

SPLENDA FREEDOM 250 (2026) VIP EXPERIENCE SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

1. **PROMOTION DESCRIPTION:** The Splenda Freedom 250 VIP Experience Sweepstakes (“Sweepstakes”) begins April 15th, 2026 at 12:00:00 AM Eastern Time (“ET”) and ends August 6, 2026 at 11:59:59 PM ET (“Promotion Period”).

Random drawings will occur throughout the Promotion Period as follows:

One (1) winner drawn on or about June 30, 2026

One (1) winner drawn on or about July 31, 2026

One (1) winner drawn on or about August 6, 2026

A total of three (3) winners will be selected.

2. **ELIGIBILITY:** Open to legal residents of the United States who are eighteen (18) years of age or older (except in the case of legal residents of certain states where the legal age of majority is greater than eighteen (18) years of age, such legal age of majority) at the time of entry. Employees of ECR, Java House Brands, Java House Cafés, Heartland FPG and their immediate family members and/or those living in the same household of each, and any individual who has been awarded a prize in any promotion sponsored by Heartland FPG in the past 12 months are not eligible to participate. All federal, state and local laws and regulations apply. VOID WHERE PROHIBITED.

3. **HOW TO ENTER:** To enter the Sweepstakes:

Entrants may scan a QR code displayed on participating limited-edition Splenda packaging and merchandising material or official Splenda social media posts links and complete the online entry form with all required information.

Online Entry Form - Entrants must visit the sweepstakes page to access the online voting and entry form. Entrants fill out all required fields in the official entry form to enter the drawing.

Any information shared with Heartland FPG in connection with the Sweepstakes is subject to, and will be treated in a manner consistent with, Splenda Privacy Policy accessible at: <https://www.splenda.com/privacy-policy/>

Limit one (1) entry per person/email address during the sweepstakes period. In the event of a dispute regarding entries based on the identity of the entrant, entries will be deemed to have been submitted by the Authorized Account Holder of the email address provided at the time of entry. “Authorized Account Holder” means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entrants may not participate with multiple e-mail addresses, nor may entrants use any device or artifice to enter more than once per day. Any entrant who attempts to enter with multiple e-mail addresses, under multiple identities or uses any other device or artifice to enter more than once per day will be disqualified from participation in the

Sweepstakes and all entries submitted by that entrant will be void. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor (defined below).

Social Media Entry (Bonus Entry Method): Entrants may receive one (1) additional entry by posting publicly on Instagram, TikTok, or Facebook using the hashtag #SPLEND250 during the Promotion Period.

4. **RANDOM DRAWING:** Three (3) potential winners will be selected in random drawings conducted by Sponsor or its designee according to the drawing schedule above. Odds of winning depend on the number of eligible entries received.
5. **WINNER NOTIFICATION:** Potential winners will be notified via the e-mail address and/or direct message (for social media entrants) and must respond to such notification within forty-eight (48) hours of delivery to be eligible to receive a prize. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If a potential winner does not respond within forty-eight (48) hours of the first notification attempt or is found to be ineligible, if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, if the potential winner does not comply with these Official Rules or submit required documents on the timeline specified by Sponsor, or if the potential winner declines the prize for any reason, such potential winner will forfeit his or her prize and an alternate potential winner may be selected by random drawing from among all remaining eligible entries, time permitting. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed.
6. **PRIZES/APPROXIMATE RETAIL VALUE ("ARV:)/ODDS:**

Three (3) winners will each receive one (1) Splenda Freedom 250 VIP Experience Prize consisting of:

- One (1) \$1,250 prepaid gift card (awarded to each winner)
- VIP access to the Freedom 250 race in Washington, DC inclusive of:
 - Meet and greet with Splenda-sponsored drivers Alexander Rossi and/or Christian Rasmussen
 - Behind-the-scenes tour of Ed Carpenter Racing vehicles prior to the race
 - One (1) swag bag including signed driver merchandise

Each winner may bring one (1) guest to the VIP experience; however, the guest will not receive a gift card or additional prize components.

The estimated retail value of the Prize is up to USD\$5,000.00.

The prizes are not redeemable for cash. Prizes will not be replaced if lost or stolen. No assignment, transfer or substitution of the prize (or any portion thereof) will be permitted, except at Sponsor's sole discretion. A winner may not designate someone else as the winner. If the winner is unable or unwilling to accept the prize, Sponsor may award it to an alternate winner, at its discretion and time permitting. Odds of

winning depend on number of total eligible entries received during the Promotion Period. Limit one (1) prize per person in the Sweepstakes.

Approximate Retail Value (“ARV”) per prize: \$1,600

Total ARV of all prizes: \$5,000

Sponsor will not provide airfare, lodging, ground transportation, or meals unless expressly stated above. All travel and related expenses are solely the responsibility of the winner and guest.

7. Prize Conditions:

- Winners and guests are responsible for arranging and paying for all travel to and from Washington, DC.
- Attendance is required on the date designated by Sponsor. Failure to attend forfeits the prize. Date of the race is scheduled for Aug 22-23, 2026
- Sponsor is not responsible for event cancellation, delays, or modifications beyond Sponsor’s control.
- Guest must be age of majority or have parental consent and must sign liability/publicity releases where required by law.
- Prizes are non-transferable and not redeemable for cash except at Sponsor’s sole discretion

8. Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash; (ii) no substitutions except at Sponsor’s sole option; (iii) the winner and his/her guest(s) must: (a) travel on same itinerary; and (b) have all necessary documentation to permit travel; (iv) the costs of everything not specifically stated above as included in the Prize are the sole and absolute responsibility of the winner and his/her guest(s), including, without limitation: ground transportation to/from airport; airline baggage fees; onboard daily gratuities; any necessary travel documentation required; travel and medical insurance; laundry service; spa treatments; onboard casino gaming; alcoholic beverages; local and long distance telephone calls; purchases from onboard gift shops and souvenirs; incidental expenses; tips and gratuities; income and other taxes; and all other costs and expenses not otherwise mentioned herein; (v) if the winner and/or his/her guest(s) do not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vi) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and (b) substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (ix) by accepting the Prize, the winner agrees to waive all recourse against the Promotion Entities if the Prize or a component thereof does not prove satisfactory, either in whole or in part; and (viii) the winner’s guest(s) must: (a) either be of the age of majority in his/her state of residence or have the express written consent (in form and substance satisfactory to the Sponsor, in its sole and absolute discretion) to accompany the

confirmed winner on the trip; and (b) sign (and have his/her parent/legal guardian if he/she is under the age of majority in his/her jurisdiction of residence) and return the Sponsor's release (by the date indicated on the release form) indicating that he/she waives all recourse against the Promotion Entities relating to his/her participation in the Prize (including, without limitation, any travel related thereto). Travel restrictions may apply. The winner is responsible for paying any applicable federal, state, local, income and withholding taxes, if any. In the event that any tax withholding is required by law for the prize, winner authorizes Sponsor to make the corresponding deduction. Any prize details not specified above will be determined by Sponsor, in its sole discretion. Prize is awarded "as is" without any warranty or guarantee, either express or implied by Sponsor.

9. Publicity:

Except where prohibited, participation in the Sweepstakes constitutes the winner's consent to Sponsor's perpetual use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

8. **GENERAL:** Each potential winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within two (2) days after first notification attempt. Subject to all federal, state and local laws/regulations. Promotion Entities (defined below) will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize (or portion thereof) or resulting from acceptance, possession, use and/or misuse of any prize (or portion thereof) or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize by a winner shall be construed as and signify such winner's agreement and consent that Sponsor may use such winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. Winner acknowledges that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and each winner agrees to look solely to such manufacturers for any such warranty and/or guarantee. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

9. **LIMITATIONS AND RELEASES:** Promotion Entities are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to

receive entry information by Promotion Entities or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Promotion Entities which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Internet portion of the Sweepstakes and select the potential winners by random drawing from among all eligible entries received up to the point of the action taken. **Caution: Any attempt to deliberately damage any website associated with the Sweepstakes or undermine the legitimate operation of the Sweepstake may be a violation of criminal and civil laws and should such an attempt be made, Sponsor will disqualify any entrant responsible for the attempt and the Promotion Entities reserve the right to seek damages from any person responsible for the attempt to the fullest extent of the law.**

10. **PRIVACY:** All information submitted online by entrants is subject to, and will be treated in a manner consistent with, Sponsor's Privacy Policy accessible at <https://www.splenda.com/privacy-policy/>
11. **SPONSOR:** Heartland Food Products Group, 14390 Clay Terrace Blvd, Suite 205, Carmel, IN, 46032 ("Sponsor"). Promotion Entities means Heartland Food Products Group and its affiliates and related entities. The Sponsor is sometimes referred to in these rules as "Heartland FPG" and "Splenda." This giveaway is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, YouTube, Instagram, Google or any other third parties. You understand that you are providing your information to sponsor & not to third parties including those listed above.