

THE BABYBEL & LAUGHING COW SWEEPSTAKES OFFICIAL RULES

To enter the “The Babybel & Laughing Cow Sweepstakes” (the “**Sweepstakes**”), you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Sweepstakes is sponsored by Bel Brands USA, Inc. (“**Sponsor**”), 30 South Wacker Drive, Chicago, IL 60606, and is administered by Promotion Execution Partners, LLC, (“**Administrator**”), 302 W 3rd St. Suite 900 Cincinnati, OH 45202. Disney Worldwide Services, Inc. (“**Disney**”) and Fandango Loyalty Solutions, LLC (“**Fandango**”) are not a sponsors and are not responsible for the conduct of the Sweepstakes.

1. **Eligibility:** The Sweepstakes is open only to legal residents of the fifty (50) United States and Washington D.C., who are at least 18 years of age and who have an active e-mail account and Internet access as of April 30, 2026. Any individuals (including but not limited to employees, consultants, independent contractors, officers/directors, and interns) who have, within the past six (6) months, performed services for Sponsor, Administrator, Disney, Fandango, and all related entities, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, “**Sweepstakes Entities**”), and immediate family and household members of such individuals, are not eligible to enter or win. “**Immediate family members**” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “**Household members**” shall mean people who share the same residence at least three (3) months a year, whether related or not. Potential winners may be required to provide proof of eligibility upon request prior to prize award. Void where prohibited or restricted by law.
2. **Sweepstakes Period:** The Sweepstakes begins on or about 9:00:00 a.m. Eastern Time (“**ET**”) on May 1, 2026 and ends at 11:59:59 p.m. ET on June 30, 2026 (“**Sweepstakes Period**”). Administrator's computer is the official clock for this Sweepstakes.
3. **Sweepstakes Entry:** Navigate the Internet to BabybelTLCsweeps.com (“**Website**”). You will be instructed to complete an entry form to register for the Sweepstakes by submitting your full name, full mailing address, e-mail address and phone number (optional). To submit your entry, click the “Enter” button on the Sweepstakes page. Proof of inputting information at the Website is not considered proof of delivery to or receipt by Sponsor or Administrator. Receipt of entry may be acknowledged but such acknowledgment does not constitute a representation by Sponsor or Administrator as to eligibility of entry and is not otherwise binding upon Sponsor or Administrator.

Carefully read the Official Rules, then click the checkbox signifying that you have read, fully understand and agree to these Official Rules.

IF YOU DO NOT CHECK THE BOX INDICATING YOUR AGREEMENT TO THE OFFICIAL RULES YOU WILL NOT BE ELIGIBLE TO PARTICIPATE IN THE SWEEPSTAKES OR WIN A PRIZE.

Limit: one (1) entry per person, per day, during the Sweepstakes Period regardless of the number of email addresses or accounts a person may have. For the purposes of this Sweepstakes, a “day” is defined as beginning at 12:00:00 AM (midnight) ET and ending at 11:59:59 PM ET (except for the first day of the Sweepstakes Period, which begins on/about 9:00:00 AM ET and ends at 11:59:59 PM ET). Multiple entries in excess of this limitation or mass entry attempts may result in disqualification of all entries by such person or e-mail address and may constitute tampering. Entries must be manually key-stroked by the entrant; use of automated entry devices or programs, or entries by third parties, are prohibited. Entries that do not conform to or that violate these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Incomplete entries will be disqualified.

If you choose to participate in the Sweepstakes by using your (compatible) wireless mobile device, data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in the Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions.

- 4. Random Drawing and Odds:** There will be one (1) grand prize winner (“**Grand Prize Winner**”), six hundred (600) first prize winners (“**First Prize Winners**”), and five hundred (500) second prize winners (“**Second Prize Winners**”). Grand Prize Winner, First Prize Winners, and Second Prize Winners shall collectively be referred to herein as “**Winner**” or “**Winners.**” Potential Winners will be selected from among all eligible entries received in a random drawing on or about July 1, 2026. The drawing will be conducted by Administrator, an independent judging organization whose decisions (along with those of Sponsor) are final on all matters related to the Sweepstakes. The Winners are considered potential winners pending verification of their eligibility and compliance with these Official Rules.

Sweepstakes is available to millions of internet users. Odds of winning depend on the total number of eligible entries received during the Sweepstakes Period.

- 5. Winner Notification:** Potential Grand Prize, First Prize and Second Prize Winner will be contacted by Administrator at the e-mail address (and/or phone number) provided on their entry following the random drawing (on or about July 1, 2026). Before being declared the Grand Prize Winner, the potential Grand Prize Winner will be required to complete, sign and return within five (5) business days of transmission, a Declaration of Eligibility, Liability Release and Indemnification/Publicity Release where allowed by law, as well as other documents that Sponsor may require (collectively, “**Winner Documents**”). If the Winner Documents are not returned within the specified time period, or if any prize notification is returned as non-deliverable, or if potential Grand Prize Winner is found to be ineligible or otherwise not in compliance with these Official Rules, or declines the prize for any reason prior to award, prize will be forfeited and an alternate potential Grand Prize Winner will be selected, time permitting. Potential Grand Prize Winner understands and agrees that, as a condition of becoming the Grand Prize Winner, they will be subject to a social media and/or criminal background check at the sole discretion of Administrator; failure to comply may result in disqualification and

forfeiture of Grand Prize Winner status. In addition, at the discretion of the Sponsor, potential Grand Prize Winner may be disqualified: (a) if charged with or convicted of a felony or misdemeanor; (b) if Sponsor determines, in its sole discretion, that awarding the prize to such individual may reflect unfavorably on the Sweepstakes or Sponsor; (c) if they are not eligible to receive the Grand Prize based on the eligibility requirements set forth in these Official Rules; (d) if Sponsor determines that they have failed to comply with these Official Rules in any way; (e) if they refuse to or cannot accept the prize for any reason; or (f) if their social media profiles are not in keeping with the Sponsor's image, in Sponsor's sole discretion. First Prizes will be emailed to the email address provided at the time of entry and Second Prizes will be mailed to the address provided at the time of entry within 4-8 weeks. Return of any prize or prize notification as undeliverable or if a Winner is ineligible, it may result in disqualification and alternate selection. If a prize is forfeited for any reason, the prize will be awarded to an alternate Winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor/Administrator in their sole discretion. Prizes will only be awarded to verified Winners.

Sponsor Administrator will attempt to notify the potential Winners as set forth above, but Sponsor and Administrator are not responsible for any delayed, corrupted or 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 Sweepstakes e-mail, including any Winner notification e-mail, to a "spam" or junk folder.

In the event of any dispute concerning the identity of any entrant, the entry will be deemed submitted by the natural person who is the authorized account holder of the e-mail address used to enter. "**Authorized account holder**" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

6. Prizes and Approximate Retail Values ("ARV"):

There will be one (1) Grand Prize Winner: The Grand Prize Winner will receive a five (5) day four (4) night vacation ("**Vacation**") for the Grand Prize Winner and up to three (3) guests (each, a "**Guest**") (Winner and Guests collectively, the "**Group**") to *Walt Disney World*® Resort near Orlando, Florida ("**Resort**") (collectively, the "**Grand Prize**"). The Vacation is subject to the conditions set forth below.

The Vacation package consists of the following:

- Up to four (4) round-trip economy airfares (with possible layovers) between the major U.S. gateway airport closest to Winner's residence ("**Departure Airport**") and the Orlando International Airport in Orlando ("**Arrival Airport**") (if Winner resides within 250 miles of the Resort, airfare will not be provided).
- A Sponsor specified \$250 gift card to be used towards ground transportation.
- Room accommodations consisting of one (1) standard room [with a maximum of four (4) persons per room] for four (4) consecutive night(s) at a deluxe hotel at the Walt Disney World® Resort selected by Disney in its sole discretion; based on availability; daily self-parking at hotel is included.

- Up to four (4) three (3)-Day Theme Park Tickets with *Park Hopper*® Option (subject to restrictions).
- One (1) Disney Gift Card with a value of Five Hundred Dollars (\$500.00). (subject to restrictions available at <https://www.disneygiftcard.com/terms/us>).
- \$2,500 awarded as a check to the Winner.

The ARV of the Grand Prize is Eight Thousand Four Hundred and Fifty Dollars (\$8,450.00).

Six hundred (600) First Prize Winners: Each First Prize Winner will receive a Fandango Promotional Code (“First Prize” or “Code”). Limited time offer. Code is good for up to \$30 off the purchase of 2 movie tickets (\$15 per ticket, up to \$30 total ticket price and associated fees and charges) to see *Toy Story 5* at participating Fandango theaters in the US. Code must be entered at checkout. Code is void, and can no longer be used, if not redeemed by 7/31/26 or when *Toy Story 5* is no longer in theaters, whichever comes first. Only valid for purchase of movie tickets made at Fandango.com or via the Fandango app and cannot be redeemed directly at any theater box office. If lost or stolen, cannot be replaced. No cash value, except as required by law. Void where prohibited. Not valid with any other offer. Offer valid in U.S. and D.C., excluding U.S. territories and where prohibited by law. One-time use only. Non-transferable. Not for resale; void if sold or exchanged. If cost of movie tickets with Fandango’s associated fees and charges included is more than Code’s maximum discount, then user must pay the difference. Any price difference between movie ticket(s) purchased and Code’s maximum discount will not be refunded. Limit 1 Code per person. **The ARV of the First Prize is Thirty Dollars (\$30.00). Separate voucher terms and conditions apply.**

Five hundred (500) Second Prize Winners: Each Second Prize Winner will receive a Toy Story 5 theme tote bag (“**Second Prize**”). **The ARV of the Second Prize is Ten Dollars (\$10.00).**

The Grand Prize, First Prizes, and Second Prizes may be collectively referred to herein as “**Prize.**”

ARV of Grand Prize may vary depending upon point of departure. The ARV for the Prize is an estimate made before the Sweepstakes begins. Any difference between the ARV and the actual cost of the Prize will not be awarded.

The Vacation must be taken between August 2026 and September 2027. If Vacation is not completed by **September 2027**, the Grand Prize will be forfeited without compensation of any kind. The booking must be made at least sixty (60) days prior to the requested departure date. Sponsor reserves the right to change the allowable dates, the Vacation period, or any other component of the Vacation, for any reason and in its sole discretion. Vacation dates and accommodations are subject to availability; certain restrictions and block-out dates apply. **Block-out dates include the holiday period (from December 21, 2026, to January 3, 2027). Block-out dates are subject to change without prior notice.** All components of the Vacation must occur on consecutive nights. Grand Prize Winner must provide Sponsor with three (3) possible travel dates with at least sixty (60) days advance notice prior to the earliest potential date of departure; however, Sponsor’s decision as to actual travel dates is final and binding. If Grand Prize Winner is unavailable to travel during designated timeframe for any reason, the Grand Prize will be forfeited without compensation of any kind and an alternate Grand Prize Winner may be

selected (time permitting) from among all remaining eligible entries in a random drawing. Travel must be reserved through Sponsor, and Sponsor shall determine airline and flight itinerary in its sole discretion. All expenses not specifically mentioned herein are not included and are solely the Grand Prize Winner's responsibility, including but not limited to: round trip transportation between the Grand Prize Winner's residence and airport of origin, round-trip transportation between Grand Prize Winner's residence and the hotel if Grand Prize Winner resides within 250 miles of the Resort, alcoholic and non-alcoholic beverages, fax, food, gratuities and tips, insurance, laundry service, merchandise, parking, room service, service charges, excursions, souvenirs, spa services, local and long distance telephone calls, taxes, service charges or any other charges or items which are not expressly included in the Vacation. The actual value of the Grand Prize may vary depending on city of departure, date and times of travel, airfare fluctuations, number of travelers and Resort charges at the time of travel booking. Therefore, the actual value of the Grand Prize awarded may be lower or higher at the time it is fulfilled. If the actual value of the Grand Prize is less than the stated ARV, the difference will not be awarded. Any depiction of the Grand Prize is for illustrative purposes only. Sweepstakes Entities will not replace any lost, mutilated or stolen tickets, travel vouchers, gift cards or certificates. Grand Prize elements may not be separated. Gift cards are not redeemable or exchangeable for cash (except as required by law) and are subject to all terms and conditions of use as established by issuer.

Vacation is for the Grand Prize Winner and up to three (3) Guests of Grand Prize Winner's choosing. Once Guests are selected by Grand Prize Winner, Guests cannot be changed without the express consent of Sponsor, which may be withheld for any reason. If the Grand Prize Winner chooses to bring less than the allotted number of Guests, the Grand Prize will be awarded in increments suitable for the actual number of participants with no substitute prize or compensation provided to the Grand Prize Winner. Group must travel together on the same itinerary and air transportation must be round-trip (with possible layovers) from the major commercial airport closest to the Grand Prize Winner's residence, as determined by Sponsor, in its sole discretion. Travel and lodging are subject to availability, certain restrictions and block-out dates apply. Airline carrier and hotel regulations and conditions apply. Airline tickets issued in conjunction with the Grand Prize are not eligible for frequent flyer miles, and no codeshare flights may be used. Airline tickets are nonrefundable, non-transferable, and are not valid for upgrades. No one-way trips, stopovers or upgrades allowed. Once hotel accommodations and flight arrangements have been confirmed, no changes will be allowed except by Sponsor. All elements of the Vacation package (including, without limitation, the theme park tickets) must be used by the Group on the same dates during the redemption of the Vacation package. The Grand Prize Winner will not receive compensation for any element(s) of the Vacation package (including, without limitation, theme park tickets) that any participant(s) is unable to use for any reason, and any portion of the Vacation package not accepted or used by Grand Prize Winner will be forfeited. Grand Prize Winner is solely responsible for any and all baggage charges, taxes and any other charges incurred after or in connection with the issuance of airline tickets. Sweepstakes Entities are not liable for any expenses incurred as a consequence if any component of the Vacation, including flights, is delayed, postponed, or cancelled for any reason; and, in such case, Grand Prize Winner will not be reimbursed and no substitution will be provided except as in Sponsor's sole discretion. Grand Prize and its components (including, without limitation, theme park tickets) cannot be used in conjunction with any other promotion or offer, separated, sold, exchanged or redeemed for cash, traded, transferred, substituted, assigned, used for commercial purposes, or rescheduled to dates other than as set forth above,

except in Sponsor's sole and absolute discretion, and any unused element of the Grand Prize will be forfeited.

Air transportation and accommodations must be taken together and cannot be taken separately. Grand Prize travel is subject to capacity controls, availability and certain other restrictions, which may include a Saturday-night stay, all of which are subject to change. Airfare may not include government taxes, Passenger Facility Charge or September 11th Security Fee. Other travel restrictions and blackout dates may apply. All airline tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes. Sponsor reserves the right to structure travel routes in its sole discretion. The roundtrip air transportation element for any travel prize begins and ends at the point of departure. Flight details are subject to availability and airline carrier's regulations and conditions apply. The hotel accommodations will be determined at the sole discretion of Sponsor. Other hotel fees are not included and if applicable may be payable at the time of check-out by the Grand Prize Winner/Guest(s). In the event the Grand Prize Winner and/or their Guest(s) engage in behavior that, as determined by Disney in its sole and absolute discretion, is obnoxious or threatening, illegal, is intended to annoy, abuse, threaten or harass any other person, or is contrary to Disney's (or its affiliates') property rules or policies in effect at the time for the Resort, Disney reserves the right to terminate the Vacation or other applicable experience early, in whole or in part, and send the Grand Prize Winner and/or their Guest(s) home with no further compensation from Disney or Sponsor. Grand Prize Winner acknowledges and agrees to be solely responsible for any actions, claims or liabilities of any member of the Group.

Guest(s) (if a minor in their jurisdiction of residence, their parent or legal guardian) must sign a Release and Indemnification and a Publicity Release (where allowed by law), prior to issuance of travel documents. If any Guest is a minor, the Grand Prize Winner or one of the Grand Prize Winner's other allotted Guests in the Group must be such minor's parent or legal guardian. Members of the Group are solely responsible for obtaining any and all necessary travel documents (valid photo I.D., passport, visa, credit card, etc.) before departure. Photo identification and credit card or cash deposit may be required at check-in for incidental charges (e.g., room service, use of telephone/IT services, laundry and all other optional extra services not provided in the Grand Prize). Sponsor will attempt to accommodate Grand Prize Winner's preferred itinerary, but all specifics thereof will be at Sponsor's discretion. If Grand Prize Winner and Guest(s) cannot comply with these restrictions or any other portion of these Official Rules, the Prize will be forfeited in its entirety and an alternate Grand Prize Winner will be chosen from among all eligible entries, time permitting.

If any portion of the Grand Prize is not available for any reason, then the Sponsor reserves the right to substitute that portion of the Grand Prize with another prize of comparable or greater value. Sponsor also reserves the right, in its sole discretion, to change the time period in which the Vacation must be taken.

Theme park tickets are subject to the terms and conditions set forth herein and included on the theme park tickets. An inability to use any tickets will result in forfeiture of such tickets. Block-out dates may apply. Certain parks, hotels, attractions, experiences, services, restaurants and other offerings are subject to change or cancellation, and may be modified, limited in availability or capacity, or be closed. Park admission and offerings are not guaranteed. Grand Prize Winner

and Guests should visit [Disneyworld.com/updates](https://disneyworld.com/updates) for important details to know before traveling to the *Walt Disney World*® Resort.

To visit the theme parks, theme park reservations via the *Disney Park Pass* system (<https://disneyworld.disney.go.com/experience-updates/park-reservations/>) AND valid admission are required for the same theme park on the same date for each person in the Group ages three (3) and up. Reservations are limited, subject to availability, and are not guaranteed. A park reservation must be made for each day of the visit and must be obtained before visiting. Park reservations do not guarantee park admission or access to any experience, attraction, or offering. The *Park Hopper*® option allows guests to visit more than one park per day, with some restrictions. Learn more at <https://disneyworld.disney.go.com/guest-services/park-hopper/>.

Any images of Prize/Prize components in advertising are for illustrative purposes only and actual items awarded as Prize/Prize components may differ from such images; and Sweepstakes Entities expressly disclaim any and all liability in conjunction therewith.

THE GRAND PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL FAIR MARKET VALUE OF THE GRAND PRIZE AND MUST SUBMIT THEIR SOCIAL SECURITY OR TAX ID NUMBER, AS APPROPRIATE, AS REQUIRED BY LAW. ALL FEDERAL, STATE, AND LOCAL INCOME TAXES IMPOSED ON THE ACCEPTANCE OF THE PRIZE ARE SOLELY THE RESPONSIBILITY OF THE GRAND PRIZE WINNER.

- 7. Limitation of Liability:** By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents, as well as Meta Platforms, Inc, TikTok Inc. or X Corp. (“**Released Parties**”) are not responsible for: (i) lost, late, incomplete, stolen, misdirected, or undeliverable e-mail notifications; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's mobile device or computer related to or resulting from participating in the Sweepstakes and/or related to the Prize, receipt, use and/or enjoyment of the Prize, or any Prize-related activity including travel; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled, jumbled, inaccessible or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable Winner notifications.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of their rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably

agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable, including the selection of Winners from among eligible entries received prior to such cancellation, termination, modification or suspension. Notice of such cancellation, termination, or modification of the Sweepstakes shall be posted at the Website.

Entrants further agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. **CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE, WEBSITE OR PLATFORM OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES, MAY VIOLATE CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON, WHETHER OR NOT THE INDIVIDUAL IS A PARTICIPANT IN THE SWEEPSTAKES, MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.**

SPONSOR MAKES NO WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Except where legally prohibited, each Winner grants (and agrees to confirm in writing) permission for the Released Parties to use Winner's name, photograph, voice, likeness, and/or statements made by, or attributed to the Winner in all media now known or hereafter discovered, worldwide, including, without limitation, on the World Wide Web, without notice, review or approval or compensation and in perpetuity.

8. **Disputes/Choice of Law:** To the fullest extent permitted by law, entrants agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any prize awarded, or the determination of the winners, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective, and (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes (if any) but in no event attorneys' fees; and (3) 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. Sponsor will defray all costs of individual's participation in arbitration proceeding as may be required by arbitrator. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, United States of America, without regard for conflicts of law doctrine, and all proceedings shall take place in the City of New York, County of New York, United States of America.

9. **Sponsor:** Bel Brands USA, Inc., 30 South Wacker Drive, Chicago, IL 60606.
10. **Administrator:** Promotion Execution Partners, LLC, 302 W 3rd St. Suite 900 Cincinnati, OH 45202.
11. **Winner's List:** For a Winners list of Prizes valued over \$25, available after July 31, 2026, for a period of at least 30 days, send a stamped, self-addressed envelope to: The Babybel & Laughing Cow Sweepstakes Winners c/o Promotion Execution Partners, LLC, Dept. EH, P.O. Box 7760, Melville, NY 11775-7760, Dept. EH, P.O. Box 7760, Melville, NY 11775-7760.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram, X or TikTok. By participating in the Sweepstakes, you are providing your information to Promotion Execution Partners, LLC, not to Meta Platforms, Inc., X Corp., or TikTok Inc.