

Great Lakes Coca-Cola Distribution, L.L.C. dba Reyes Coca-Cola Bottling, and Detroit Red Wings, Inc.
Present
Detroit Red Wings Best in Class Contest
OFFICIAL RULES

NO PURCHASE NECESSARY OR STORE VISITATION NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

THE CONTEST IS OPEN ONLY TO EDUCATORS OF MICHIGAN OF GRADE LEVELS K-12 WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

VOID OUTSIDE MICHIGAN AND WHERE PROHIBITED.

1) ELIGIBILITY: Detroit Red Wings “Best in Class” promotion (the “Contest”) is open only to Michigan educators of grade levels (K – 12) and disciplines. Employees and non-employee workers of Great Lakes Coca-Cola Distribution, L.L.C. dba Reyes Coca-Cola Bottling (the “Co-Sponsor”), Detroit Red Wings, Inc. (the “Co-Sponsor” and “Administrator”) (Co-Sponsors shall collectively be referred to as “Sponsors” herein), Reyes Holdings, L.L.C., Reyes Coca-Cola Bottling, L.L.C., The Coca-Cola Company, other Coca-Cola bottlers, Meijer Great Lakes Limited Partnership, Olympia Entertainment, Inc., Olympia Entertainment Events Center, LLC, Detroit Red Wings, Inc., the National Hockey League (the “NHL”), and its Member Clubs, and their respective parent and affiliate companies, beverage suppliers, importers, wholesalers, distributors or retailers, as well as the immediate family (spouse, parents, siblings and children) and household members of each such entities employees (“Released Entities”) and teachers who have previously received the “Best in Class” award are not eligible. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2) SPONSORS: Great Lakes Coca-Cola Distribution, L.L.C. dba Reyes Coca-Cola Bottling and Detroit Red Wings, Inc. (collectively “Sponsors”).

3) ADMINSTRATOR: Detroit Red Wings, Inc., 2525 Woodward Avenue, Detroit, MI 48201

4) CONTEST PERIOD: The Contest will begin on the start dates listed below and ends at the end dates listed below (the "Contest Period").

Entry Period	Start Date & Time	End Date & Time	Selection Date
1st Entry Period	October 8, 2025 @ 12:00am EST	October 28, 2025 @ 11:59pm EST	November 1, 2025
2nd Entry Period	December 22, 2025 @ 12:00am EST	January 16, 2026 @ 11:59pm EST	January 19, 2026
3 rd Entry Period	January 28, 2026 @ 12:00am EST	February 20, 2026 @ 11:59pm EST	February 25, 2026

5) HOW TO ENTER A NOMINATION. NO PURCHASE OR STORE VISITATION NECESSARY: To nominate an educator (each a “Nominee”) for Best in Class, scan the QR code on the in-store display or

visit www.detroitredwings.com and click on the link www.detroitredwings.com/teacher. The nominator will be asked to submit his/her name, address, e-mail address, age as well as the Nominee's name and grade teaching, and in five hundred (500) words or less how the nominee has improved student achievement, used innovative strategies in the classroom, and/or is making a difference in the lives of their students ("Nomination" or "Entry"). The Administrator will review all Nominations and select twenty-five (25) individuals to receive the Detroit Red Wings Best in Class award each Contest Period. All entries submitted become the sole property of the Sponsors and will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Sponsors. Any attempt to submit more than the maximum number of entries using multiple/different email accounts, identities or any other methods may void that Nomination. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified.

Alternate Entry: To manually enter the Contest (an "Alternate Entry"), you must submit by U.S. Mail to Detroit Red Wings, c/o Best in Class, 2525 Woodward Avenue, Detroit, MI 48201 on an 8 x 11 piece of paper, your name, address, telephone number. The nominator will be asked to submit his/her name, address, e-mail address, age as well as the Nominee's name and grade teaching, and in five hundred (500) words or less how the nominee has improved student achievement, used innovative strategies in the classroom, and/or is making a difference in the lives of their students. All other Alternate Entries will be void. Only one Alternate Entry per envelope. If more than one Alternate Entry is in the envelope, all Alternate Entries will be void. Facsimiles, photocopies or mechanical reproductions of Alternate Entries will be void. Proof of sending or submitting an Alternate Entry is not proof of receipt of such Alternate Entry by Sponsors. Alternative entries must be postmarked by the Entry Period End Date and received within forty-eight (48) hours of that Entry Period End Date.

A person may enter on-line OR via Alternate Entry, but NOT using both methods. Nomination must (a) be the original work product of the nominator and have been prepared specifically for this Contest; and (b) to the best of nominator's belief, be truthful and accurate. **IT IS THE NOMINATOR'S SOLE RESPONSIBILITY TO SECURE THE WRITTEN CONSENT OF NOMINEE PRIOR TO SUBMISSION OF ENTRY/NOMINATION. BY CONSENTING TO BEING NOMINATED, A PERSON FURTHER AGREES TO THESE OFFICIAL RULES TO THE SAME EXTENT AS IF HE/SHE ACTUALLY ENTERED THE CONTEST HIM/HERSELF.**

6) SELECTION OF WINNER: Administrator will select twenty-five (25) Nominees from the submissions for each Contest Period listed above based on how the Nominee has improved student achievement, used innovative strategies in the classroom, and/or is making a difference in the lives of their students. In addition, one (1) Winner from each Contest Period will be chosen as a finalist for the Grand Prize. The three (3) Contest Period Winners will be voted on by the fans at www.detroitredwings.com/bestinclass during the Voting Period (Voting Period March 23, 2026 through April 3, 2026) to determine the Grand Prize Winner and two (2) runners-up. The Grand Prize Winner will be announced on April 11, 2026 at the Detroit Red Wings home game. The potential winners will be notified by e-mail, and/or telephone. Potential winners will be required to complete, sign and return an Affidavit of Eligibility, a Liability Release and a Publicity Release within a prescribed time period as a condition of prize award. Failure of the potential prize winner to respond within a reasonable time frame (but not longer than 24 hours) from such notification referred to above or to timely return a signed Affidavit/Release will result in disqualification and the selection of another Nomination from among all eligible entries received. Sponsors are not required to contact potential prize winner more than once. In the event of non-compliance for any reason, including the inability to accept the prize for any reason, an alternate Nomination may be selected in Sponsors' sole discretion.

7) PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"): Each of the twenty-five (25) Nominees selected during each Contest Period will receive two (2) tickets to a pre-determined Detroit Red Wings home game at Little Caesars Arena and a Five Hundred Dollars (\$500) Meijer gift card. ARV per prize: Eight Hundred Dollars (\$800) each. The Grand Prize Winner will receive a Five Thousand Dollars (\$5,000) grant to be used by the Winner's school to purchase educational materials, two (2) tickets to the Detroit Red Wings Game at Little Caesars Arena on April 11, 2026 (seats and location to be determined by Administrator) and a Detroit Red Wings player meet and greet after a pre-determined home game and a framed personalized DRW jersey. ARV Eight Thousand Dollars (\$8,000). The two (2) runners-up will receive a One Thousand Dollars (\$1,000) grant to be used by the Winner's school to purchase educational materials, two (2) tickets to the Detroit Red Wings Game at Little Caesars Arena on April 11, 2026 (seats and location to be determined by Administrator) and an autographed DRW jersey. ARV One Thousand Five Hundred Dollars (\$1,500). The Sponsors reserve the right to substitute a prize with another prize of greater or equal value in the event that either one of the above prizes is unavailable due to any factor beyond the Sponsors' reasonable control. All expenses and costs associated with prize acceptance and use are the winner's sole responsibility. **Total ARV of all prizes to be awarded in the Contest: Seventy Four Thousand Dollars (\$74,000).**

8) CONTENT RESTRICTIONS: Nominators must not include any of the following content (the "Content Restrictions") in any Nomination: (i) pornography, adult-oriented content or any other sexually-explicit material; (ii) materials relating to lotteries or gambling; (iii) explicit language or content, images of violence, or promotion of illegal activities; (iv) content in violation of intellectual property rights or laws; (v) libelous, defamatory, disparaging, tortious or slanderous materials; (vi) content that denigrates, disparages or reflects negatively on Sponsors, the NHL, their owners and employees, or the game of hockey; (vii) tobacco, drugs or the consumption of alcohol (including any implication that alcohol consumption is acceptable in conjunction with operating a motor vehicle or engaging in any other task which requires a high degree of alertness or physical coordination); (viii) dangerous stunts; (ix) real weapons of any kind including, but not limited to, guns, knives or projectiles; (x) material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, territory, provincial or local law, ordinance, or regulation; (xi) individuals who appear to be under the legal drinking age (i.e., 21 years of age); (xii) audio and/or visual content owned by any third party (e.g., recorded music; pre-produced video, etc.); and (xiii) material that is unlawful, or otherwise in violation of or contrary to the laws or regulations in any state/territory/province where the entry is created. Any Nomination that does not comply with the foregoing, in the sole discretion of Sponsors, will be disqualified.

9) CONDITIONS, DISCLAIMERS, AND LICENSE: By submitting a Nomination, nominators represent and warrant (and agree to confirm in writing upon Sponsors' request and without compensation) that their Contest Nomination is their sole, original work and that it does not infringe upon the rights of any other party, including but not limited to any intellectual property, trade secret or other proprietary rights of any other party. Any Contest entry/nomination that contains third party artistic works, copyrights, trademarks, trade names, logos or similar brand identifying marks, trade secrets or other proprietary rights will not constitute a valid Contest entry/nomination. By entering this Contest, each participant agrees to be bound by these Official Rules and by all decisions of the Administrator (which decisions are final and binding on all matters relating to the Contest), and to comply with all federal, state and local laws and regulations. The decisions of the Administrator are final on all matters of fact, interpretation, eligibility procedure and fulfillment. Entries and other submitted materials become the property of the

Sponsors and/or Administrator and will not be acknowledged or returned. The Administrator is not responsible for incomplete, late, lost, or misdirected entries or for any technical malfunction, human error, lost/delayed data transmission, omission, interruption, deletion, defect, or line failure in connection with any telephone network, computer equipment, software or any combination thereof. Entries are void if postage due, unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way, or otherwise not in compliance with these Official Rules. The Administrator makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished or made available in connection with the Contest. Although Administrator attempts to ensure the integrity of the Contest, the Administrator is not responsible for the actions of participants or other individuals in connection with the Contest, including participants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Contest. The Administrator is not responsible for injury or damage to participant's or to any other person's computer(s), other equipment, or person(s), related to or resulting from participation in the Contest or downloading materials from or using the Contest Site. If, for any reason, the Contest is not capable of running as planned for any reason including by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, strikes, industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles, or any other causes which, in the sole opinion of the Administrator, could corrupt, compromise, undermine, or otherwise affect the administration, security, fairness, integrity, viability, or proper conduct of the Contest, the Administrator reserves the right in its sole and absolute discretion to modify these Official Rules and/or to cancel, terminate, modify, or suspend all or any part of the Contest, and in its sole discretion to select new potential winner(s) from among all eligible entries received up to the time of such cancellation, termination, modification, or suspension, as applicable. In the event that there are typographical errors that obscure the original intent of the Contest, Administrator reserves the right to cancel or modify the Contest appropriately. All taxes in connection with the Prize, and the reporting consequence thereof, are the sole responsibility of the prize winner(s). Prize winner(s) may be sent a tax form 1099, or other appropriate tax document, in the event the average retail value requires Administrator to submit such form. Prize is non-transferable to any other person, including relatives or friends. Administrator reserves the right to substitute the prize with a prize of comparable or greater value, at its sole discretion. Each prize winner is solely responsible for all applicable federal, state and local taxes associated with the prize. By entering this Contest and unless prohibited by law, each potential prize winner agrees to grant to the Administrator, and their respective licensees, affiliates, and assigns, the right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including without limitation the World Wide Web, at any time or times, each prize winner's name, likeness (actual or simulated), voice (actual or simulated), and biographical information as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for, or provide biographical information for use in, any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Administrator in its sole discretion. Submission of an entry/nomination grants Administrator the right to use, publish, adapt, edit and/or modify Contest entry/nomination in any way, in whole or in part, and to use such Contest entry/nomination, and any ideas or concepts contained therein, in commerce and in any and all media now known or hereafter discovered, worldwide, including but not limited to each of the Administrator's respective websites, without limitation or compensation to the nominator (or nominee) and without right of notice, review or approval of any such use of the Contest entry/nomination. By entering this Contest electronically and voluntarily providing your personal information, participants consent and agree to the Administrator's collection and use of the Participant's information for the administration of this Contest and agree to Administrator's use of participant information for the purpose of contacting Participant in

relation to this Contest. For the avoidance of doubt, participants are providing information to the Administrator.

10) RELEASE AND INDEMNIFICATION: By entering the Contest, participants release and hold the Released Entities and their respective parents, related and affiliated companies, subsidiaries, advertisers, promotional agencies and each of their respective directors, successors, sponsors, partners, licensees, officers, subsidiaries, agents, employees, artists, advisors, assignees, and all others associated with the development and execution of the Contest harmless from and against any and all losses, damages, rights, claims, and actions of any kind arising in whole or in part, directly or indirectly, from the Contest or participation in any Contest-related activity, or resulting directly or indirectly, from acceptance, possession, use, or misuse of any Prize awarded in connection with the Contest, including without limitation causes of action, claims and demands, including legal fees and expenses, including but not limited to, claims based on negligence, breach of contract and liability for physical injury, death, or property damage which the participants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the participant's participation in the Contest and/or in connection with the acceptance and/or use participant of the Prize. The Contest is in no way sponsored, endorsed, administered by or associated with, Facebook and all participants agree to release and hold harmless Facebook from any and all liability associated with or arising out of the Contest.

EACH PARTICIPANT ACKNOWLEDGES AND AGREES, FOR HIMSELF OR HERSELF AND ON BEHALF OF HIS OR HER GUEST(S), TO WAIVE, RELEASE, DISCHARGE, HOLD HARMLESS THE RELEASED ENTITIES FROM AND AGAINST ANY AND ALL LIABILITY FOR SUCH CLAIMS, INJURIES, DAMAGES, OR LOSSES, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW. EACH PARTICIPANT FURTHER ACKNOWLEDGES AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CALIFORNIA CIVIL CODE, AND ANY SIMILAR LAW OF ANY OTHER JURISDICTION, ARE HEREBY EXPRESSLY WAIVED. THIS SECTION PROVIDES SUBSTANTIALLY AS FOLLOWS:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, AND THAT IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH DEBTOR OR RELEASED PARTY.

11) LIMITATION OF LIABILITY: The Contest, all Prizes, and all materials provided on or through the Contest Site are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, fitness for a particular purpose, and non-infringement.

WITHOUT LIMITING THE RELEASE GRANTED BY PARTICIPANTS HEREIN, BY ENTERING THE CONTEST, EACH PARTICIPANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, EXEMPLARY, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (3) PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

12) DISPUTES AND GOVERNING LAW: Participant agrees that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of or relating to the Contest, the Official Rules, the prize, or the Sponsor's respective Privacy Policies will be resolved in accordance with the provisions set forth in this Disputes and Governing Law section. Participant must read this section carefully. It affects Participant's rights and will have a substantial impact on how claims Participant and Released Entities have against each other are resolved. Participant agrees that whenever he or she has a disagreement with a Released Entity arising out of, connected to, or in any way related to the Contest, the Official Rules, the prize, or the Sponsor's Privacy Policy, Participant will send a written notice to the Sponsor ("Demand"). Participant agrees that the requirements of this Disputes and Governing Law section will apply even to disagreements that may have arisen before Participant accepted these Official Rules or the Sponsor's Privacy Policy. Participant must send the Demand to the following address (the "Notice Address"): Great Lakes Coca-Cola Distribution, L.L.C. dba Reyes Coca-Cola Bottling, 4 Park Plaza, Suite 2000, Irvine, California 92614, Attention: Legal Department; and Detroit Red Wings, Inc., 2525 Woodward Ave, Detroit, MI 48201. Participant agrees that participant will not take any legal action, including filing a lawsuit or demanding arbitration, until ten (10) business days after participant's Demand is received by Sponsor. If the disagreement stated in the Demand is not resolved to participant's satisfaction within ten (10) business days after it is received, and participant intends on taking legal action, participant agrees that it will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of participant and Released Entities to litigate claims in court and participant and Released Entities each agree to waive their respective rights to a jury trial or a state or federal judge. Participant agrees that it will not file any lawsuit against the Released Entities in any state or federal court. Participant agrees that if it does sue in state or federal court, and Released Entities bring a successful motion to compel arbitration, participant must pay all fees and costs incurred by Released Entities in court, including reasonable attorneys' fees and costs. For any such filing of a demand for arbitration, participant must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, participant may file its case with any national arbitration. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective March 6, 2023 (and as may be company amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. Participant agrees that the Arbitrator will have sole and exclusive jurisdiction over any dispute it has with a Released Entity. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate. The place of arbitration shall be Orange County, California. Participant agrees that it will not file a class action or collective action against Released Entities, and that participant will not participate in a class action or collective action against them. Participant agrees that it will not join its claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Sponsor's and/or Administrator's Privacy Policy, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances does participant or Released Entities agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Released Entities will submit all disputes with participant to arbitration before the Arbitrator. Under no circumstances shall participant be permitted to obtain an award for, and Participants hereby waive all rights to claim, punitive, incidental, lost profits, civil penalties, consequential, or any other damages other than actual out-of-pocket costs. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Released Entities in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction),

which would cause the application of the laws of any jurisdiction other than the State of California. This arbitration provision shall survive conclusion, modification, or termination of the Contest and suspension, revocation, closure, modification, or amendments to the Official Rules, and any aspect of the relationship of the parties relating to or arising from participation in the Contest.

13) AWARDING OF THE PRIZE: Each winner must claim the prize in person and must present proper identification in order to receive winnings.

14) WINNERS: For a list of winners, send a self-addressed stamped envelope to: Winners List, “Best in Class”, 2525 Woodward Avenue, Detroit, Michigan 48201. All such requests must be received by May 1, 2026.

15) SPONSORS: Great Lakes Coca-Cola Distribution, L.L.C. dba Reyes Coca-Cola Bottling 4 Park Plaza, Suite 2000, Irvine, California 92614 and Detroit Red Wings, Inc. , 2525 Woodward Avenue, Detroit, MI 48201

16) ADMINISTRATOR: Detroit Red Wings, Inc. 2525 Woodward Avenue, Detroit, MI 48201.