

MTN DEW® “GREEN MEANS GO” SWEEPSTAKES (“Sweepstakes”)

OFFICIAL RULES

NO PURCHASE NECESSARY TO PARTICIPATE. INTERNET ACCESS REQUIRED. DATA RATES MAY APPLY IF PARTICIPATING VIA A MOBILE DEVICE. MULTIPLE ENTRY DEADLINES APPLY.

1. PROMOTION PERIOD: The Promotion begins at 12:00 p.m. Eastern Time (“ET”) on April 12, 2021 and ends at 11:59 p.m. ET on May 23, 2021 (the “Promotion Period”). See Section 3 for Entry Periods. The computer of the Sweepstakes administrator is the official time-keeping device of the Sweepstakes.

2. ELIGIBILITY: This Promotion is open to legal residents of the fifty (50) United States and the District of Columbia who are at least 18 years of age and are of the legal age of majority in their state of residence at the time of entry (19 in Alabama and Nebraska, 18 in all other locations). Employees, contractors, directors, representatives, agents and officers of PepsiCo, Inc., Pepsi-Cola Company (“Sponsor”) and its bottlers, and each of their respective parents, subsidiaries and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively “Sponsor and Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step” of each) and those living in the same households as such employees are not eligible to participate. All federal, state, and local laws apply. Void where prohibited or restricted by law.

For purposes of the Promotion, 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.

3. HOW TO ENTER FOR THE DAILY PRIZES. There are two (2) ways to enter for a chance to win a Daily Prize:

A. Purchase a participating Mtn Dew® product and visit mtn dewgreenmeansgo.com during the Promotion Period. Follow the prompts and instructions to register for or log-in to an account. Entrants will be required to provide their First & Last Name, valid Email Address, Mailing Address (no P.O. boxes), Zip Code and Date of Birth to register. Once registered and logged in, entrant will be prompted to scan their bottle, pack or can from their qualifying Mtn Dew purchase in order to receive one (1) Daily Prize Entry. Participating products include 20 oz bottles of Mtn Dew and Mtn Dew Code Red® and regular Mtn Dew in 12 oz can 12-packs, 16oz cans, 19.9 oz 6-packs and 2-liters.

B. To play without purchase: Visit pepsipromos.com/mtn dewgreenmeansgo and follow the prompts to enter your email. A unique url link will be sent to the email address provided. Follow the prompts and instructions to register for or log-in to an account. Entrants will be required to provide their First & Last Name, valid Email Address,

Mailing Address (no P.O. boxes), Zip Code and Date of Birth to register. Once registered and logged in, follow prompts to receive one (1) Daily Prize Entry.

Limit of one (1) Daily Prize Entry per person/email address/ mailing address per day. A “day” is defined as the twenty-four (24) hours between 12:00:00 a.m. ET and 11:59:59 p.m. ET of the same day; except for the first day of the Promotion which shall be between 12:00:00 p.m. ET and 11:59:59 p.m. ET.

4. HOW TO ENTER THE GRAND PRIZE: Each completed Daily Prize Entry will automatically give the entrant one (1) Grand Prize Entry.

BONUS GRAND PRIZE ENTRY: You can receive an additional Grand Prize entry by entering via Instagram. You must be a registered member of Instagram with a public profile. Becoming a member of Instagram and entry into the Sweepstakes are both free. Entrants must log into their Instagram, follow @ indianapolismotorspeedway and post a photo showcasing your Indy 500 fandom using the hashtags #mtn dewgreenmeansgo and #sweepstakes. You will receive one (1) Grand Prize Entry into the Sweepstakes on the day the Instagram post was made.

Limit of one (1) Bonus Grand Prize Entry per person/email address/ mailing address per day.

5. PRIZES / DRAWINGS / ODDS:

Daily Prizes: Forty-two (42) Daily Prizes will be awarded during the Promotion Period. One (1) potential winner will be randomly selected from among all eligible Daily Entries received during each Daily Entry Period. Daily Entry Periods begin at 12:00pm ET on and end at 11:59pm ET on each day of the Promotion Period, with the exception of the first day, which begins as 12:00pm ET.. The odds of winning a Daily Prize depend on the number of eligible Daily Entries received during each Daily Entry Period. Daily Prizes will be awarded as follows:

Daily Entry Period End Dates	Prize	ARV
4/17/21, 4/24/21, 4/26/21, 5/3/21, 5/15/21, 5/23/21	Outdoor Stove, Hat, Coasters, Cookbook	\$351
4/16/21, 4/21/21, 4/28/21, 5/4/21, 5/14/21, 5/21/21	Cooler, Hat, Coasters, Cookbook	\$290
4/18/21, 4/22/21, 4/27/21, 5/5/21, 5/10/21, 5/20/21	Camera, Photo Props, Hat, Coasters Cookbook	\$290
4/15/21, 4/25/21, 5/2/21, 5/6/21, 5/11/21, 5/18/21	Backpack, Koozies, Hat, Coasters, Cookbook	\$295
4/13/21, 4/19/21, 5/1/21, 5/7/21, 5/16/21, 5/17/21	Speaker, Outdoor Blanket, Hat, Coasters, Cookbook	\$245
4/14/21, 4/23/21, 4/29/21, 5/8/21, 5/13/21, 5/19/21	Corn Hole Game, Hat, Coasters, Cookbook	\$315

4/12/21, 4/20/21, 4/30/21, 5/9/21, 5/12/21, 5/22/21	Cooler, Backpack, Outdoor Blanket, Speaker, Hat, Koozies, Cookbook, Coasters	\$700
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Grand Prize: Two (2) Grand Prizes will be awarded, each consisting of a Cooler, Outdoor Stove, Corn Hole Game, Speaker, Cookbook, Koozies, Camera, Photo Props, Coasters, Hat. ARV of each Grand Prize: \$1,776.

All prizes will be delivered to the address that was provided by winners at registration within 6-8 weeks of drawing dates. Limit one (1) Daily Prize and one (1) Grand Prize per person/address.

Drawings: Daily Prize drawings will be conducted within seventy-two (72) hours of each Daily Entry Period End Date. The odds of winning a Daily Prize depend on the number of eligible Daily Entries received during each Daily Entry Period. The Grand Prize drawing will occur on or around 5/ 25/21. The odds of winning the Grand Prize depend on the number of eligible Grand Prize Entries received during the Promotion Period. All drawings will be conducted by an independent judging organization whose decisions will be final and binding in all matters relating to this Promotion.

6. WINNER NOTIFICATION: All potential 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 of each drawing. Daily and Grand Prize winners may be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within three (3) 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 a 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 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. Upon verification of eligibility, prizes will be mailed to the winners at the physical addresses (P.O. Boxes are not permitted) provided at the time of entry. Any portion of a prize not accepted by winner will be forfeited. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. Sponsor is not responsible for any undelivered e-mails, including without limitation, e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded.

6. GENERAL: This Promotion is governed by the laws of the United States and of the State of New York, without respect to conflict of law doctrines. Except as determined by Sponsor in its sole discretion, 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. Sponsor reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize, at Sponsor's sole and absolute discretion. Prize 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. Sponsor reserves the right to substitute a Prize of equal or greater value in the event a prize or any portion of a Prize becomes unavailable. Any difference between stated ARV of Prize and actual value of Prize will not be awarded.

7. CONDUCT: By entering this Promotion, entrants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. The Official Rules will be posted at the Website throughout the Promotion Period. Any information collected shall be in accordance with the Pepsi-Cola Company's Privacy policy available at <http://policy.pepsi.com/privacy.htm>. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right at its sole discretion to disqualify any individual found to be tampering with the entry process or the operation of the Promotion or any website; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person.

8. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, incomplete 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 Promotion; (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 Promotion; (d) inaccessibility or unavailability of the Internet or the Website or cellular phone service or any combination thereof; (e) any injury to participant or damage to participants' or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Promotion, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of submissions which may limit a participant's ability to participate in the Promotion. If, for any reason, the Promotion 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 Promotion, then Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion Period in whole or in part. In such event, 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 random 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 participant in connection with the Promotion. Sponsor may modify and amend these Official Rules as they appear online from time to time during the Promotion Period for clarification purposes without materially affecting the terms and conditions of the Promotion. Sponsor is not liable in the event that any portion of the Sweepstakes is canceled due to weather, fire, strike, acts of war or terrorism, pandemic, epidemic or any other conditions beyond their control (a "Force Majeure Event").

9. WINNER RELEASES: All entrants, as a condition of participating in the Promotion, agree to release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Promotion, the receipt, ownership or misuse of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity or any typographical or other error in these Official Rules or the announcement of offering of any prize. Sponsor and Promotion Parties (a) make no warranty, guaranty or representation of any kind concerning any Prize (or any portion thereof), and (b) disclaim any implied warranty. The winners shall bear all risk of loss or damage to their prize after it has been delivered. Except where prohibited by law, each winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at the Website) such winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

10. ADDITIONAL TERMS: In no event will Sponsor be obligated to award more prizes than the number of prizes stated in these Official Rules. Antifraud detection devices may be used for verification purposes. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Headings are solely for convenience and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof.

Caution: Any attempt to deliberately damage any website associated with the Promotion or undermine the legitimate operation of the Promotion may be a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from any person responsible for the attempt to the fullest extent permitted by law.

IN NO EVENT WILL SPONSOR AND PROMOTION PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF ENTRANT'S ACCESS TO, AND USE OF, THE WEBSITE AND/OR THIS PROMOTION, OR ENTRANT'S DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE PROMOTION.

This Promotion is not sponsored, endorsed or administered by, or associated with Instagram. Any questions, comments or complaints regarding this Promotion shall be directed to the Sponsor and not to Instagram.

11. WINNERS' LIST: For the names of the prize winners, send a self-addressed, stamped envelope, postmarked by June 23, 2021 to: Mtn Dew "Green Means Go" Sweepstakes -Winners' List c/o PSG, PO Box 941459, Maitland, FL 32794-1459.

12. SPONSOR: Pepsi-Cola Company, 1111 Westchester Avenue, White Plains, NY 10604.

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