

OFFICIAL RULES
DALLAS STARS YUENGLING FLIGHT SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. VOID WHERE PROHIBITED. MUST BE 21 YEARS OF AGE OR OLDER TO ENTER.

ELIGIBILITY: The Dallas Stars Yuengling FLIGHT Sweepstakes (the “Sweepstakes”) is only open to persons who satisfy all of the following requirements at the time of entry: (i) are legal residents of the United States; (ii) reside in Texas; (iii) are at least twenty-one (21) years of age; and (iv) are not otherwise ineligible to enter the Sweepstakes. Employees (and their immediate families) of The Yuengling Company, LLC (the “Sponsor”), DSE Hockey Club, L.P. (the “Administrator”), the National Hockey League and its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises, B.V., NHL Interactive Cyber Enterprises, LLC (collectively, the “NHL Entities”) and any of their respective parents, subsidiaries, affiliates, suppliers, independent contractors, agencies, alcoholic beverage wholesalers and retailers, immediate family members (spouse, sibling, and children, regardless of where they live), and any persons living in the same household as such employees (regardless of relation) are not eligible to participate in the Sweepstakes. The Sponsor and Administrator are collectively referred to as the “Sweepstakes Entities”. Sweepstakes is subject to all applicable federal, state, local laws and regulations and is void where prohibited by law. The Sweepstakes begins on January 1, 2026 at or about 12:01 a.m. Central Time (“CT”) and ends March 10, 2026 at or about 11:59 p.m. CT (the “Sweepstakes Period”). The prize winner will be selected in a random drawing on or around March 12, 2026 from all eligible entries received during the Sweepstakes Period.

HOW TO ENTER: To enter, visit https://dallasstars.formstack.com/forms/yuengling_flight (“Website”) and follow the online instructions to submit an entry. Completed entry form includes Full Name (as it appears on government issued ID), Email Address, Date of Birth, Phone Number, and Zip Code. Limit of one (1) entry per person, regardless of method of entry. Duplicate entries for a single individual will be disqualified. All entries become the property of the Sweepstakes Entities.

PRIZE AND ODDS OF WINNING: **One (1) prize is available to be awarded**, consisting of a trip for Winner and Winner’s one (1) guest to attend the Dallas Stars away game in Philadelphia, PA scheduled to take place on March 29, 2026 (the “Game”). Travel dates: March 28, 2026 – March 30, 2026. Trip consists of round-trip (main-cabin) air transportation (from a major airport servicing American Airlines flights nearest Winner’s home) for Winner and Winner’s guest; standard, double-occupancy hotel accommodations (one room) for two (2) nights; two (2) Game tickets (for use by Winner and Winner’s guest). Conditions below apply. Approximate Retail Value (“ARV”) is up to \$2,500.00. Actual value may depend on city/date/time of departure.

Prize Conditions: All transportation, accommodations, meals, upgrades, luggage fees, gratuities, and all other expenses not expressly specified herein are solely the Winner’s responsibility. Travel must be taken on dates specified by Sponsor; no alternative Game or travel dates will be offered. Winner must use Sponsor’s designated travel agent for all trip arrangements. The Winner’s guest must be twenty-one (21) years of age or older. Once the guest is selected, he or she may not be substituted, except at Sponsor’s sole and absolute discretion. Winner and guest must travel on the

same itinerary. Winner's guest may be required to sign and return a travel release before any ticketing or travel occurs. Winner and guest must have all necessary identification and/or travel documents (e.g., valid U.S. driver's license, Real ID or passport) required for travel. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Government restrictions and regulations, hotel, airline, airport, or other transportation terminal (or other types of transportation) restrictions and regulations and other restrictions may apply. Winner will be required to provide a credit card prior to hotel check-in and is solely responsible for all incidental charges and may be required to sign an additional liability release for the use of the accommodations. Lost, stolen, or damaged airline tickets or any other prize element will not be replaced or exchanged. Winner and guest are responsible for obtaining travel insurance (and all other forms of insurance), at their option, and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. In the event the Winner and/or the guest misses a scheduled airline flight (through no fault of Sponsor or the Sweepstakes Entities or due to Force Majeure), Sponsor and the Sweepstakes Entities will have no liability for any costs associated with changing or rebooking transportation. Selection of airline flights and hotel and seating on airline flights are solely within Sponsor's discretion. Sponsor and the Sweepstakes Entities assume no responsibility for canceled, delayed, suspended, or rescheduled events (including, but not limited to airline flights and Game) or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any prize-related services or accommodations beyond its reasonable control.

Seating assignments at the Game shall be determined at Sponsor's/Sweepstakes Entities' sole discretion. Game tickets are revocable licenses, subject to terms and conditions as set by issuer, including any redemption requirements such as downloading a ticketing app and/or presenting tickets via mobile device. Data rates may apply. Game tickets may not be resold, exchanged, traded, or offered for resale. Any such resale may result in disqualification and prize forfeiture. Game date is subject to change and/or cancellation. No responsibility is assumed by Sponsor or Sweepstakes Entities for a canceled, delayed, suspended or rescheduled game. Winner will not receive compensation from Sponsor in the event of game delay, postponement, or cancellation. Prize may be subject to additional terms and conditions, including but not limited to terms regarding game rescheduling or cancellation. Sponsor and the Sweepstakes Entities are not liable for any missed events or opportunities or expenses incurred as a consequence of any transportation delay or in the event a Winner and/or their guest is late to or does not attend the Game. Winner and guest may be required to produce government-issued identification prior to entering the Game. Winner and guest must agree to comply with all venue, Sponsor, governmental, and the applicable NHL Entities' policies and regulations, including without limitation, all health and safety protocols at all times. NHL Entities, Sponsor and/or Sweepstakes Parties reserve the right to remove or to deny entry to Winner and/or their guest who engages in a non-sportsmanlike or disruptive manner or behaves with the intent to annoy, abuse, threaten or harass any other person at the Game or who may be intoxicated, be a safety risk, has violated any applicable policy or fails to comply with the venue's (or its designee's) health and safety protocols.

Winner agrees that acceptance of the prize is done so entirely upon their own initiative, risk and responsibility. If Winner cannot accept the prize as stated, the prize may be forfeited and Sponsor shall have no obligation to Winner. No transfer, assignment, cash redemption, or substitution of a prize or any portion thereof is permitted, except by Sponsor, who reserves the right to substitute a

prize for a prize of comparable or greater value, in Sponsor's sole and absolute discretion. All prize details are at Sponsor's sole and absolute discretion. In no event shall Sponsor's prize liability exceed the stated ARV of the prize. Failure to comply with the Official Rules will result in forfeiture of the prize. Any difference between the stated ARV and actual value of a prize will not be awarded.

Odds of winning a prize depend on the number of eligible entries received.

WINNER NOTIFICATION: The potential prize winner will be notified by their contact information provided at the time of entry, such as email, text message, U.S. mail, telephone, or private delivery service, (at the Sweepstakes Entities' sole discretion) and will be required to sign and return documentation, such as an Affidavit of Eligibility and Release of Publicity and Liability (where permitted by law), within three (3) calendar days of notification. The potential prize winner's eligibility is subject to independent verification and, if failed, will result in prize forfeiture. If the potential prize winner does not timely respond, is determined to be ineligible, or if the prize or prize notification is returned unclaimed or undeliverable for whatever reason beyond the control of the Sweepstakes Entities, that prize will be forfeited, and an alternate potential prize winner may be selected among the remaining eligible entries through the same random selection method if time permits and in the Sweepstakes Entities' sole discretion.

GENERAL LIABILITY RELEASE: Acceptance of a prize constitutes the Winner's permission for the Sweepstakes Entities to use Winner's name, image, likeness, voice, picture, audio and video recordings of, biographical information, statements, and any material based thereon or derived there from, together with any actual or fictional material, or to refrain from so doing, and address (city and state), without the ability to review, for advertising, promoting and/or publicity purposes worldwide and in any and all forms of media now known or hereafter developed, in perpetuity, without further compensation, where permitted by law. Each entrant agrees that the Sweepstakes Entities and NHL Entities: (a) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death, bodily injury, or property damage, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize; and (b) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Sweepstakes Entities are not responsible for incomplete, illegible, misdirected, misprinted, late, or lost prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information.

GENERAL TERMS: Entry in the Sweepstakes constitutes each entrant's full and unconditional acknowledgment and acceptance of these official rules and the decisions of the Sweepstakes Entities, which are final and binding. The Sweepstakes Entities reserve the right in their discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these official rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate

operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and the Sweepstakes Entities reserve the right to seek damages and other remedies from any such person to the fullest extent permitted by law. The Sweepstakes Entities are not obligated to acknowledge or return entries. Proof of delivery of an entry will not be deemed proof of actual receipt by the Sweepstakes Entities. Dallas Stars tickets are revocable licenses, which are subject to applicable terms and conditions. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE SWEEPSTAKES SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. The Sweepstakes Entities' failure to enforce any term of these official rules shall not constitute a waiver of such provision or right. In the event of a dispute as to any online entry, the authorized account holder of the email address used to participate will be deemed to be the entrant. The "authorized account holder" is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address. Internet entry must be made by the entrant only at the authorized web site address(es) listed in these official rules. Entries may not be made by any other individual or any entity, and/or originating at any other Internet website or email address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites.

FORCE MAJEURE: The Sweepstakes Entities reserve the right to modify, extend, suspend, or terminate the Sweepstakes, in whole or in part, if it determines, in its sole discretion, that the Sweepstakes or any particular sweepstakes drawing is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond the Sweepstakes Entities' control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes or particular sweepstakes drawing as contemplated herein. In the event the Sweepstakes Entities are prevented from awarding prizes or continuing with the Sweepstakes or a particular Sweepstakes drawing as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic or health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failures, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g., COVID, SARS, etc.), order of any court of jurisdiction, or other cause not reasonably within the Sweepstakes Entities' control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, the Sweepstakes Entities shall have the right to modify, suspend, or terminate the Sweepstakes in its entirety or the affected portion of the Sweepstakes.

DISPUTES, ARBITRATION AND CHOICE OF LAW: Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant agrees to the following: (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office in Frisco, Texas; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such

arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including without limitation attorneys' fees, other than entrant's actual out-of-pocket expenses directly associated with their entering this Sweepstakes, and entrant further waives all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, or the right and obligation of entrants and the Sweepstakes Entities in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Texas, USA, without regard to Texas choice of law provisions.

PERSONALLY IDENTIFYING INFORMATION: Information submitted in connection with this Sweepstakes will be treated in accordance with these official rules and the Sweepstakes Entities' respective privacy policies, as may be amended from time to time, including without limitation the privacy policy located at <https://www.yuengling.com/privacy-policy/> and <https://www.nhl.com/stars/team/privacy-policy>. By participating in the Sweepstakes, each entrant hereby agrees to the Sweepstakes Entities' collection and usage of their personally identifying information, including without limitation for verification, prize fulfillment, marketing, and promotional purposes, and acknowledge that they have read and accepted the applicable privacy policies.

SEVERABILITY/HEADINGS: If any provision of these official rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these official rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these official rules solely for convenience of reference and shall not be deemed to affect in any manner the meaning or intent of these official rules or any provision hereof.

TRADEMARKS: Any Sweepstakes Entities trademarks or third-party trademarks mentioned herein are the sole and exclusive property of their respective trademark owners, and no Sweepstakes entrant, participant, or prize winner shall have any rights in and to such trademarks for any purpose. The use or mention of such third-party trademarks in these Official Rules or in the Sweepstakes is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of the Sweepstakes. All rights reserved.

WINNERS' LIST For the name of the prize Winner, send a self-addressed, stamped envelope to: Dallas Stars "Yuengling Flight" Sweepstakes c/o DSE Hockey Club, L.P. ("DSE"), 2601 Avenue of the Stars, Frisco, TX 75034. All requests for the winners' lists must be received by May 10, 2026.

SWEEEPSTAKES ENTITIES' ADDRESSES: Sponsor, The Yuengling Company, LLC – 7009 South Freeway, Fort Worth, TX 76134; and Administrator, DSE Hockey Club, L.P. - 2600 Avenue of the Stars, Frisco, TX 75034.

Please drink responsibly.