

ALLSUP'S MILK CONTEST OFFICIAL RULES

BY SUBMITTING AN ENTRY TO THIS SWEEPSTAKES DURING THE SWEEPSTAKES ENTRY PERIOD, YOU AGREE TO THESE OFFICIAL RULES. PLEASE READ THEM CAREFULLY BEFORE ENTERING. THESE OFFICIAL RULES CONTAIN PROVISIONS THAT LIMIT OUR LIABILITY TO YOU, ELIMINATE YOUR RIGHT TO A TRIAL BY JURY, AND REQUIRE YOU TO RESOLVE DISPUTES WITH US ON AN INDIVIDUAL BASIS, NOT AS A PART OF ANY CLASS OR REPRESENTATIVE ACTION, AND THROUGH FINAL AND BINDING ARBITRATION. SEE "DISPUTES" BELOW.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR RECEIVE A PRIZE. A PURCHASE WILL NOT IMPROVE AN ENTRANT'S OPPORTUNITY TO RECEIVE A PRIZE. THE WINNING STORE WILL BE DETERMINED BASED ON THE POINTS EARNED IN ACCORDANCE WITH THESE OFFICIAL RULES. PRIZES AT THE WINNING STORE WILL BE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS, WHILE SUPPLIES LAST. VOID OUTSIDE THE STATES OF ARIZONA, MISSOURI, NEBRASKA, NEW MEXICO, OKLAHOMA, SOUTH DAKOTA, TEXAS, AND WYOMING, AND WHERE PROHIBITED OR RESTRICTED BY LAW.

THIS SWEEPSTAKES IS IN NO WAY AFFILIATED, SPONSORED, ADMINISTERED, OR ENDORSED WITH OR BY FACEBOOK OR INSTAGRAM, EACH A SERVICE PROVIDED BY META PLATFORMS, INC., OR X, FORMERLY KNOWN AS TWITTER, OR ANY OTHER SOCIAL MEDIA PLATFORM ("SOCIAL MEDIA PLATFORMS"). ALL QUESTIONS REGARDING THE SWEEPSTAKES SHOULD BE DIRECTED TO SPONSOR AND NOT TO ANY SOCIAL MEDIA PLATFORM.

1. ACCEPTANCE OF OFFICIAL RULES: By participating in the Allsup's Milk Contest (the "Sweepstakes"), you hereby accept and agree to these official rules (the "Official Rules") and the decisions of BW Gas & Convenience Retail, LLC d/b/a Yesway ("Sponsor"), which decisions are final and binding.

2. ELIGIBILITY: The Sweepstakes is open to persons who (1) are legal residents of Arizona, Missouri, Nebraska, New Mexico, Oklahoma, South Dakota, Texas, or Wyoming; (2) are at least eighteen (18) years of age or the age of majority in their state of residence, whichever is older, at the time of entry; and (3) are registered members in good standing of the Yesway & Allsup's Rewards program.

Employees, officers, and representatives, and members of their immediate families, of Sponsor, its affiliated companies, parent companies, subsidiaries, participating promotional partners, distributors, advertising and promotion agencies, and any company involved in the creation, design, execution, production, or fulfillment of the Sweepstakes (collectively, the "Sweepstakes Entities") are not eligible. "Immediate family" includes parents, spouses, siblings, children, grandparents, stepparents, stepchildren, stepsiblings, and their respective spouses, and any persons living in the same household, whether or not related. All entries submitted in compliance with these Official Rules and not disqualified or void are considered "Eligible Entries".

3. ENTRY PERIOD: The Sweepstakes begins at 12:00:00 a.m. CT on September 9, 2026, and ends at 11:59:59 p.m. CT on November 3, 2026 (the "Entry Period"). "CT" means either Central Standard Time or Central Daylight Saving Time, whichever is applicable on the date in question. Sponsor is the official timekeeper for the Sweepstakes.

4. **HOW TO ENTER:** There are two methods of Sweepstakes entry:

- **In-Store Qualifying Purchase Entry:** During the Entry Period, purchase one or more Participating Products at a participating Yesway® or Allsup's® location that sells Participating Products (each, a "Participating Store") and enter the phone number associated with your Yesway & Allsup's Rewards account at checkout (this is also not required since every purchase is a qualifying entry). Each Participating Product purchased in a qualifying transaction earns one (1) Sweepstakes entry and one (1) point credited to the Participating Store where the purchase is made. For example, purchasing two (2) Participating Products in one qualifying transaction earns two (2) entries and credits two (2) points to that Participating Store. Participating Products are listed in Table 1 below.

Table 1: List of Participating Products

Participating Product	Size/Package
Allsup's Whole Milk	Pint
<u>Allsup's 2% Milk</u>	Pint
Allsup's Chocolate Milk	Pint
Allsup's Strawberry Milk	Pint
Allsup's Whole Milk	Quart
<u>Allsup's 2% Milk</u>	Quart
Allsup's Chocolate Milk	Quart
Allsup's Strawberry Milk	Quart

Registration for Yesway & Allsup's Rewards is free online at yeswayallsup rewards.com or through the Yesway & Allsup's Rewards app (the "App"), which can be downloaded for free through the Apple App Store or Google Play.

- **Mail-In Entry (No Purchase):** During the Entry Period, you may submit an entry by mail. Hand print your first and last name, date of birth, residence address, telephone number associated with your Yesway & Allsup's Rewards account, the Participating Store for which you are submitting the entry, and e-mail address on a 3" x 5" card. Place the card in an envelope with proper first-class postage and mail to:

Allsup's Milk Contest
c/o Yesway Marketing
2301 Eagle Parkway, Suite 100
Fort Worth, Texas 76177

Mail-in entries must be postmarked by November 3, 2026, and received by November 10, 2026. There is a limit of one (1) 3" x 5" card per stamped outer envelope. Each properly submitted mail-in entry equals one (1) Sweepstakes entry and one (1) point credited to the participating store identified on the card.

- **Checking the Leaderboard:** During the Entry Period, visit <https://allsup s.com/milk> or scan the QR code found on participating signage, packaging, or promotional materials to view the current top ten (10) Participating Stores based on points earned. The leaderboard will be updated weekly no later than Tuesday at 10:00 a.m. CT.

5. ENTRY LIMITS AND DISQUALIFICATION: Except as expressly set forth for any specific entry method above, there is no limit on the number of Eligible Entries you may submit during the Entry Period. Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, late, deceptive, or otherwise not in compliance with these Official Rules may be disqualified from the Sweepstakes in Sponsor's sole and absolute discretion. The use of any device, tool, program, script, macro, or other robotic or automated means to automate or otherwise subvert entry is prohibited. Entries submitted by prohibited means are void. Attempts by the same individual to submit multiple entries by using multiple or false contact information may be disqualified. Sponsor reserves the right to disqualify, in its sole discretion, any entries associated with a person Sponsor finds or suspects: (i) has tampered with the entry process or operation of the Sweepstakes; (ii) is acting in a disruptive manner; (iii) displays behavior that may bring such person or the Sweepstakes Entities into disgrace; (iv) has provided inaccurate information on any legal documents; or (v) is acting in violation of these Official Rules.

ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER WILL RESULT IN DISQUALIFICATION AND TERMINATION OF ALL PRIVILEGES AS A WINNER.

6. WINNING STORE AND PRIZE AVAILABILITY: The Participating Store with the greatest number of points at the conclusion of the Entry Period, after all timely mail-in entries have been received and validated, will be the winning store, subject to the tie-breaking procedure below. Individual prizes will not be awarded by random drawing. An eligible Rewards member's opportunity to receive a prize depends on prize availability and the order in which eligible Rewards members claim prizes at the winning store after the public announcement.

7. PRIZES: A total of five hundred (500) free Allsup's Chocolate Milk pint prizes will be available at the winning store after Sponsor publicly announces the winning store. Prizes will be available on a first-come, first-served basis, while supplies last, with a limit of one (1) prize per eligible Rewards member.

Prize Tier	Number of Prizes	Prize Description	ARV of Each Prize
Winning Store	500	One (1) free Allsup's Chocolate Milk pint	\$1.99

Total ARV of all prizes: \$995.00

8. WINNING STORE SELECTION AND ANNOUNCEMENT: Within fourteen (14) days after the end of the Entry Period, Sponsor or its designee will validate and tally all Eligible Entries and points credited to each Participating Store, including timely and valid mail-in entries, and determine the winning store. If two (2) or more Participating Stores are tied for the greatest number of total points, the tied Participating Store with the greatest number of points from in-store qualifying purchases will be the winning store. If a tie remains, the tied Participating Store that first reached its final in-store point total, as determined by Sponsor's transaction records, will be the winning store. This timeline is subject to change in Sponsor's sole discretion.

Sponsor will announce the winning store by e-mail, on social media, at <https://allsup.com/milk>, and by push notification through the Yesway & Allsup's App. E-mail and push notifications will be sent only to persons who are opted in to receive the applicable communications.

The free Allsup's Chocolate Milk pint offer will be activated at the winning store when Sponsor publicly announces the winning store. To claim a prize, an eligible customer must be present at the winning store after the public announcement, provide the mobile number associated with the customer's Yesway & Allsup's Rewards account, and have a fully completed Rewards profile. Prizes are limited to one (1) per eligible Rewards member and are available on a first-come, first-served basis, while supplies last. Once all five hundred (500) prizes have been claimed, no additional prizes will be available.

9. PRIZE TERMS: No substitution or transfer of any prize or election of cash in lieu of any prize by Winner will be permitted. Sponsor reserves the right to substitute any prize of equal or greater value. Prizes are non-transferable. Prize ARVs represent Sponsor's good-faith determination and are final, binding, and cannot be challenged or appealed. Prize ARVs are subject to change based upon current market conditions at the time of prize fulfillment. If the stated ARV of a prize is greater than the actual fair market value of the prize, the difference will not be awarded.

There is a limit of one (1) prize per eligible Rewards member. Any costs and expenses, including, but not limited to, all U.S. federal, state, and local tax liability, and any other costs associated with acceptance and use of the prize not specified herein are the sole responsibility of the Winner. The value of a prize won will be taxable to the Winner as income. An IRS Form 1099 may be issued in the Winner's name for the actual value of the prize awarded. All prize details not specified in these Official Rules will be determined in Sponsor's sole discretion.

ALL PRIZES ARE AWARDED "AS IS" AND THE SWEEPSTAKES ENTITIES DO NOT MAKE (AND ARE NOT RESPONSIBLE FOR) ANY REPRESENTATIONS, GUARANTEES, OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATING TO ANY PRIZE (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE), AND ALL SUCH WARRANTIES ARE HEREBY DISCLAIMED.

10. GRANT OF RIGHTS: By entering, you grant the Sweepstakes Entities the irrevocable, perpetual, nonexclusive right to use, display, print, publish, reproduce, distribute, modify, create derivative works from, promote, and provide access to any such entry materials, including, but not limited to, your name, image, photograph, likeness, biographical information, voice, and any prize-related content for advertising, promotional, publicity, and other commercial purposes in any media now known or hereafter developed, worldwide and in perpetuity, without additional compensation, unless prohibited by law.

If entries require user-submitted content, you represent that the submitted materials are original, do not infringe third-party rights, may not have been published previously, are suitable for publication, and do not include the name, likeness, voice, or other identifying indicia of any person other than you unless properly authorized.

All entry materials become property of Sponsor and will not be returned.

11. LIABILITY RELEASE AND INDEMNITY: By entering, you agree to release, indemnify, defend, and hold harmless the Sweepstakes Entities from and against any and all claims, liabilities, damages, injuries, losses, costs, and expenses of any kind, including property damage, personal injury, and death, arising directly or indirectly from participation in the Sweepstakes, use of any Sweepstakes website or the App, or the acceptance, possession, use, or misuse of any prize (including any activity related thereto). Without limiting the foregoing, the released claims include claims arising from or relating to: (a) unauthorized human intervention; (b) technical, hardware, software, network, website, App, or other electronic errors; (c) printing, typographical, or other errors in Sweepstakes materials; (d) lost, late, or

misdirected communications; (e) errors in administration or processing; or (f) injury or damage to persons or property, including computer systems.

Prizes are awarded “as is” and without any warranty or guarantee of any kind, either express or implied, by the Sweepstakes Entities. To the fullest extent permitted by law, the Sweepstakes Entities’ liability in any cause of action will be limited to the cost of entering and participating in the Sweepstakes, and in no event will the Sweepstakes Entities be liable for attorney’s fees.

The Sweepstakes Entities are not responsible or liable for any delay, cancellation, suspension, or modification of the Sweepstakes, or inability to award any prize, or portion thereof, due to acts of God, war, natural disasters, pandemics, government action, weather, terrorism, strikes, lockouts, labor disputes, work stoppages, fire, force majeure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other events beyond the reasonable control of the Sweepstakes Entities (each, a “Force Majeure Event”). The Sweepstakes Entities assume no responsibility for entries that are disqualified or voided by Sponsor in accordance with these Official Rules, or are stolen, lost, misdirected, not delivered, or not received. The Sweepstakes Entities are not responsible for technical failures of any kind, including, but not limited to, the malfunctioning of any wireless network, telephone, computer, computer network, hardware or software or the unavailability or inaccessibility of any service. The Sweepstakes Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in your handset to receive messages. Proof of submission does not constitute proof of entry.

12. GENERAL TERMS: By entering, you: (a) agree to be bound by these Official Rules and by Sponsor’s interpretation of these Official Rules and decisions, which are final and binding; (b) acknowledge compliance with these Official Rules; and (c) agree to comply with any and all applicable U.S. federal, state and local laws, rules and regulations.

Sponsor reserves the right to cancel, terminate, modify, or suspend the Sweepstakes or any part thereof if any Force Majeure Event occurs that, in Sponsor’s sole determination, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes. Sponsor also reserves the right to modify, withdraw, replace, or amend these Official Rules, including the Entry Period and/or the manner and timing of determining the winning store, to the extent permitted by law. If the Sweepstakes, or any part thereof, is terminated or modified before the end of the Entry Period, notice will be posted at <https://allsup.com/milk> if time permits. Sponsor will determine the winning store based on all uncorrupted Eligible Entries and points credited before the termination or modification, using the selection and tie-breaking procedures in these Official Rules to the extent reasonably practicable.

ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAW AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS’ FEES) TO THE FULLEST EXTENT PERMITTED BY LAW.

The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. If any provision is determined to be invalid, unenforceable, or illegal, the other provisions will remain in effect. Sponsor’s failure to enforce any term of these Official Rules will not constitute a waiver of that provision. You waive any rights to claim ambiguity. Headings are for convenience only and do not affect meaning or intent. In the event of a discrepancy between any Sweepstakes-related materials and these Official Rules, these Official Rules will control.

13. PRIVACY: All information submitted by entrants and collected by Sponsor in connection with the Sweepstakes will be subject to and treated in accordance with Yesway's Privacy Policy, available at yesway.com/privacy-policy and the Yesway & Allsup's Rewards Terms and Conditions, available at yeswayallsupsrwards.com/terms. By entering, entrants agree that Sponsor may collect and use personal information submitted with an entry and with any documentation required under these Official Rules to administer the Sweepstakes, select winners, and fulfill prizes.

14. DISPUTES: THIS SWEEPSTAKES AND THESE OFFICIAL RULES WILL BE GOVERNED BY THE LAWS OF THE STATE OF TEXAS. IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM WILL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. THE VENUE FOR ANY PROCEEDINGS WILL BE IN TARRANT COUNTY, TEXAS. REMEDIES WILL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE OFFICIAL RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND WILL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR OTHER COSTS, OR INJUNCTIVE OR OTHER EQUITABLE RELIEF. BY ENTERING THE SWEEPSTAKES, YOU AGREE THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES OR ANY PRIZE AWARDED WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) YOUR REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES, IF ANY, AND YOU IRREVOCABLY WAIVE ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. IF FOR ANY REASON A DISPUTE PROCEEDS IN COURT RATHER THAN IN ARBITRATION, YOU HEREBY WAIVE ANY RIGHT TO A JURY TRIAL.

15. WINNERS LIST / OFFICIAL RULES: For winning store information, available within fourteen (14) days after the expiration of the Entry Period, or for an additional copy of these Official Rules, send a self-addressed, stamped #10 envelope specifying "Winners List" or "Official Rules" to:

Allsup's Milk Contest
c/o Yesway Marketing
2301 Eagle Parkway, Suite 100
Fort Worth, TX 76177

Requests must be received within sixty (60) days of the expiration of the Entry Period.

16. SPONSOR: BW Gas & Convenience Retail, LLC d/b/a Yesway, 2301 Eagle Parkway, Suite 100, Fort Worth, TX 76177.

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