A Berry Sweet Little Debbie® Giveaway

("Official Rules")

A Berry Sweet Little Debbie® Giveaway (the "Giveaway") is sponsored by McKee Foods Corporation with offices located at 10260 McKee Road, Collegedale, TN 37315 ("Sponsor"). Sponsor, its subsidiaries and affiliates, and any other companies or agencies associated with the Giveaway (such as advertising, promotion, fulfillment or judging agencies), together hereinafter will be referred to as the "Giveaway Entities." Participation in the Giveaway constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules, including the decisions and interpretations of Sponsor and/or the judges, which are final and binding on all matters relating to the Giveaway.

1. **NO PURCHASE IS NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL APPLICABLE FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW.** Maximum one (1) entry per person per twenty-four (24) hour period per entry method during the Giveaway Period (as defined below).

2. **Giveaway Dates:** The Giveaway begins on Friday, May 1, 2026 at 12:00 PM Eastern Time ("ET") (the "Giveaway Start Date") and ends on Sunday, May 31, 2026 at 11:59 AM ET (the "Giveaway End Date"). Sponsor's designated computer is the official time clock for the Giveaway. The period from the Giveaway Start Date through the Giveaway End Date is referred to as the "Giveaway Period."

3. **Who Can Enter:** The Giveaway is open to all legal residents of the contiguous United States and the District of Columbia who are at least eighteen (18) years or older (nineteen (19) years or older for Alabama and Nebraska residents) at the time of entry. Employees of the Giveaway Entities and their immediate family members (defined as parents, parents-in-law, children, siblings and spouse (including common law), regardless of where they reside) are ineligible to enter the Giveaway or to win the Giveaway Prize (as defined below). Any other persons with whom such employees are domiciled are also ineligible to enter the Giveaway or to win the Giveaway Prize.

4. **How to Enter:** During the Giveaway Period, you may enter this Giveaway by visiting https://www.littledebbie.com/promotions (the "Website") and following the Website's instructions. You must complete the entry form with all required information (which will include your full name, birthday (day and year), email, state of residence and zip code) on the entry form submission page, agree to these Official Rules and certify your age and residency.

5. **Limitations on Entry:** There is a limit of one (1) entry per person per twenty-four (24) hour period during the Giveaway Period. If more than one (1) entry is received from an entrant during such period, only the first entry will be included and later entries will be disqualified. Each potential Winner may be required to provide valid and legal proof of identification. Use of any automated system to participate in the Giveaway or subvert the entry process is prohibited and will result in disqualification and all associated entries will be void. Giveaway Entities will not be responsible for incomplete, inaccurate, late, or stolen entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor 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 Giveaway, including, without limitation, errors or difficulties which may occur in connection with the administration of the Giveaway, the processing of entries, the announcement of the Prizes or in any Giveaway-related materials. In the event of a dispute over the ownership of an entry, entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person(s) assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Giveaway.

6. **Selection of Winner:** Within ten (10) business days after the end of the Giveaway Period, Sponsor will randomly select twenty (20) winners to each win a prize (each, a "Prize Winner" and, collectively, the "Prizes").

   All decisions concerning the Prizes are solely within the discretion of Sponsor. Odds of winning depend upon the number of eligible entries received.

7. **Prize Details:**

   Prize Winners: Twenty (20) Prize Winners will each win one (1) Little Debbie Strawberry Shortcake Rolls-themed Prize Pack consisting of: two (2) cartons Strawberry Shortcake Rolls, two (2) cartons Big Pack Strawberry Shortcake Rolls, two (2) cartons Strawberry Shortcake Mini Muffins, one (1) Strawberry-themed Stainless Steel Tumbler, one (1) Glarollirace Pickleball Paddles Set of 2, one (1) Strawberry-themed Puffer Tote Bag, and one (1) Soundcore Noise Cancelling Wireless Over-Ear Bluetooth Headphone Set (ARV $149.35)

   Taxes, if any, on Prizes are the responsibility of the Winners. An IRS 1099 will be issued where required. Prizes are non-transferable, non-exchangeable, have no cash value

(unless required by law), and cannot be substituted or replaced if destroyed, lost, mutilated, or stolen. Standard coupon terms and conditions apply. Sponsor makes no warranties or disclaimers concerning the Prizes. Sponsor reserves the right to substitute alternative prizes of greater or equal value if for any reason any Prize becomes unavailable. Any difference between the stated ARV and the actual ARV will not be awarded.

Sponsor has no affiliation as sponsors, endorsers or otherwise connected with the third-party companies and brands mentioned as giveaway merchandise.

8. **Awarding of Prizes:**

If you have won a Prize, you will be contacted within two (2) weeks after the end of the Giveaway Period by mail or electronic mail, using the contact information provided on your online entry form, to confirm your entry and eligibility. Prize Winners will be randomly selected from all eligible entries received during the Giveaway Period.

To be confirmed as a Prize Winner, you will be required to complete and return an Affidavit of Eligibility and Release form before being awarded your Prize. If any Prize Winner does not meet all eligibility requirements, has not complied with these Official Rules, cannot be contacted, does not respond within seven (7) days from the date Sponsor first tries to notify him/her, does not return the Affidavit of Eligibility and Release form and/or if the Prize or Prize notification is returned as undeliverable, such Prize Winner forfeits all rights to claim or receive the Prize and an alternate winner will be selected, time permitting.

If a Prize is returned as undeliverable, you forfeit your right to claim or receive the Prize and an alternate Prize Winner will be selected using the methods described above.

All decisions concerning the Prizes are solely within the discretion of Sponsor. Odds of winning will depend upon the number of eligible entries received.

By accepting a Prize, the Prize Winner acknowledges compliance with these Official Rules. PRIZES ARE AWARDED AS IS AND WITHOUT CONDITION, WARRANTY, GUARANTEE OR REPRESENTATION OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

9. **Privacy:** All entrants shall be subject to and protected by the Privacy Policy on the Sponsor's website, available online at https://www.mckeefoods.com/privacy-policy (the

"Privacy Policy"). By entering the Giveaway, you acknowledge that you have read and understand the Privacy Policy and you agree to its terms.

10. **Publicity:** Acceptance of a Prize constitutes permission for the Giveaway Entities to use each Winner's name, likeness, photo, voice and comments for advertising and promotional purposes worldwide in any media without limitation and without additional compensation unless prohibited by law.

11. **Disqualification:** The following are prohibited and will result in automatic disqualification from the Giveaway: (1) using any method that artificially increases odds of winning, including without limitation internet bots, web robots, www robots or any other type of bots; (2) non-compliance with these Official Rules; and (3) any other act that the Giveaway Entities determine, in their sole discretion, jeopardizes the integrity of the Giveaway.

12. **Release of Liability:** By entering the Giveaway, each entrant (a) agrees to be bound by these Official Rules and the decisions of Sponsor or its designees, which shall be final and (b) agrees to release and to hold the Giveaway Entities, and their respective parents, shareholders, directors, officers, employees, representatives, agents, affiliates, subsidiaries, and legal advisors, and harmless against any and all claims, losses, rights, liabilities and damages, and actions of any kind arising out of their participation in the Giveaway and/or the acceptance and use of the Prize. The foregoing release includes, but is not limited to, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Under no circumstances shall any of the Giveaway Entities, have any liability or responsibility for: (1) incorrect or inaccurate entry information, or faulty, failed, garbled or jumbled electronic data transmissions; (2) any unauthorized access to or theft, destruction or alteration of entries at any point; (3) 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 Giveaway; (4) inaccessibility or unavailability of the Internet or a Giveaway site or any combination thereof; (5) any injury or damage to a participant's or to any other person's computer, tablet, mobile device or other electronic device that may be related to or result from any attempt to participate in the Giveaway or download any materials in the Giveaway; or (6) any typographical error or other error in these Official Rules or in any other communication relating to the Giveaway. All entries become the property of Giveaway Entities.

13. **Choice of Law/Arbitration:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with the Giveaway will be governed by and construed in accordance with the laws of the State of Tennessee without regard to conflict of laws. Any and all disputes, claims and causes of action arising out of or

connected with this Giveaway shall be resolved exclusively by arbitration in Chattanooga, Tennessee pursuant to the Commercial Arbitration Rules of the American Arbitration Association then effective. Any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred by entrant with regard to this Giveaway, excluding attorneys' or other related fees and punitive, exemplary, incidental, consequential or other damages. The arbitrator's decision will be final and binding and judgment may be entered thereon.

14. **General Terms and Conditions:** Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to this Giveaway. This Giveaway is void where prohibited by law. The Giveaway is subject to all applicable federal, state, and local laws and regulations. Winning the Prize is contingent upon fulfilling all requirements as set forth herein. Sponsor is not liable for any injury or damage to an entrant's or any other person's computer or its contents related to or resulting from participation or downloading any materials in this Giveaway, or other technical difficulties or failures or other errors of any kind. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Giveaway as solely determined by Sponsor. In the event the Giveaway is compromised by a virus, unauthorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupt or impair the administration, security, fairness or proper operation of the Giveaway, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Giveaway. Should the Giveaway be terminated prior to the end of the Giveaway Period, Sponsor reserves the right to award the Prizes based on the nonsuspect, eligible entries received before the termination date. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision so long as the general intent of these Official Rules remains in effect.
CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS GIVEAWAY MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

15. **Prize Winners' Names and Official Rules**: To obtain the identity of the Prize Winners and/or a copy of these Official Rules by mail, mail a self-addressed stamped envelope to Official Rules or Winners' Names, A Berry Sweet Little Debbie® Giveaway, 10260 McKee Road, Collegedale, TN 37315. Mail must be received by 12:00 PM ET on October 31, 2025.