone does not constitute an entry; the registration form must be completed and submitted in accordance with the provided instructions to receive an entry.

Internet access is required to enter, regardless of method of access to the Website. Internet and data charges may apply depending how you access the Website (e.g., via mobile device, computer, etc.) based on your internet and/or mobile data plan. Free Wi-Fi hotspots may be available at <https://www.wifimap.io/>.

Limit: Regardless of how you access the Website, there is a limit of one (1) entry per eligible entrant during each Entry Period in the Sweepstakes Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries using automated systems, multiple/different email addresses, identities, registrations, or any other methods is subject to voiding that entrant's entries and disqualification.

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the registered account holder of the email address associated with the entry, provided that person is eligible. Potential winners may be required to show proof of being registered account holders. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same.

Winning the prize is contingent upon fulfilling all requirements in these Official Rules. All entries become the sole and exclusive property of the Sponsor and will not be returned. Receipt of entries may not be acknowledged. For purposes of this 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. Entrants will not be allowed to change their physical address or e-mail address.

5. Random Drawing; Odds of Winning

Administrator will conduct three (3) separate random drawings, one for each Entry Period, from all eligible, non-winning entries received during each respective Entry Period. Once an entrant is confirmed as a winner, that entrant will be removed from all subsequent drawings and is ineligible to win an additional prize. Odds of winning a prize depend on the number of eligible entries for the applicable Entry Period. Drawings will be conducted on or about the dates listed below:

Entry Period	Drawing Date (on or about)	Number of Potential Grand Prize Winners
1	09/08/2026	5,000
2	10/15/2026	3,000
3	12/01/2026	1,000

6. Prize and Approximate Retail Value ("ARV")

NINE THOUSAND (9,000) GRAND PRIZES: Nine thousand (9,000) Grand Prizes are available in total to be awarded in the amounts shown below per Entry Period.

Each Grand Prize consists of one (1) digital download code for a copy of the *Halloween* video game being developed by ILLFonic for compatibility with PS5, Xbox Series X/S, and PC with an expected release date later this fall. Code is subject to the publisher's terms and conditions. Internet access and a compatible device may be required to redeem and play. Sponsor is not responsible for compatibility issues, expired accounts, or technical requirements associated with redemption or gameplay. Unclaimed prizes/unused codes are forfeit and need not be awarded.

- Entry Period 1: 5,000 Grand Prizes
- Entry Period 2: 3,000 Grand Prizes
- Entry Period 3: 1,000 Grand Prizes

The ARV of each Grand Prize is \$50. The total approximate retail value ("Total ARV") of all prizes available in the Sweepstakes is \$450,000.

Prize terms and conditions:

All federal, state, and local taxes and any other expenses not specifically mentioned in the prize description are solely the winner's responsibility.

Prize details not specified herein shall be determined solely by Sponsor. The prize is non-transferable and non-assignable, and no substitution will be made except at Sponsor's sole discretion. Sponsor reserves the right to substitute the stated prize, or any component thereof, with another prize of equal or greater value if the designated prize becomes unavailable for any reason.

Alcoholic beverages are not part of the prize.

7. Potential Winner Notification and Verification

Potential winners will be notified by email following the applicable random drawing date and will receive a unique code directly in the notification email to redeem the prize. Entrants consent to be contacted by the Administrator and/or Sponsor via email for purposes of administering this Sweepstakes. No additional documentation or action is required to receive the prize. If a prize notification email is returned as undeliverable or the prize cannot be delivered for any reason, the prize will be forfeited, and Sponsor may select an alternate potential winner from among the remaining eligible entries

SPONSOR WILL REPORT THE PRIZE VALUE TO THE IRS AS REQUIRED BY LAW. AS A CONDITION TO CLAIMING PRIZE, IF REQUESTED, WINNERS WILL COMPLETE IRS FORM W-9 (REQUEST FOR TAXPAYER ID) AND WINNER WILL BE ISSUED AN IRS FORM 1099, AS APPROPRIATE, FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE. WINNER MUST SUBMIT THEIR SOCIAL SECURITY NUMBER, AS APPROPRIATE, AND AS REQUIRED BY LAW FOR TAX PURPOSES. ALL FEDERAL, STATE, AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

8. Consent to Electronic Communications

By entering this Sweepstakes, all entrants consent to send and receive electronic communications and records from or on behalf of Sponsor/Administrator, including, without limitation by completing the entry form online, by receiving potential winner notice and follow-up communications to the email address provided in the entry form, by sending requested responses back via email or such other digital mechanism (e.g., upload to secure website) as may be requested by Sponsor or Administrator, and otherwise communicating regarding this Sweepstakes and/or the prize or related matters electronically, which communications will be deemed to be equivalent to having transmitted or received paper versions. Each potential winner is responsible to maintain a copy of communications relating to the Sweepstakes for their records as they determine; Sponsor and Administrator, may, but are not obligated to retain such records.

9. Publicity

Except where prohibited, participation in this Sweepstakes constitutes each winner's consent to Sponsor's and its designees' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any medium, worldwide, without further payment or consideration.

10. Release of Released Parties

By entering, each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor and Administrator, which are binding and final in all matters relating to this Sweepstakes; (b) except where prohibited, release and hold harmless Sponsor, Administrator, the prize suppliers, and any other organizations responsible for sponsoring, fulfilling, administering, advertising, or promoting the Sweepstakes, and all of their respective affiliates and related entities and each of their respective officers, directors, agents, vendors, employees, and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability of any kind, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, illness, death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, an entrant's participation in the Sweepstakes, acceptance or use or misuse of prize (including any prize-related activity), merchandise delivery and/or the broadcast, exploitation or use of entry; and (c) except where prohibited, indemnify, defend, and hold harmless the Released Parties from and against any and all claims, expenses,

and liabilities (including reasonable attorneys' fees) arising out of or relating to an entrant's participation in the Sweepstakes and/or entrant's acceptance, use or misuse of prize.

11. General Conditions

Released Parties (described in Section 10 above) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, delayed, illegible, garbled or damaged entries, notifications, prize claims, email or mail; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed device/computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, 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 Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries or prize claims, the announcement of the prize or in any Sweepstakes-related materials. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Administrator reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Administrator's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Administrator in its sole discretion. Administrator reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Neither Sponsor nor Administrator have made any warranty, representation or guarantee, expressed or implied, in fact or in law, with respect to any prize awarded, and specifically disclaim all such warranties, representations or guarantees, including, without limitation, any warranty of merchantability or fitness for a particular purpose.

12. Limitations of Liability

The Released Parties (described in Section 10 above) are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes

will be awarded. 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 only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

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 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 promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

13. Choice of Law and Disputes

By entering the Sweepstakes, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes shall be governed by laws of the State of Connecticut, without giving effect to any choice of law or conflict of laws principles.

Entrants agree that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

14. Personal Information

Information collected from entrants is subject to Sponsor's Privacy Policy, which is available at <https://www.newbelgium.com/privacy/> and Administrator's Privacy Policy, which is available at <https://www.avidinc.com/terms>.

Any personally identifiable information collected during an entrant's participation in the Sweepstakes or from the entrant in connection with prize fulfillment will be collected by Sponsor, Administrator or other Sponsor designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the administration and fulfillment of the Sweepstakes as described in these Official Rules.

15. Copy of Rules; Winners List

You may print these Official Rules for your own personal reference from the Website or request a copy and/or list of winners, by sending a hand-printed, self-addressed, stamped envelope to "NBB9478750W

Voodoo Ranger® x Halloween Sweepstakes – Winner’s List” c/o Avid Marketing Group, P.O. Box 1008, Rocky Hill, CT 06067-1008, or send an email to sweepsteam@avidinc.com. Requests must be received by March 1, 2027.

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