

**LAY'S x FIFA SWEEPSTAKES AT ROUSES ("SWEEPSTAKES")
OFFICIAL RULES**

THIS SWEEPSTAKES IS ONLY OPEN TO LEGAL U.S. RESIDENTS OF ALABAMA, LOUISIANA OR MISSISSIPPI, WHO ARE EIGHTEEN (18) YEARS OR OLDER (NINETEEN (19) OR OLDER IF A RESIDENT OF ALABAMA) AT THE TIME OF PARTICIPATION.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. MESSAGE AND DATA RATES MAY APPLY IF ENTERING VIA TEXT MESSAGE. INTERNET ACCESS REQUIRED TO PARTICIPATE VIA EMAIL.

BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR (DEFINED BELOW), WHICH SHALL BE FINAL. ANY DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

1. ELIGIBILITY: The Sweepstakes is open only to legal U.S. residents residing in Alabama, Louisiana or Mississippi, who are eighteen (18) years of age or older (nineteen (19) or older if a resident of Alabama) with a valid US driver's license or government issued photo ID at the time of entry. The following persons are not eligible to enter or win a prize: employees, contractors, directors and officers of Frito-Lay, Inc. ("Sponsor"); Propac Agency ("Administrator"), and each of their respective parent, subsidiary and affiliated companies, distributors, participating locations, Web design, advertising, fulfillment, and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes, (collectively, "Promotion Parties"); Meta Platforms, Inc.; and Fédération Internationale de Football Association ("FIFA"); and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three (3) months during the twelve-month period preceding the start date of the Sweepstakes). Subject to all applicable federal, state and local laws and regulations.

2. SWEEPSTAKES PERIOD: The Sweepstakes begins at 12:00:00 p.m. (noon) Central Time ("CT") on April 1, 2026 and ends at 11:59:59 p.m. CT on June 7, 2026 ("Sweepstakes Period"). The time clock of the computer administering this Sweepstakes is the official clock for this Sweepstakes.

3. HOW TO ENTER: During the Sweepstakes Period, there are two (2) ways to enter the Sweepstakes as described below.

(a) TEXT MESSAGE: Use your SMS-enabled mobile phone to text CLEATS to 86261 to enter for a chance to win a prize. You will be prompted to reply to Sponsor's automated text messages to complete and submit your entry for the Sweepstakes. For each text message entry, you will receive up to four (4) reply text messages about the Sweepstakes from the Sponsor, via automatic dialing system. Entrants must have a mobile phone with text messaging capabilities to enter by text message (available on participating carriers only) and may incur a standard text message charge from their wireless service provider for each text message sent and received.

Check with your wireless service provider for details on these and any other applicable charges. Message and data rates may apply. Consent to receive reply texts is not a condition of entry. Your text is your electronic signature agreeing to these Official Rules and the SMS Terms and Conditions at propac.agency/smsterms and to giving electronic written consent. Entrants are solely responsible for any such wireless charges. Not all wireless carriers will participate. If you wish to opt out, text STOP to 86261. Text HELP to 86261 if you would like more information. Mobile entry is not required to submit an entry or win a prize in the Sweepstakes.

(b) EMAIL: To enter without sending a text message, email rousesfifasweeps@propac.agency with "Rouses FIFA Sweepstakes Entry" stated in the Subject line. In the body of the email, include your first and last name, complete mailing address (no PO Boxes), daytime phone number, date of birth, and email address. Email entries that do not contain all the required information will be disqualified. If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges. Mobile entry is not required to submit an entry or win the prize in this Sweepstakes.

All entries must be properly received and recorded within the Sweepstakes Period to be eligible to win a prize. No other forms of entry are valid. Proof of submitting an entry does not constitute proof of delivery or entry. **Limit one (1) entry per day per person, regardless of entry method.** A "day" is defined as the twenty-four (24) hours between 12:00:00 a.m. CT and 11:59:59 p.m. CT of the same day except for the first day of the Sweepstakes Period which shall begin at 12:00:00 p.m. CT and end at 11:59:59 p.m. CT.

Each entry must be manually key stroked and/or manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related IP addresses, emails or phone numbers may be blocked. If it is discovered that an entrant used multiple phone numbers, email addresses and/or mailing addresses, or manipulated such information, for the purpose of obtaining more than one (1) entry per day, such persons will be disqualified, and all of their entries shall be deemed invalid and any prize won by such person shall be forfeited.

All entrants must have a valid email address. The name of the person submitting the entry into the Sweepstakes must be the authorized account holder of the email address used to enter, otherwise the Entry may be deemed void. Multiple entrants may not share the same email account. In the event of a dispute over the identity of an entrant, the entry will be declared made by the authorized account holder of the email address. "Authorized account holder" is defined as the natural person who is assigned the email address by an Internet access provider, online service provider or other organization which is responsible for assigning email addresses (or the domain associated with a submitted email address). In the event of an identity dispute of an entrant who entered via Text Message, the entry will be considered made by the registered owner of the phone number used for entering. The potential winner may be required to provide identification sufficient to show that they are the authorized account holder of such email account or the owner of the phone number used to enter.

If a dispute regarding the identity of the individual who submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Those who do not follow the instructions, provide the required information at the time of entry, or abide by these Official Rules or other instructions of Sponsor or Administrator may be disqualified. All entrants submitting materials/content/comments as part of the Sweepstakes (if any) will be non-exclusively licensing (with the unlimited right to sublicense) to Sponsor the right to use such materials, and the images related thereto (including entrant's name, social media account username and likeness), for any purpose (including any and all commercial purposes) with the right to modify the materials and make derivative works thereof. Entries submitted by entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void.

4. RANDOM DRAWING: The potential winner will be selected in a random drawing on or about June 8, 2026 from among all eligible entries received by the Administrator, whose decisions are final in all matters relating to the Sweepstakes. Odds of winning depend on the number of eligible entries received.

5. PRIZE DETAILS: One (1) Prize: Two (2) tickets to the FIFA World Cup 26™ match scheduled to take place in Miami, Florida on June 27, 2026 ("Match"). Prize conditions below apply. Approximate Retail Value: \$1,400.00.

Prize Conditions: Transportation, accommodations, parking, meals, gratuities, souvenirs, and all other expenses not specified herein are solely the winner's responsibility. If the winner's guest is a minor in their state of residence, then winner must be the guest's parent or legal guardian and such minor guest must be accompanied by the winner at all times during the Match. Match is subject to change. No responsibility is assumed by Sponsor if the Match is canceled, delayed, suspended or rescheduled. Winner will not receive compensation from Sponsor in the event of a Match delay, postponement, or cancellation. Prize may be subject to additional terms and conditions, including but not limited to terms regarding Match rescheduling or cancellation. Winner and their guest may be required to produce government-issued identification prior to entering the Match. Sponsor, the Released Parties (defined in Section 7), and/or the venue operators reserve the right to remove or to deny entry to the winner and/or guest who engage in a non-sportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person at the Match. The Released Parties will not be responsible for weather conditions; acts of God; acts of terrorism; civil disturbances; local, state, or federal regulation, order, or policy; work stoppage; epidemic, pandemic, or any other issue concerning public health or safety; or any other event outside of their reasonable control that may cause the cancellation or postponement of, or the restriction on fans attending, the Match. Tickets will be provided to winner via a mobile ticketing application and are subject to terms and conditions as stated thereon and provided via such mobile ticketing platform. Winner will be required to provide a valid email address, download a mobile ticketing app to their mobile device, and present tickets at the stadium via mobile device. Data rates may apply. Winner is solely responsible for any such wireless or data charges associated with such use, including the downloading and use of mobile ticketing app. WiFi is provided at venue. Seating

assignments at the Match are in Sponsor's sole discretion. Winner agrees that acceptance of the prize is done so entirely upon their own initiative, risk and responsibility.

Additional FIFA World Cup 2026™ Terms and Conditions: Winner and their guest ("Attendees") agree to comply with the FIFA Ticket Terms of Use ("Terms of Use") applicable to their prize ticket(s) for the FIFA World Cup 2026™. The Terms of Use, along with any other ticket terms and conditions, are available (or will be made available) on [FIFA.com/tickets](https://www.fifa.com/tickets). Tickets are intended solely for use by the Attendees and may not be provided to any other person, including through resale, exchange, or barter. Any such resale, exchange, barter, or other commercial or promotional use may result in disqualification, prize forfeiture, and invalidation of the license granted for the tickets. All FIFA World Cup 2026™ venue restrictions and rules governing stadium safety, security and conduct also apply, including those set out in the FIFA World Cup 2026™ Stadium Code of Conduct ("Stadium Code of Conduct"), available on [FIFA.com/tickets](https://www.fifa.com/tickets). Attendees are expected to respect other guests and event staff and must refrain from using foul or offensive language, obscene gestures, or engaging in unruly, disruptive, threatening or violent behavior. The Stadium Code of Conduct, the Terms of Use and all other applicable terms and conditions available on [FIFA.com/tickets](https://www.fifa.com/tickets) are deemed to be incorporated into these Official Rules. FIFA and/or its affiliates reserve the right to cancel any ticket(s) if FIFA determines an Attendee has failed to comply with the Terms of Use, the Stadium Code of Conduct, or any other applicable terms and conditions.

6. WINNER NOTIFICATION: If the potential winner participated via text message, he or she will be notified by the Administrator, via text message, and will be required to email their contact information to the Administrator's email address (as provided within the notification) within twenty-four (24) hours. Once the potential winner's contact information is received, he or she will receive an email from the Administrator containing further instructions on how to claim the prize which must be completed within the allotted time frame as stated herein and/or within the email. If the potential winner participated via email, they will be notified by the Administrator, via email, and will be required to respond to the email within twenty-four (24) hours. For clarity, the twenty-four (24) hours begins at the time the text or email was sent by the Administrator. If a valid response is not received within the allotted time, the prize will be forfeited and an alternate potential winner will be randomly selected (time permitting), in Sponsor's sole discretion. The potential winner may also be required to complete, sign and return an IRS Form W-9 and an Affidavit of Eligibility/Liability Release with a publicity release (where legal), all which must be properly executed within a twenty-four (24) hour period, from the time the documents were sent by the Administrator. Sponsor and its agencies are not responsible for (a) suspended or discontinued wireless or online service which may result in the potential winner not receiving a prize notification; (b) any change in potential winner's phone number, email address or mailing address; (c) any undelivered or unanswered text messages or emails, including without limitation, emails that are not received because of the potential winner's privacy or spam filter settings which may divert any Sweepstakes email, including any winner notification email, to a spam or junk folder. If (a) an attempted prize notification or prize is returned as undeliverable; (b) the potential winner does not properly claim their prize (as instructed within the notification); (c) the potential winner cannot be verified; or (d) the potential winner is otherwise unable to accept the prize as stated, the prize may be forfeited, in Sponsor's sole discretion, and awarded to an alternate winner (time permitting). Upon

forfeiture of the prize for any reason as stated within these Official Rules, no compensation will be given. The prize will only be awarded to an individual residing within the eligible states as stated in Section 1. Tickets will be awarded via email within seventy-two (72) hours of winner confirmation.

7. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor, Promotion Parties, FIFA, or any of their respective parent companies, subsidiaries, affiliates, officers, directors, employees, governors, owners, distributors, retailers, agents, assignees, advertising/promotion agencies, and representatives, and Instagram and Meta (collectively, the "Released Parties") for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail, text messages, emails or entries. No liability or responsibility is assumed by the Released Parties resulting from entrant's participation in or attempt to participate in the Sweepstakes. No responsibility or liability is assumed by the Released Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, wireless, electronic or Internet connectivity or other network communication problems; errors or limitations of any Internet or wireless service providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any data transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the network in whole or in part for any reason; traffic congestion on the network; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of an entry submitted in connection with the Sweepstakes. The Released Parties are not responsible for any printing, typographical, technical, computer, network or human error which may occur in the administration of the Sweepstakes, submissions of entries, the announcement of the prize or these Official Rules. The Released Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer, electronic device and/or phone equipment resulting from participation in the Sweepstakes.

8. RELEASE OF LIABILITY AND GRANT OF PERMISSIONS: By participating in the Sweepstakes, entrants agree (a) to release and hold harmless the Released Parties from any and all claims or actions of any kind whatsoever for injuries, damages or losses to persons and property, including bodily injury and death, arising from or relating to such entrant's participation or inability to participate in the Sweepstakes; (b) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. By accepting a prize, winner (a) agrees that the Released Parties will have no liability whatsoever for, and shall be held harmless by winner against any liability including, without limitation, for personal injury, illness or death to entrant or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason, including the acceptance, possession, use or misuse of a prize, including travel thereto,

and (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor, FIFA, and those acting under their authority, the right to the use of their name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the Internet, in perpetuity, without review, notification or approval, and additional compensation or consideration, unless prohibited by law. The Released Parties are not liable in the event that any portion of the Sweepstakes (including any prize) is compromised, modified or canceled due to pandemics or epidemics, outbreaks of infectious disease or any other public health crisis including quarantine measures of any government authority or other restrictions, weather, fire, strike, acts of war or terrorism, government restriction, or any other condition beyond their control (a "Force Majeure Event").

9. DISPUTE RESOLUTION AND BINDING ARBITRATION: The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of Texas, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury, and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Sweepstakes shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of Texas. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of Texas. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court. This Sweepstakes is offered only in the eligible states listed in Section 1 and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.

THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

10. GENERAL CONDITIONS: The winner is solely responsible for any taxes on their prize, if any. Sponsor will issue an IRS Form 1099-MISC to confirmed winner as required by law. Any difference between stated value and actual value will not be awarded. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prize(s) will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes or any other factors beyond Sponsor's reasonable control, Sponsor reserves the right, at its sole discretion, to cancel, modify or terminate the Sweepstakes. Any person attempting to defraud or in any way tamper with the Sweepstakes will be disqualified. In the event of cancellation, Sponsor will randomly award the prize among all eligible, non-suspect entries received prior to cancellation. This Sweepstakes is offered only to eligible individuals (as stated in Section 1) and all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor or Promotion Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Texas, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts for Collin or Dallas Counties, Texas.

Please see Sponsor's privacy policy located at <https://www.lays.com/privacy-policy> for details of Sponsor's policy regarding the personal information collected in connection with this Sweepstakes. Additionally, any communication between entrant and Administrator, Sponsor or its other agencies, regarding the Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.), may be recorded for quality assurance and training purposes. Winner's name will be included in a publicly available winner's list and your information may also be provided to FIFA subject to the applicable ticketing terms of use for the match.

11. MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

12. WINNER'S LIST: For the name of the winner, send a self-addressed, stamped envelope to be received by July 10, 2026 to: Lay's x FIFA Sweepstakes at Rouses Sweepstakes Winner's List, PO Box 2334, Addison, TX 75001.

13. ADMINISTRATOR: Propac Agency, 6300 Communications Pkwy, Ste. 100, Plano, TX 75024.

14. SPONSOR: Frito-Lay, Inc., 7701 Legacy Drive, Plano, TX 75024. References to third parties, if any, in connection with the prize and/or third party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship with Sponsor or the Sweepstakes.

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