

Voodoo Ranger Borderlands Instant Win 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.

1. Instant Win Details

The Voodoo Ranger Borderlands Instant Win (the “Instant Win”), begins at 12:00 a.m. Eastern Time (“ET”) on August 25, 2025 and ends at 11:59 p.m. ET on October 31, 2025 (the “Instant Win Period”). The administrator’s computer is the official timekeeper for this Instant Win.

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 Instant Win.

2. Eligibility

This Instant Win 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, affiliates, advertising and promotion agencies (collectively, “Promotion 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, 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 (“Sponsor”), 500 Linden Street, Fort Collins, CO 80524.

Administrator: Avid Marketing Group (“Administrator”), 100 Corporate Pl. #200, Rocky Hill, CT 06067.

4. How to Play and Winner Notification

During the Instant Win Period, eligible entrants may visit VoodooRangerBorderlands4.com (the “Website”). Eligible entrants may also access the Website by scanning the QR Code on promotional materials using a web-enabled mobile device. Follow the links and instructions to complete the entry form which may include, but is not limited to, entrants full first and last name, mailing address, city, state, zip code, valid email address, phone number, date of birth, and agreement to these Official Rules. Upon providing the required information, entrant will then be notified on screen if they are a potential prize winner. The notification message will either show a “Congrats” or “Sorry” message after entering the required information

NOTE: All winning messages are subject to review and verification and any potential win will be followed up with a confirmation email sent to the e-mail address provided when registering for the Instant Win (“Notification”). The Notification will be emailed approximately two (2) to four (4) days after entering is received. All potential winners are subject to verification before any prize is awarded.

Limit: An entrant may enter this program one (1) time, per week, during the Promotion 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 will void that entrant's plays and will result in disqualification.

5. Winner Determination

There will be one thousand (1,000) random, computer-generated winning times during the Instant Win Period, three hundred (300) in prize pool 1 and seven hundred (700) in prize pool 2, as set forth in the chart below:

Prize Pool	Start Date (12:00:00 am ET)	End Date (11:59:59 pm ET)	Number of Winners	Eligible States
1	8/25/2025	10/31/2025	300	FL & NY
2	8/25/2025	10/31/2025	700	50 US/DC (excluding FL & NY),

If you are the first entrant to enter at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated, pending verification. The number of prizes available to be won will decrease during the Instant Win Period, as prizes are awarded and claimed.

ALL POTENTIAL WINNINGS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNINGS HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

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

ONE THOUSAND (1,000) PRIZES (three hundred (300) in prize pool 1 and seven hundred (700) in prize pool 2): Each prize is a \$70 STEAM digital code. There will be one thousand (1,000) prizes awarded during the Promotion Period, three hundred (300) in prize pool 1 and seven hundred (700) in prize pool 2. The ARV of each prize is \$70.

Odds of Winning and Prize Limit: The odds of winning a prize will depend on the number of eligible entries received, the date/time of Instant Win entry, and the number of prizes remaining available at the time of Instant Win entry. There is a limit of one (1) prize per person during the Promotion Period.

For All Prizes: The prizes offered and awarded are not redeemable for cash. Prize details not specified herein shall be determined solely by Sponsor. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any listed prize for one of equal or greater value if the designated prize becomes unavailable for any reason. Prizes will be fulfilled within 2-4 business days after winner verification.

Total ARV for prize pool 1: \$21,000.

Total ARV for prize pool 2: \$49,000.

7. Publicity

Except where prohibited, participation in this Instant Win constitutes each winner's consent to Sponsor's and its agents' 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.

8. General Conditions

Sponsor reserves the right to cancel, suspend and/or modify the Instant Win, or any part of it, if any fraud, technical failures, human error or any other factor beyond Sponsor/Administrators reasonable control, impairs the integrity or proper functioning of the Instant Win, as determined by Sponsor/Administrator in its sole discretion. In such event, Sponsor reserves the right to modify the prizes offered herein and to award the prizes at random from among the eligible Instant Win entries received up to the time of the impairment. Sponsor 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 Instant Win or to be acting in violation of the Official Rules of this or any other Instant Win or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Instant Win may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

9. Release and Limitations of Liability

By receiving any prize, each participant agrees to release and hold harmless Promotion Entities, 2K Games, Inc., Gearbox Software LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Instant Win or receipt or use or misuse of any prize.

The Released Parties 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 Instant Win; (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 Instant Win; (d) technical or human error which may occur in the administration of the Instant Win or the processing of Instant Win 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 Instant Win or receipt or use or misuse of any prize. If for any reason an entrant's Instant Win entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Instant Win entry, if possible.

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 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, un-awarded, eligible prize claims. In the event of any conflict with any Instant Win details contained in these Official Rules and the promotion details contained in any advertising materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details as set forth in these Official Rules shall prevail.

10. Choice of Law and Disputes

By participating, 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 Promotion 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 Instant Win, 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, 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.

11. Entrant's 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>.

12. Winners List

For a list of winners, send a hand-printed, self-addressed, stamped envelope to "NBB8046350W Voodoo Ranger Borderlands Instant Win – 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 December 31, 2025.