

2024 DEPLOY THE JOY SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM THE PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING. VOID IN PUERTO RICO, U.S. TERRITORIES AND POSSESSIONS OUTSIDE THE 50 UNITED STATES AND WHERE RESTRICTED OR PROHIBITED BY LAW.

The 2024 Deploy The Joy Sweepstakes ("Sweepstakes") is sponsored by Flowers Bakeries, LLC ("Sponsor"), 1919 Flowers Circle, Thomasville, GA 31757, and is administered by Twelve Thirty, LLC ("Administrator").

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins at or about 5:00 PM Eastern Time ("ET") on April 15, 2024 and ends at 11:59:59 PM ET on September 7, 2024 ("Sweepstakes Period"). The Administrator's computer is the Sweepstakes official clock.
- 2. ELIGIBILITY:** This Sweepstakes is offered only to legal United States residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Void in Puerto Rico, U.S. Territories and possessions outside the 50 United States and District of Columbia and where restricted or prohibited by law. Employees, directors, officers, and agents of Sponsor, Administrator, United Service Organizations, Incorporated, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotional agencies, and suppliers involved in the Sweepstakes ("Sweepstakes Entities"), as well as the members of each of their immediate families (defined as spouse, parents, children, and siblings) and persons residing in the same household (whether related or not) as such individuals are not eligible to enter or win.
- 3. AGREEMENT TO THE RULES:** By participating in the Sweepstakes, the entrant ("You" or "Entrant") agrees to be fully and unconditionally bound by these Official Rules, and You represent and warrant that You meet the eligibility requirements set forth in Section 2 above. In addition, You agree to accept the decisions of Sponsor as final and binding as they relate to the content of this Sweepstakes. Sponsor reserves the right to modify the rules of the Sweepstakes in any way at any time, subject to state or federal law.
- 4. HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, an eligible entrant must visit <https://deploythejoy.com> (the "Website") and submit their valid e-mail address. The entrant then must register by entering the information requested on the registration form, which may include without limitation: first and last name (initials are not permitted), ZIP Code, date of birth, and affirmation that the entrant has read and agrees to be bound by these Official Rules. Upon completion and submission of the registration form, the entrant will receive one (1) entry into the Sweepstakes.

Limit: Each entrant is limited to receiving one (1) entry per day during the Sweepstakes Period. If more than one (1) entry per day is received from the same person, telephone number, or e-mail address, only the first entry received may be considered valid. For purposes of this Sweepstakes, a "day" is the twenty-four (24) hour period between 12:00 AM ET and 11:59:59 PM ET, except on April 15, 2024, on which a "day" will be the period between 5:00 PM ET and 11:59:59 PM ET.

NOTE: If accessing the Website via a mobile device, message and data rates may apply. Not all mobile telephone providers carry the service necessary to participate in this Sweepstakes. Entrants should consult their wireless provider's pricing plans.

5. **RANDOM DRAWING:** On or about September 8, 2024, the Administrator will randomly select one (1) potential winner from all eligible entries received during the Sweepstakes Period ("Random Drawing"). The winner is considered a potential winner pending verification of his/her eligibility and compliance with the Official Rules.
6. **PRIZE, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING:**

A. Prize (1): The "Prize" is a five (5) day/four (4) night trip for four (4) people – the winner and up to three (3) guests – to attend the Los Angeles Fleet Week events, scheduled to occur May 23, 2025 – May 26, 2025. Dates subject to change. Only one (1) Prize will be available in the Sweepstakes. The ARV of the Prize is \$7,200 USD. The actual value of the Prize may vary depending on point of departure, fluctuations in the cost of air transportation and fluctuations in the cost of hotel accommodations. Any difference between the estimate ARV and the actual value of the Prize will not be awarded.

Prize includes round-trip coach class air transportation from a major commercial airport near winner's residence to a Los Angeles, California-area airport (determined by Sponsor in its sole discretion) for winner and up to three (3) guests (collectively, the "Group"), four (4) nights standard hotel accommodations (two [2] rooms, double occupancy), guided tours of the battleship USS Iowa Museum and the Naval Weapons Station at Seal Beach for the Group, and \$800 awarded via electronic transfer made payable to winner. If the winner elects to travel or partake in the Prize with fewer than three (3) guests, no additional compensation will be awarded to the winner. Travel must be taken on dates specified by Sponsor. Group must travel on the same itinerary. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winner and each guest are responsible for having valid travel documents including government-issued identification. Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, other ground transportation, and any other incidental costs or expenses related to participation in the Prize. Travel must be booked at least ninety (90) days in advance. Winner's guests must each sign and return a travel liability release/publicity release before travel will be booked. If the winner resides within 250 miles of Los Angeles, California (as determined by Sponsor in its sole discretion), ground transportation may be awarded in lieu of air transportation in the form of a Two Hundred Dollar (\$200) gift card, and no additional compensation will be awarded to the Prize winner.

If the potential winner is a minor in his/her state of residency (19 in Alabama or Nebraska, 21 in Mississippi), his/her parent or legal guardian must accompany the winner on the trip as one of his/her guests. If a guest is a Minor, his/her parent or legal guardian must sign the document and must accompany the Minor on the trip either as the winner, another guest or at their own expense. Failure to comply will result in the guest's disqualification from the Prize. Winner and guests hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of the Prize is canceled, postponed or becomes unavailable for any reason. Should any

event, element or detail of the Prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the Prize, minus any unavailable event, element or detail. Winner agrees that all location admissions are awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. All travel providers reserve the right to remove or to deny entry to winner and/or his/her guest(s) if either winner or his/her guest(s) violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person while participating in any Prize-related activity. The Group must sign all documents and comply with all requirements for all visitors of the battleship USS Iowa Museum and the Naval Weapons Station at Seal Beach.

By accepting the Prize and traveling to and attending the Los Angeles Fleet Week, Prize Winner and guests expressly assume the risk that they may be exposed to COVID-19, the Coronavirus that causes COVID-19, or other communicable and/or infectious diseases. Winner and guests expressly understand that these risks include contracting COVID-19 or other communicable and/or infectious diseases and the associated dangers, medical complications and physical and mental injuries, both foreseen and unforeseen, that may result from contracting COVID-19 or other communicable and/or infectious diseases. In addition, the Prize winner and his/her guests must abide by all applicable COVID regulations and local ordinances, including but not limited to social distancing, masks, testing, and proof of vaccination requirements. Prize winner and his/her guests hereby acknowledge that the Sponsor has not and will not obtain or provide COVID-19 testing for Prize winner or his/her guests.

B. Odds of Winning: The odds of winning the Prize depend on the total number of eligible entries received during the Sweepstakes Period.

C. General: Use of a gift card is subject to the terms and conditions imposed by the issuer. In no event will more than one (1) Prize be awarded. If, for any reason, more than one (1) Prize notification is sent (or more than one [1] claim is received), Sponsor reserves the right to award the Prize through a random drawing from among all eligible Prize claims received. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the Prize or force majeure. The winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Sweepstakes Entities shall not be held responsible for any delays in awarding the Prize for any reason. If after a good-faith attempt Sponsor is unable to award or deliver the Prize, the Prize may not be re-awarded.

7. HOW TO CLAIM THE PRIZE: The potential winner is subject to verification of eligibility and compliance with these Official Rules. The potential winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required information and signed documents within the stated time period may result in forfeiture of winner's right to claim the Prize and

may result in the Prize being awarded to an alternate winner, if time permits. Sponsor or its designee will contact winner to arrange travel booking and electronic transfer upon verification of eligibility and compliance with these Official Rules. If a selected potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or any Prize is returned as undeliverable, the Prize may be forfeited. If the Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible entries received during the Sweepstakes Period, time permitting. Prize is not transferable and includes only the items specifically listed as part of the Prize. No substitution or cash equivalent of Prize is permitted except at the sole discretion of the Sponsor. If the Prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute the Prize or portion thereof with another Prize of equal or greater value. Any portion of Prize not accepted by winner will be forfeited. Federal, state, and local taxes on the Prize and any expenses relating to the acceptance of and use of the Prize not specified herein are the responsibility of the winner. The ARV of the Prize is calculated as of the time these Official Rules were printed and the actual value of the Prize may fluctuate. The winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Sweepstakes Entities shall not be held responsible for any delays in awarding the Prize for any reason. The Prize will only be awarded to a verified winner.

- 8. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/Website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting the Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Sweepstakes related e-mail to a spam or junk folder.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may

arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, or the integrity and or feasibility of the Sweepstakes is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserves the right, at its sole and absolute discretion, to abbreviate, cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of the winner in a manner it deems fair and reasonable, including the selection of the winner from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. If Sponsor, in its discretion, elects to alter this Sweepstakes as a result of a Force Majeure event, a notice will be posted at the Website.

Without limiting the foregoing, everything regarding this Sweepstakes, including the Prize, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

- 9. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF GEORGIA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THOMAS COUNTY, GEORGIA. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN GEORGIA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THOMAS COUNTY, GEORGIA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY**

SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

- 10. PRIVACY POLICY:** All personal information collected in this Sweepstakes may be used in accordance with Sponsor's privacy policy, available at: <https://flowersfoods.com/privacy-policy/>.
- 11. PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting the Prize, each entrant agrees to allow Sponsor and Sponsor's designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not limited to television (including live television), radio, and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 12. GENERAL:** This Sweepstakes is subject to all federal, state and local laws and regulations. Winning the Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Sweepstakes other than as described herein is void and will result in disqualification, and if such person is selected as the potential winner, revocation of his/her Prize. If it is discovered or suspected that a person has registered, entered or attempted to register or receive entries using multiple e-mail addresses, identities, IP addresses, or use of proxy servers or like methods, all of that person's entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive and such Prize may be forfeited at the Sponsor's sole and absolute discretion. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as 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) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each entrant may be required to show proof of being an authorized account holder. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official

Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and the Sweepstakes details contained in any Sweepstakes promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

13. WINNER LIST: The winner list will be posted after winner confirmation is complete, and available for 60 days thereafter. For a listing of the name of the winner, please logon to <https://winners.twelvethirty.promo/deploythejoy24>. To access the winners list for Deploy More Joy please go to <https://winners.twelvethirty.promo/DeployMoreJoy>.

All trademarks used herein are the property of their respective owners.

Sponsor: Flowers Bakeries, LLC, 1919 Flowers Circle, Thomasville, GA 31757

Administrator: Twelve Thirty, LLC