Abbreviated Rules for collateral materials:

No purchase necessary. U.S. excl. RI, NY, & FL, 18+. Ends 11pm EST 12/8/26. Void in RI, NY, FL & where prohibited. Rules@CelebrationBowl.Honda.com

Honda + Celebration Bowl - Enter the Honda Red Zone Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. Purchase does not increase chances of winning.

1. SPONSOR: The **Honda + Celebration Bowl – Enter the Honda Red Zone Sweepstakes** ("Sweepstakes") is sponsored by American Honda Motor Co., Inc. (hereinafter "Sponsor"). Any questions, comments or complaints are to be directed to Sponsor. You understand you are providing your entry information to the Sponsor in accordance with its privacy policy at https://www.honda.com/privacy/privacy-policy.pdf. The entry information provided only will be used in the event that an entrant is selected as the Sweepstakes winner.

2. ELIGIBILITY: Sweepstakes is open to legal residents of and located in any of the fifty United States or the District of Columbia (excluding Rhode Island, New York and Florida). Entrants must be a natural person at least eighteen (18) years of age at time of entry. Employees of Sponsor, related entities, distributors, affiliates, subsidiaries, advertising and promotion fulfillment agencies, retailers (collectively, Promotion Entities"), and their immediate families (spouse and parent, child, sibling and their respective spouses) and persons living in the same households as such individuals (whether related or not) are not eligible. This Sweepstakes is void in Rhode Island, New York and Florida and where prohibited by law, and is subject to applicable federal and state laws.

3. SWEEPSTAKES PERIOD: The Sweepstakes entry period begins on November 13, 2026, at approximately 12:00 PM Eastern Standard Time ("EST") and ends on December 8, 2026, at approximately 11:00 PM EST ("Sweepstakes Period").

4. HOW TO ENTER: During the Sweepstakes Period, fans may enter the Sweepstakes by visiting CelebrationBowl.Honda.com and completing the on-line entry form. Each Entry must be completed in its entirety and your agreement to these Official Rules indicated at time of submission.

Entrants will be limited to one (1) entry per person for the entire Sweepstakes Period. Entries in excess of one (1) per person will be void. All entries become the property of Sponsor and will not be acknowledged or returned. False or deceptive entries or acts, as determined by Sponsor in its sole discretion, will render the entrant ineligible. Without limitation of the foregoing, any use of software, including without limitation, a program, mechanism, system, robot, "bot", macro or other artificial device intelligence to create or submit an entry, or any process or manipulation of an entry, is strictly prohibited.

If a dispute arises regarding who submitted an entry, or if the winning email address does not belong to an individual, but rather to a group, business or organization, the entry will be deemed void.

5. PRIZE: The grand prize consists of a prize package including Two (2) tickets to the 2025 Celebration Bowl Championship Game and One (1) Honda EU3200i Generator. The game will take place Saturday, December 12th, 2026, at the Mercedes Benz Stadium located at 1 AMB Drive Atlanta, GA 30313.

The total approximate retail value of grand prize is Two Thousand Nine Hundred Ninety-Nine Dollars ($2999.00). The prizes are non-refundable and cannot be exchanged for cash. If lost, prizes will not be replaced. Prize winner cannot assign or transfer their prize to another person. Taxes on prizes are the sole responsibility of the winner. Any images or displays of the prize are for illustrative purposes only. Actual prize may vary from prize depicted in advertising. Prize (other than tickets) will be mailed to winner one (1) month after game. Tickets will be delivered via email to the winner prior to game kick-off. Sponsor makes no warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize including, without limitation, quality, merchantability or fitness for a particular purpose. Prize cannot be substituted except by Sponsor, which reserves the right to substitute a prize of comparable or greater value. All federal, state and local taxes, as well as all costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the winner. All prize details are at Sponsor's sole discretion.

6. DRAWING, ODDS AND WINNER NOTIFICATION: Prize winner will be randomly selected from among all eligible entries received on or before 11:00PM Eastern Standard Time on December 9, 2026. Odds of winning depend on the number of eligible entries received. Winner will be selected at random immediately thereafter at the American Honda Motor Co., Inc. offices, located at 4900 Marconi Drive, Alpharetta, GA 30005. The decisions of Sponsor will be final and binding and cannot be appealed. Prize winner will be notified by phone and/or email shortly after the drawing. Prize award is subject to verification of eligibility and compliance with the Official Rules.

7. CLAIMING PRIZES/RELEASES: Potential winner will be required to execute and return an Affidavit (or Declaration) of Eligibility and a Liability and Publicity Release, unless prohibited by law, as well as a W-9 Form, within the time period stated in the notification. If a notification is returned as undeliverable, or a potential winner does not respond to the initial notification within the time period stated herein, return all required documents within the time period stated or otherwise comply with all prize claim instructions, or is not in compliance with these Official Rules, the prize will be forfeited. If the prize is forfeited, Sponsor reserves the right to award the prize to an alternate winner. At most, only three (3) successive alternate winners will be selected, after which the prize will not be awarded. Sponsor is not responsible for fraudulent communications sent to entrants by someone other than Sponsor. Sponsor shall not be responsible or liable for its failure to contact potential winner due to undeliverable email message or an inactive or suspended phone number and/or email account or an entrant's failure to provide a current, valid email address. Entrants should be sure to check their phone and email regularly and keep their account updated with their correct contact information so that they will be able to receive prizes if selected as a potential winner.

8. PUBLICITY GRANT: Except where prohibited, by accepting a prize, the winner consents to Sponsor's and its designees' use of winner's name, city and state of residence, photograph and likeness, and prize information, without additional compensation, notification or permission, for advertising, trade and promotional purposes in all media, whether now known or hereafter devised, in perpetuity.

9. FORCE MAJEURE: Released Parties (as defined below) shall not be liable to winner or any other person for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's sole control. Further, no responsibilities are accepted for any additional expenses, omission, delays, re-routing or acts of any government or authority.

10. CONDITIONS RELATING TO PARTICIPATION IN THE SWEEPSTAKES AND USE OF THE ENTRY SITE: Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole determination, to be tampering with the entry process or the operation of the Sweepstakes, or the entry site; to be in violation of the terms of use of the entry site or to be acting in violation of these rules, or with intent to annoy, abuse, threaten or harass any other person. Any attempt to deliberately damage the Sweepstakes or operation of the Sweepstakes is unlawful and subject to legal action by Sponsor who may seek damages to the fullest extent permitted by law.

11. BUGS AND VIRUSES; IRREGULARITIES; CANCELLATION: SPONSOR SHALL NOT BE OBLIGATED TO AWARD ANY PRIZE THAT RELATES TO OR ARISES OUT OF AN IRREGULAR ENTRY OR IMPROPER OR MISTAKEN PRIZE NOTIFICATION, OPERATION OR FUNCTION OF THIS SWEEPSTAKES. No more than one (1) prize is available to be awarded. Sponsor reserves the right to cancel, terminate, modify or suspend the Sweepstakes in the event that the Sweepstakes 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 reasonable control of Sponsor that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes. If the Sweepstakes is terminated, Sponsor may award the prize to a winner selected at random from all non-suspect, eligible entries received up to time of such action or as otherwise deemed fair and appropriate by Sponsor.

12. RELEASE OF LIABILITY, LIMITATION OF LIABILITY: By entering, entrant agrees to release the Promotion Entities and all of their officers, directors, employees, agents and representatives (collectively, "Released Parties") from any and all liability claims or actions of any kind whatsoever for injuries, death, damages or losses to persons and property which may be sustained in connection with participation in the Sweepstakes and/or the receipt, ownership, use or misuse of the prize (including any injury or harm relating thereto), or while preparing for, participating in, utilizing and/or traveling to any prize-related activity, including any indirect, incidental, consequential or punitive damages. Released Parties are not responsible for and shall not be liable for:

a) late, lost, delayed, damaged, misdirected, incomplete, inaccurate, illegible, unintelligible entries or email, lost, misdirected or otherwise undeliverable mail, or postage-due notices, release forms, affidavits or other correspondence or communications of any kind;

b) a potential winner's unsuccessful efforts to claim any prize;

c) any telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, slow-downs, failures, or difficulties of any kind failed, incomplete, garbled, or delayed computer transmissions;

e) human error, incorrect or inaccurate transcription of entries;

f) any condition caused by events beyond the reasonable control of the Sponsor that may cause the Sweepstakes to be disrupted or corrupted, however minor;

g) any unauthorized entries or manipulation by a person;

h) other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the functionality of the QR code, the announcement of the prize, or in any Sweepstakes-related materials;

i) any claims based on publicity rights, defamation or invasion of privacy; or

h) any damage to any entrant's (or any third person's) device and/or its contents related to or resulting from any part of this Sweepstakes.

IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF OR IN CONNECTION WITH YOUR (1) ACCESS TO AND USE OF, OR INABILITY TO ACCESS, THE ENTRY SITE, or (2) DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE ENTRY SITE. THE SWEEPSTAKES IS PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

13. GOVERNING LAWS: All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, or the rights and obligations of any entrant and Sponsor, shall be governed by, and construed in accordance with the laws of the State of Georgia. In any action brought to enforce the obligation or right of any party hereunder they consent to personal jurisdiction and venue in any court of appropriate jurisdiction in Georgia. The invalidity or unenforceability of any provision of these Official Rules or Sponsor's decision not to enforce a specific provision of these Official Rules shall not affect the validity or enforceability of any other provision.

14. RULES ARE BINDING: Participation in the Sweepstakes constitutes an entrant's understanding of and full and unconditional agreement to and acceptance of these Official Rules and each entrant agrees to waive any rights to claim

ambiguity with the Official Rules. Sponsor reserves the right to disqualify any participant that Sponsor determines to be in violation of any term contained in these Official Rules. Decisions made by Sponsor in relation to this Sweepstakes are final and binding in all matters, including, without limitation, interpretation of these Official Rules and the awarding of the prize, and cannot be appealed.

15. RULES/WINNERS LIST: For a copy of the winner list, send a request and a self-addressed, stamped envelope to: **Honda + Celebration Bowl "Enter the Honda Ride Zone" Sweepstakes Winner's List**, 4900 Marconi Drive, Alpharetta, GA 30005. Requests must be received by January 31, 2027. The Official Rules will be accessible from the entry site (CelebrationBowl.Honda.com) during the Sweepstakes Period. The winner's name may be posted on the entry site.

16. SPONSOR: American Honda Motor Co., Inc, 4900 Marconi Drive, Alpharetta, GA 30005.