THE BRAINFREEZE COLLECTIVE 2026 SWEEPSTAKES OFFICIAL RULES

Important: Please read these Official Rules before entering this Sweepstakes (the "*Sweepstakes*").

By participating in this Sweepstakes, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. PURCHASE OR PAYMENT WILL NOT INCREASE ODDS OF WINNING.

Sweepstakes void where prohibited by law. Subject to applicable federal, state, and local laws. Sweepstakes is sponsored by 7 Eleven, Inc., 3200 Hackberry Road, Irving, TX 75063 ("***Sponsor***") and administered by Alida (US) Inc., 18 W. 18th Street, New York, NY 10011 (the "***Administrator***").

1. **Eligibility**: The Sweepstakes is open only to legal residents of the 50 United States or District of Columbia who (a) are registered members of the Brainfreeze Collective; (b) have a registered 7Rewards or SpeedyRewards account; and (c) are at least 16 years old at the time of entry. If you are under the legal age of majority in your state of residence (a "***Minor***"), one of your parents or legal guardians agrees that they have read, understood, and agreed to the Official Rules, and that such agreement constitutes acceptance of these Official Rules on behalf of you and themselves. Directors, officers, members, managers, and employees of Sponsor, Administrator, and each of their respective parent companies, affiliate companies, subsidiaries, agents, professional advisors, advertising, promotional, public relations, and fulfillment agencies, consultants, legal counsel, website providers, web masters, and immediate family members (spouses, parent, child, sibling, grandparent, and "step" child, wherever they may live) of each are not eligible to win any prize. IF YOU DO NOT MEET ANY OF THESE REQUIREMENTS, OR ANY OTHER ELIGIBILITY REQUIREMENTS IN THESE OFFICIAL RULES, YOU ARE NOT ELIGIBLE TO WIN A PRIZE. To be eligible to win a prize, entries must be completed and received by Administrator in the manner and format designated below.

2. **Sweepstakes Period**: The Sweepstakes starts at 12:01 a.m. Central Time ("***CT***") on the first day of each calendar month and ends at 11:59 p.m. CT on the last day of that same calendar month (each month a separate "***Sweepstakes Period***"). All entries must be received during the Sweepstakes Period and meet other requirements in these Official Rules to be eligible to win a prize. Sponsor's or its designee's computer is the official time-keeping device for the Sweepstakes.

3. **How to Enter**: To be eligible to enter the Sweepstakes you must first have a "***7Rewards***" or ***"SpeedyRewards"*** account and be a member of the "***Brainfreeze Collective***". To create a 7Rewards or SpeedyRewards account, complete one of the following options:

- Download the 7-Eleven, Inc. or Speedway App which can be obtained for free by visiting Google Play or the iTunes App store and downloading the appropriate App to a web-enabled iOS or Android mobile device, then following the in-App instructions to complete an account profile. Data rates may apply; or
- A Rewards account can be setup and activated at participating 7-Eleven or Speedway store locations (i.e. 7Rewards at 7-Eleven stores and SpeedyRewards at Speedway stores), through the digital consumer-facing display (the "***CFD***").

To become a member of the Brainfreeze Collective click the "Join Now" button located in the "My Rewards" section of the "Deals & Rewards section of the 7-Eleven and Speedway apps. Then follow the instructions to sign-up for an account, including by providing all necessary information.

To enter the Sweepstakes, complete the steps as instructed for any of the following methods of entry during the Sweepstakes Period:

- Complete Brainfreeze Activities: While logged into your Brainfreeze Collective account, visit https://www.thebrainfreezecollective.com/hub (the "***Brainfreeze Site***") to view the list of entry granting activities ("***Brainfreeze Activities***"). Eligible entries will be listed under the "Activity Widget" which is pinned to the top-left side of the content stream below the menu bar or featured posts. The "Activity Widget" displays all the surveys, quickpolls, and forums a community member was invited to.

  Each Brainfreeze Activity you complete in the "Activity Widget" during the Sweepstakes Period will grant you a specified number of entries into the Sweepstakes as shown in the table below (from time to time Sponsor may offer additional Brainfreeze Activities on the Brainfreeze Site that are eligible to grant entries into the Sweepstakes):

Brainfreeze Activity	**Entries Granted**
Quick Poll	1
Forum Post	1
Survey	5

Brainfreeze Activity	Entries Granted
Initial Profile Module	5
Annual Profile Update*	10

**Limited to once per calendar year*

- Email Method of Entry: Send an email to that includes your name, phone number, email address associated with your Brainfreeze Collective account, and 7Rewards or SpeedyRewards Member ID in the body of the email "Brainfreeze Collective Sweepstakes Entry" in the subject line to Support@thebrainfreezecollective.com. Each email method of entry will grant the sender 5 entries into the Sweepstakes. Please note, any reward points awarded through the Sweepstakes can only be credited to the Member ID used to enter the Sweepstakes.

Limit 100 entries total per person during each Sweepstakes Period regardless of method of entry. Any attempts to obtain additional entries, including through multiple or duplicate accounts will result in disqualification. Please note that at the end of each Sweepstakes Period all entries will expire. Entries will not be rolled over in the following month's Sweepstakes Period.

If participating in this Sweepstakes via your mobile device (which service may only be available via select devices and participating wireless carriers and is not required to enter), you may be charged for standard data use from your mobile device according to the terms in your wireless service provider's data plan. Normal airtime and carrier charges and other charges may apply to data use and will be billed on your wireless device bill or deducted from your pre-paid balance. Wireless carrier rates vary, so you should contact your wireless carrier for information on your specific data plan.

4. **Identity of Entrant**: All entries must be submitted by the individual entrant. Bulk or automated entries will be disqualified (including entries made using any script, macro, bot, or promotional service). Multiple participants are not permitted to share the same email account. Any attempt to obtain additional entries through fraud or other illegitimate means will result in disqualification, at Sponsor's discretion.
   If there is a dispute about the identity of the entrant, entries will be declared made by the authorized account holder of the email address associated with the entry. An "***authorized account holder***" means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each potential winner may be required to provide Sponsor with proof that the potential winner is the authorized account holder of the email account associated with the winning entry.

5. **Selection and Notification of Winner**: On or about the 2nd business day following the end of each Sweepstakes Period, Administrator will select the names of 3,750 potential winners of

the prizes in a random drawing from among all eligible entries at Administrator's headquarters as listed herein. The odds of winning depend on the number of eligible entries received. Limit one prize per person during a Sweepstakes Period.

Each potential winner will be contacted by email on or about the 4th business day following the end of that Sweepstakes Period. To the fullest extent permitted by applicable law, Sponsor may require each potential winner to sign and return, within seven days of being notified, an Affidavit of Eligibility and Liability/Publicity Release in order to claim his/her prize. If (i) the attempted delivery of the prize is unsuccessful; (ii) any required documents are not returned within seven days, such as an affidavit of eligibility and liability/publicity release; or (iii) if potential winner is otherwise unable to accept the prize as stated, the prize will be forfeited and may be awarded to an alternate winner. Alternate drawings will be held until prizes are awarded. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, an alternate winner will be selected in accordance with the above selection process from among all eligible claimants making purportedly valid claims to award the prizes available.

Verification of Potential Winner: EACH POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES.

6. **Prize**:

   - 750 winners will be randomly selected to each receive 6,000 7Rewards or SpeedyRewards Points dependent on the Member ID used to enter the Sweepstakes.; and
   - 3,000 winners will be randomly selected to each receive 3,500 7Reward or SpeedyRewards Points dependent on the Member ID used to enter the Sweepstakes.
   - Each Member ID in either Rewards Program is only eligible to win a single prize (listed above) per Sweepstakes.

All Rewards Points are promotional in nature and have no direct cash value. The total ARV of all Rewards Points awarded in the Sweepstakes is: $0. 7. Rewards Points cannot be redeemed for cash and cannot be sold, copied, shared or transferred. Points can be converted into Rewards ("***Rewards***") that can be redeemed for select food and beverage items at the corresponding brand's participating stores in the United States. The retail value of items obtained using Rewards may vary depending on available promotions and other factors. Rewards must be used in accordance with the corresponding 7Rewards or SpeedyRewards terms, available at https://www.7eleven.com/terms, or https://www.speedway.com/about/terms-andconditions#, which are subject to change without notice at any time. Taxes and other charges may apply to redeemed Rewards. Winner is solely responsible for any Federal, State or local taxes associated with acceptance and use of a prize. Prize will be fulfilled directly to the winner's 7Rewards or SpeedyRewards account corresponding to the Member ID used to enter the Sweepstakes.

Prize Restrictions: ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER. Prizes are not transferable. No substitutions or exchanges of any prize (including for cash) will be permitted, except that Sponsor reserves the right to substitute a prize of comparable or greater worth for any prize.

Sponsor will not replace any lost or stolen prizes or prize components. Only the number of prizes stated in these Official Rules are available to be won in the Sweepstakes.

Prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including any implied warranty of merchantability or fitness for a particular purpose).

7. **Disclaimer**: Sponsor and each of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, consultants, contractors, legal counsel, public relations firms, employees and advertising, fulfillment and marketing agencies (collectively, the "***Released Parties***") will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; (b) phone, electronic, hardware, software, network, Internet, or other computer or communications-related malfunctions or failures beyond Sponsor or the Released Parties' reasonable control; (c) any Sweepstakes disruptions, injuries, losses or damages caused by events beyond the reasonable control of Sponsor or the Released Parties; or (d) any printing or typographical errors in any materials associated with the Sweepstakes.

8. **Limitations of Liability; Releases: By entering the Sweepstakes, you (and if you are a Minor, your parent or legal guardian) release Sponsor and all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Sweepstakes or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including claims, costs, injuries, losses and damages related to rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.**

   IF YOU ARE A MINOR, YOUR PARENTS OR LEGAL GUARDIANS FURTHER AGREE TO INDEMNIFY AND HOLD HARMLESS EACH OF THE RELEASED PARTIES FROM ANY CLAIMS, COSTS, INJURIES, LOSSES, OR DAMAGES DESCRIBED IN THE PRECEDING PARAGRAPH WHICH MAY BE SUFFERED BY YOU.
   TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL THE SPONSOR OR THE RELEASED PARTIES BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF USE, LOSS OF PROFITS OR LOSS OF DATA, WHETHER IN AN ACTION IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, ARISING OUT OF OR IN ANY WAY CONNECTED TO YOUR PARTICIPATION IN THE SWEEPSTAKES OR USE OR INABILITY TO USE ANY EQUIPMENT PROVIDED FOR USE IN THE SWEEPSTAKES OR ANY PRIZE, EVEN IF A RELEASED PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

   TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL THE AGGREGATE LIABILITY OF THE RELEASED PARTIES (JOINTLY) ARISING OUT OF OR RELATING TO YOUR PARTICIPATION IN THE SWEEPSTAKES OR USE OF OR INABILITY TO USE ANY EQUIPMENT PROVIDED FOR USE IN THE SWEEPSTAKES OR ANY PRIZE EXCEED $10. THE LIMITATIONS SET FORTH IN THIS SECTION WILL NOT EXCLUDE OR

LIMIT LIABILITY FOR PERSONAL INJURY OR PROPERTY DAMAGE CAUSED BY PRODUCTS BOUGHT OR RENTED FROM THE SPONSOR, OR FOR THE RELEASED PARTIES' GROSS NEGLIGENCE, INTENTIONAL MISCONDUCT, OR FOR FRAUD.

9. **Use of Winner's Name, Likeness, etc.**: To the fullest extent permitted by applicable law, entry into the Sweepstakes constitutes permission to use your name, hometown, aural and visual likeness and prize information for advertising, marketing, and promotional purposes without further permission or compensation (including in a public-facing winner list). As a condition of being awarded any prize, except where prohibited by law, winner may be required to execute a consent to the use of their name, hometown, aural and visual likeness and prize information for advertising, marketing, and promotional purposes without further permission or compensation. By entering this Sweepstakes, you consent to being contacted by Sponsor for any purpose in connection with this Sweepstakes.

10. **Privacy**: All information submitted by entrants will be treated according to the Sponsor's Privacy Notice corresponding to the Member ID brand used to enter and the Notice of Financial Incentive for California Participant in the Brainfreeze Collective Terms and Conditions. Notices can be found at https://www.7-eleven.com/privacy, https://www.speedway.com/about/privacy-policy, and BFC Terms and Conditions. By participating in the Sweepstakes and providing any personal contact information, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Notice.

11. **Winner List; Rules Request**: For a copy of the winner list, email support@thebrainfreezecollective.com with the phrase "Brainfreeze Collective 2026 Sweepstakes Winner List Request" with the month for which you are requesting the winner list, in the subject line after the 4th business day following the end of that month's Sweepstakes Period and before the date one year later. To obtain a copy of these Official Rules, visit https://www.thebrainfreezecollective.com/hub

12. **Intellectual Property Notice**: The Sweepstakes and all accompanying materials are copyright ©2026 by 7-Eleven, Inc. All rights reserved. 7-Eleven and Speedway trademarks are trademarks of 7-Eleven, Inc. and Speedway, LLC.

13. **Disputes**: EACH ENTRANT AGREES THAT ANY DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZE AWARDED WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS OR THE APPROPRIATE STATE COURT LOCATED IN DALLAS COUNTY, TEXAS. THESE OFFICIAL RULES ARE GOVERNED BY THE LAWS OF THE STATE OF TEXAS, WITHOUT REGARD TO CHOICE OF LAW OR CONFLICT OF LAW RULES. YOU WAIVE ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMIT TO THE JURISDICTION OF THOSE COURTS.

14. **General Conditions**: Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to change these

Official Rules at any time, in its discretion, and to suspend or cancel the Sweepstakes or any entrant's participation in the Sweepstakes should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's reasonable control affect the administration, security or proper play of the Sweepstakes, or Sponsor otherwise becomes (in its discretion) incapable of running the Sweepstakes as planned. Entrants who violate these Official Rules, violate any law, rule or regulation in connection with participation in the Sweepstakes, tamper with the operation of the Sweepstakes or engage in any conduct that is detrimental or unfair to Sponsor, the Sweepstakes or any other entrant (as determined in Sponsor's discretion) are subject to disqualification from the Sweepstakes. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Sweepstakes. Sponsor reserves the right to disqualify any entries received that contain inappropriate or offensive content. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. The use of the terms "include" or "including" in these Official Rules is illustrative and not limiting.

15. **Sponsor**: 7-Eleven Inc., 3200 Hackberry Rd Irving, TX 75063.

