

GUINNESS BINOCULARS GIVEAWAY OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. MUST BE 21 YEARS OF AGE OR OLDER AND A LEGAL RESIDENT OF THE UNITED STATES (EXCLUDING MAINE, MARYLAND, MISSISSIPPI, NEW JERSEY OR VIRGINIA) TO PARTICIPATE. VOID IN MAINE, MARYLAND, MISSISSIPPI, NEW JERSEY, VIRGINIA AND WHERE PROHIBITED OR RESTRICTED BY LAW.

1. The GUINNESS BINOCULARS GIVEAWAY ("Sweepstakes") begins on June 16, 2026 at or around 9:00 a.m. ET and ends on June 27, 2026 at 11:59:59 p.m. ET (Note: actual start time for the Sweepstakes depends on when the Sweepstakes message is posted on the official GUINNESS Instagram page, @GuinnessUS.)

2. To enter:

- a. From your public account on Instagram, "follow" @GuinnessUS, if you do not already. As a requirement to follow @GuinnessUS, you must first verify that you are of legal age to consume alcohol beverages as per Instagram's functionality.
- b. Comment on the posted Sweepstakes message on @GuinnessUS regarding soccer by tagging a friend** as well as including the hashtag #GuinnessBinocularsSweepstakes.

** The tagged friend must meet all of the following criteria:

- a. is personally known to you;
- b. is a legal resident of the United States (excluding Maine, Maryland, Mississippi, New Jersey and Virginia), 21 years of age or older;
- c. is otherwise eligible as per Rule 5 below; and
- d. has provided his/her consent to you (Be sure to tell us which is your Instagram handle).

Comment must include at least one (1) tagged friend; if a friend is not tagged in comment, the entry is void. If more than one (1) tagged friend is included, then the above criteria apply to all tagged friends and, if any tagged friend does not meet the above criteria, the entry is void. (However, tagging more than one [1] friend will not increase your chances of winning a prize.)

Inclusion of the #GuinnessBinocularsSweepstakes hashtag in your comment serves to disclose to the public that in posting a comment you are participating in a sweepstakes promotion sponsored by Diageo Beer Company USA to advertise its GUINNESS malt beverage products for a chance to win a prize. Omission of the hashtag #GuinnessBinocularsSweepstakes (or if the hashtag is incomplete, incorrect or otherwise unacceptable) may result in voiding of your entry and disqualification from the Sweepstakes.

(You must be a registered member of Instagram in order to participate in the Sweepstakes for a chance to win a prize. Membership on Instagram is free, but a compatible mobile device is required to download the Instagram app for optimal use of the Instagram service. Wireless Internet access and/or other fees may apply. Please consult your wireless service provider regarding your pricing plan. Wireless Internet access is not available in all areas.)

Entrants'/tagged friends' personal information will only be used for purposes of Sweepstakes administration, unless an entrant/tagged friend expressly consents beforehand in writing to such other use by Sponsor. For more information, please review Diageo's Privacy & Cookie Notice at https://footer.diageohorizon.com/dfs/assets/www.guinness.com/PrivacyPolicy_uen.html?locale=uen-us as well as Diageo's Conditions of Use at https://footer.diageohorizon.com/dfs/assets/www.guinness.com/TnC_uen.html?locale=uen-us. In the event of any discrepancy between the privacy & cookie notice and these Official Rules, the privacy & cookie notice shall control and govern; in the event of any discrepancy between the conditions of use and these Official Rules, the conditions of use shall control and govern.

If comment is posted anywhere other than in response to the Sweepstakes message on @GuinnessUS (e.g., on one's own Instagram account), it will not result in entry in the Sweepstakes even if comment is otherwise in full compliance with these Official Rules.

If comment includes any content in addition to tagged friend and prescribed hashtag: Posting any content will not increase your chances of winning a prize. Any content, material or information included in comment shall not be confidential, proprietary or trade secret. Prospective entrant represents and warrants that such content 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. No content shall (a) reference/depict the actual consumption of alcohol beverages; (b) reference/depict persons conducting themselves in an inappropriate manner; (c) contain material that would state or imply that the consumption of alcohol beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination; (d) contain any material that would degrade or demean the human form, image or status of women, men or the members of any group based on race, religion, ethnic background, sexual orientation or any other minority status; or (e) include a reference to or depiction of any person who is or may be under 21 years of age. Obscene, provocative, lewd or otherwise objectionable content or that which reflects poorly on the GUINNESS brand is prohibited and will not result in Sweepstakes entry (even if person posting such comment is eligible for the Sweepstakes and the comment otherwise fully complies with these Official Rules) and the determination of the appropriateness of any comment is at the sole discretion of the Sponsor and/or the independent third party administering the Sweepstakes on Sponsor's behalf ("3rd Party"). Should Sponsor or 3rd Party identify any comments which are violative of the preceding requirements, Sponsor reserves the right to petition Meta Platforms, Inc. to remove such comments from @GuinnessUS and to otherwise take any and all necessary and appropriate actions so as to protect its legal rights (this is in addition to the person posting such comment not being entered in the Sweepstakes; however, such determination will not affect the ability of the friend tagged in such comment to enter the Sweepstakes.)

ANY CONTENT POSTED BY PROSPECTIVE ENTRANTS REPRESENTS SOLELY THE VIEWS/OPINIONS OF THE PROSPECTIVE ENTRANTS THEMSELVES AND DOES NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR. SPONSOR WILL NOT REVIEW ANY COMMENT PRIOR TO THE POSTING OF SAME BY PROSPECTIVE ENTRANT AND EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION THEREWITH.

One (1) entry per person. Use of multiple Instagram accounts or any other method to violate the preceding entry limit will result in disqualification of such person with all his/her entries being void. (Again, disqualification of entrant will not affect the ability of tagged friend themselves to enter the Sweepstakes.) A given Instagram account may only be used by one (1) person to post a comment and enter the Sweepstakes and/or to function as the tagged friend of an entrant.

Sponsor is not responsible for telephone or cell phone service disruptions or other equipment or service issues that might affect a person's ability to comment on the Sweepstakes message and qualify or the ability of the Sponsor to notify the winners of the Sweepstakes.

Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, corrupted, jumbled, garbled, incomplete, inaccessible, improperly recorded, unrecorded or incorrect entries or other Sweepstakes materials, all of which are void. Facsimiles or mechanical reproductions will not be accepted. All entries become the property of Sponsor and will not be returned. Any acknowledgment of receipt of entry, including any reply comment posted by Sponsor on @GuinnessUS does not constitute any representation of eligibility for the Sweepstakes nor is it otherwise binding upon Sponsor.

3. Prizes:

Four (4) Prizes will be awarded in the Sweepstakes. Prize is a pair of GUINNESS-branded binoculars, 10 x 50mm, with carrying case. Approximate retail value of \$200 each. Total approximate retail value of all prizes: \$800.

Winner is solely responsible for any and all unspecified expenses in conjunction with acceptance and use of Prize. Sponsor will determine in its sole discretion the manufacturer, model number and unspecified features of binoculars. Prize may differ from images of same in Sweepstakes advertising, with Sponsor disclaiming any and all liability in conjunction therewith. Prize will only be delivered to a street address in the United States (excluding Maine, Maryland, Mississippi, New Jersey or Virginia). Prize must be accepted as awarded. ALCOHOL IS NOT PART OF PRIZE.

Tagged friend of winner will not receive any prize.

4. Winner Determination:

3rd Party will conduct a random drawing on or about June 29, 2026 to select the winners. The content of comment will not be taken into account in the winner selection procedure, provided that it is in compliance with these Official Rules (including Rule 2 above). Odds of winning will be determined by the total number of eligible entries received.

Winners will be notified by direct message on or about June 29, 2026. BE SURE THAT YOUR INSTAGRAM SETTINGS ALLOW FOR @GuinnessUS TO CONTACT YOU VIA DIRECT MESSAGE. SPONSOR WILL USE COMMERCIALY REASONABLE EFFORTS TO CONTACT POTENTIAL WINNERS AND EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH ITS ATTEMPTS TO CONTACT POTENTIAL WINNERS. Each winner will be required to sign an affidavit of eligibility, a liability release and a publicity release (where lawful) within **five (5) days** of notification or prize will be forfeited and may be awarded to another winner at Sponsor's sole discretion. If winner cannot be located or does not respond to attempt to be contacted within **five (5) days**, prize will automatically be forfeited and an alternate winner may be selected at Sponsor's sole discretion. Winner agrees that a digital or "e" signature shall have the same legally binding effect as a hand-signed document, with the understanding that Sponsor may condition award of the prize upon the winner hand-signing the affidavit of eligibility, liability release and publicity release (where lawful) if Sponsor and/or 3rd Party conclude in their sole discretion that the digital/"e" signature is unreliable or inadequate. Except where prohibited, acceptance of prize constitutes winner's consent to use of his/her

name, likeness and biographical data for advertising and promotional purposes by Sponsor and its designees without additional compensation.

5. Eligibility: Sweepstakes is open only to legal residents of the United States (excluding Maine, Maryland, Mississippi, New Jersey or Virginia), who are 21 years of age or older at the time of entry. Void in Maine, Maryland, Mississippi, New Jersey, Virginia and where prohibited or restricted by law. Employees or owners of the following entities and members of their families or households are not eligible for participation under any circumstances: Diageo Beer Company USA, its affiliates, printers, advertising and promotion agencies, alcohol beverage suppliers, importers, wholesalers, distributors or retailers. All federal, state and local laws apply.

6. General Conditions: Entry in the Sweepstakes constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. Limit of one (1) prize per family, household or address. No substitution of prize or cash equivalent except at Sponsor's sole discretion. If prize is declined by winner, no alternate prize or compensation will be awarded. Prize is non-transferable except at the sole discretion of the Sponsor. All federal, state and local taxes on the prize are the sole responsibility of winner. By accepting the prize, winner waives the right to assert as a cost of winning said prize, any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking to redeem said prize. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.

Entrants hereby agree to indemnify and hold Sponsor and Meta Platforms, Inc. harmless from and against any third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.

SPONSOR MAKES NO REPRESENTATION, GUARANTEE OR WARRANTY OF ANY KIND REGARDING PRIZE, INCLUDING THE WARRANTY OF MERCHANTABILITY OR FITNESS FOR THE INTENDED PURPOSE. THE ONLY WARRANTY – IF ANY – IS THAT OF THE MANUFACTURERS OF THE BINOCULARS AND ACCOMPANYING CARRYING CASE.

The value of the prize won by a participant under the Sweepstakes may be taxable as income to its winner. Winner is solely responsible for any and all taxes and/or fees associated with the prize. Upon receipt of a prize, the winner shall be required to comply with any and all applicable federal, state and local laws, rules and regulations.

In consideration of his/her receipt of any prize, prize winner for himself or herself and his or her guest, heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever release, waive and discharge Sponsor and all related parties as well as Meta Platforms, Inc. from and against any and every kind of claim, demand, injury, costs, attorney fees, right, liability or cause of action or other liabilities of whatever kind or nature, known or unknown, absolute or contingent, and whether or not fixed, which the prize winner ever had, now has or might in the future have arising in any way or related to this Sweepstakes, including, but not limited to, prize winner's participation in the Sweepstakes; prize winner's Sweepstakes entry; use of prize winner's name, likeness, biographical information, signature, image or likeness; prize winner's receipt, use or inability to use any prize or part thereof, including but not limited to injury or loss sustained in any travel related to the prize; financial claims; physical and/or emotional injury; and/or any other legal claim that may arise, whether under contract, tort, warranty or any other theory or claim.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion at any time without notice or further obligation.

7. Electronic Entries: In the event of a dispute, on-line entries will be deemed made by the authorized account holder of the e-mail address associated with the Instagram handle used for Sweepstakes participation. The authorized account holder is the natural person who is assigned to the e-mail address by an Internet access provider, on-line service, or other organization that is responsible for assigning e-mail addresses. Sponsor is not responsible for lost, late, damaged, illegible, misdirected, or incomplete entries, or for on-line entries not received due to lost, failed, delayed or interrupted connections or miscommunications, or other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries. (The preceding includes but is not limited to filtering by or other operation of the functionality of Instagram.) Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by Instagram users or by any human or technological error that may occur in the processing of entries. Sponsor reserves the right, in its sole discretion, to cancel or suspend all or a portion of the Sweepstakes, should viruses, bugs or other causes beyond the control of the Sponsor corrupt the administration, security or proper operation of the Sweepstakes.

CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE/MOBILE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

8. Winners' List: Please send a request by e-mail to GuinnessSweeps@TaylorStrategy.com. Be sure to include GUINNESS BINOCULAR GIVEAWAY WINNERS in the subject line. All requests for the winners' list must be received by July 27, 2026 at 5:00 p.m. ET.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.

Sponsor: Diageo Beer Company USA, New York, NY