

PANERA UGLY HOLIDAY CUPS 2021 SWEEPSTAKES

OFFICIAL RULES (“Official Rules”)

ENTER FOR A CHANCE TO WIN. VOID WHERE PROHIBITED BY LAW.

TO BE ELIGIBLE TO PARTICIPATE AND WIN A PRIZE (AS THAT TERM IS DEFINED BELOW), YOU MUST LIVE IN AN AREA SERVICED BY UPS (“FULFILLMENT PARTNER”) IN THE UNITED STATES OF AMERICA WHICH FULFILLMENT PARTNER LOCATIONS CAN BE FOUND AT [HTTPS://WWW.HOLIDAY-2021.FOOJI.COM/#DELIVERY-ZONES](https://www.holiday-2021.fooji.com/#delivery-zones) AND MUST SATISFY THE OTHER ELIGIBILITY REQUIREMENTS SET FORTH BELOW.

BY PARTICIPATING IN THIS PROMOTION, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE PARTICIPATING. WITHOUT LIMITATION, THIS CONTRACT PROVIDES FOR INDEMNIFICATION OF THE SPONSOR, ADMINISTRATOR, AND OTHER PROMOTION ENTITIES BY YOU, A CLASS ACTION AND JURY TRIAL WAIVER, A REQUIREMENT THAT MOST DISPUTES BE SETTLED BY MANDATORY BINDING ARBITRATION, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1) Promotion Entry Period: The Panera Holiday 2021 Sweepstakes (the “Promotion”) begins at approximately 7:00 a.m. ET on December 2, 2021 and ends at 11:59 p.m. ET on December 6, 2021 (the “Promotion Entry Period”). At approximately 7:00 a.m. ET on December 2, 2021, the beginning of the Promotion Entry Period, Sponsor will tweet a call to action from the @PaneraBread Twitter handle (the “CTA Tweet”). As soon as the CTA Tweet is issued, eligible entrants may participate in the Promotion as provided herein.

2) Eligibility: To be eligible to receive a Prize, entrants must, at the time of entry, meet all of the following requirements: (i) be legal residents of the fifty (50) United States or the District of Columbia who live in an area serviced by Fulfillment Partner at one of the locations identified in the link above; (ii) be eighteen (18) years of age or older and the age of majority in the entrant’s jurisdiction as of the date and time of participation; and (iii) be registered users of Twitter (each, a “Participant(s)”). Employees, officers, directors, franchisees and agents of Panera, LLC (“Sponsor”), Fooji, Inc. (“Fooji” or “Administrator”), Fulfillment Partner, any other company involved in the presentation, administration or fulfillment of the Promotion or any other fulfilling merchant selected in Sponsor’s sole discretion and their respective subsidiaries, affiliated companies, and divisions (collectively, the “Promotion Entities”) and each of their immediate family members (defined as any spouse, partner, parent, legal guardian, sibling, child, legal ward, grandparent, or grandchild, regardless of where they reside) and/or those living in the same household of any such person (whether or not related) are not eligible for the Promotion. Void outside the Territory and in Puerto Rico and where prohibited or restricted by law.

3) Sponsor and Administrator: The Sponsor of the Promotion is Panera, LLC, located at 3630 So. Geyer Road, St. Louis, MO 63127. The Administrator of the Promotion is Fooji, Inc. located at 257 E. Short St. Suite 200, Lexington, KY 40507.

4) How To Participate in the Promotion: After the CTA Tweet is made, during the Promotion Entry Period, to participate, click the link included in the CTA Tweet <http://panerauglyholidaycups.com/> posted by @PaneraBread. When you click on the link, you will be directed to the online registration form. You must fully complete the registration form by providing your name, physical address, email address, and phone number and submit to Fooji a completed registration form for its receipt. You may only enter one (1) time during the Promotion Entry Period. A maximum of one (1) Prize may be awarded per person, per Twitter account and per physical address in connection with the Promotion. Purported registration forms that are incorrect or incomplete, received outside the Promotion Entry Period or that contain obscene, offensive, or any other language communicating messages inconsistent with the positive images with which Sponsor and/or Administrator wishes to associate itself/themselves (all as determined by Sponsor and/or Administrator in its/their sole discretion) will be void and disqualified. Sponsor and/or Administrator are not responsible for misspellings, typographical errors, or other issues that may affect the ability to locate or record a purported registration form. Due to the way Twitter operates its service, Fooji may not be able to receive or send communications, or otherwise detect participation from or interact with potential Participants who have Twitter account settings that make their updates, comments, posts or communications private, protected, or otherwise limited, in which case any such purported Participant will be disqualified and ineligible to receive a Prize. Normal Internet access and phone/usage charges imposed by your online/phone service may apply. Each registration form must be manually key stroked and manually entered by the individual Participant; automated and/or repetitive submission of registration forms (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified.

This Promotion is in no way sponsored, endorsed, or administered by or associated with Twitter, Inc.

NOTE ABOUT MOBILE DATA AND MESSAGING CHARGES: When you participate in the Promotion via a mobile device and/or download or transmit data via your mobile device, data and messaging rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on rate plans and charges relating to your participation in this Promotion. Check your mobile device's capabilities for specific instructions.

5) Prizes: There are one hundred and twenty-five (125) Prizes available in this Promotion (as further outlined in the chart below) (each a "Prize"). All federal, state and local taxes and all other expenses not expressly listed in these Official Rules are the sole responsibility of the winners. No more than the stated number of Prizes may be awarded. Prizes are non-transferable and may not be substituted or redeemed for cash by winners. Sponsor reserves the right to substitute any Prize for one of comparable or greater value. Prize type(s) and components will be selected by

Sponsor or its representatives in its/their sole discretion. Actual retail value of the Prizes may vary, including variations based on the Participants' location. **Total ARV of all Prizes available in this Promotion: \$10,000.00.**

Prize	ARV of Each Prize	Number of Prizes Available in The United States of America
Prize 1: One (1) set of four (4) Reusable Panera Holiday Cups	\$80	125
Total Prize Value: \$10,000		

6) Winner Selection: Odds of winning a Prize in this Promotion depends on the number of eligible entries received during the Promotion Entry Period. Fooji will be the official time keeping device for the Promotion and all decisions by the Administrator regarding the timing of entries and the order in which they are received will be final and binding. Subject to compliance with these Official Rules, on or about December 6, 2021, Administrator will select one hundred and twenty-five (125) potential Prize winners in a random drawing from all eligible entries received during the Promotion Entry Period. If you are chosen as a potential winner you will receive a winning notification from the Administrator via email to the email address listed on your online registration form indicating that you are a potential prize winner. Participants selected as winners are limited to one (1) Prize per person, per physical address during the Promotion Entry Period. Prizes delivery will be arranged through email correspondence sent to the potential winner's email address that the potential winner used to enter the Promotion. Local merchants that participate in the Fulfillment Partner network may provide fulfillment and delivery of the Prize(s). Prize availability may vary and is not guaranteed in all areas. Except as determined by Sponsor in its sole discretion, no substitution of any Prize is offered, no transfer of Prize to a third party is permitted, and non-cash Prize(s) may not be redeemed for cash value. AS SET FORTH ABOVE, YOU MUST MEET ALL OF THE ELIGIBILITY REQUIREMENTS, INCLUDING RESIDING IN A LOCATION SERVICED BY FULFILLMENT PARTNER, IN ORDER TO BE ELIGIBLE TO PARTICIPATE IN THIS PROMOTION AND WIN A PRIZE.

Prize(s) will be awarded and delivered only to addresses within the United States that are serviced by a Fulfillment Partner. Verified Prize winner(s) will be solely responsible for all applicable federal, state and local taxes on Prize(s) and may receive an IRS Form 1099 for the retail value of the Prize and must provide Sponsor and/or Administrator with a valid social security number if requested for tax reporting purposes. All expenses associated with the receipt and use of a Prize not specifically mentioned herein are solely the responsibility of the winners. Sponsor and/or Administrator are not responsible for any delay or cancellation of the Prize delivery due to unforeseen circumstances, or those outside of Sponsor and/or Administrator's control. If the fulfilling merchant cancels the order(s) for reasons out of Sponsor and/or Administrator's control,

the Prize will not be delivered and no additional compensation will be provided. Potential winners are subject to verification and may be required to sign and return to Sponsor and Administrator for their receipt within three (3) business days an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release for receipt by Sponsor and Administrator by the due date indicated in the notification message. If any required documents are not timely received by Sponsor and/or Administrator, as applicable, or if any message or mail intended for a winner is returned as undeliverable, then the applicable Prize may be forfeited.

7) Publicity: Without limiting the generality of these Official Rules, participation in the Promotion constitutes permission for the Sponsor, Administrator, and its/their designees, to use the Participant's Prize, name, photograph, likeness, voice, image, biographical information, prize information, quotes attributable to Participant, and any other elements of Participant's persona for purposes of advertising and trade, on or in connection with the Prize, and/or any republication of the Prize, in any and all media now known or otherwise developed without further compensation or review, including, without limitation, to publicize the names and likeness of Prize winners, as detailed in Section 13, unless prohibited by law. By clicking "Enter Now," Participants authorize Fooji or their Fulfillment Partners to send an email notifying Participants of their selection as a potential winner and, provided the potential winner meets all of the eligibility requirements, for delivery details of their Prize.

9) General Rules / Limitations of Liability: By participating in the Promotion, Participants agree to be bound by these Official Rules and the decisions of the Sponsor and Administrator which shall be final in all respects. In the event there is a discrepancy or inconsistency between disclosures or other statements (in any and all media) contained in any Promotion materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Sponsor, Administrator, and the other Promotion Entities assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers, software or providers utilized in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of the Internet or the Twitter platform or any combination thereof, or; (e) any injury or damage to Participant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Promotion. The Sponsor, Administrator, and other Promotion Entities are not responsible for the failure of any order to be received for any reason or for any delay in the processing or failure to process any order or entries. The Sponsor and/or Administrator reserve the right at its/their sole discretion to disqualify any individual that tampers or attempts to tamper with the order process or the operation of the Promotion; violates the Official Rules; is suspected of cheating, fraud, or acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any Participant who uses or is suspected of using cheating, fraudulent means, unauthorized ordering methods, or otherwise attempts to participate multiple times, or with multiple identities, Twitter accounts, and/or addresses will be disqualified. Any attempt by any person to undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor and/or Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor and/or Administrator's failure to enforce any term of these Official Rules shall not constitute a

waiver of that or any other provision. If, for any reason, the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, changes to the Twitter platform that are not acceptable to Sponsor and/or Administrator, or any other causes beyond the control of the Sponsor and/or Administrator which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, then the Sponsor and/or Administrator reserves the right in its/their sole discretion to cancel, modify, suspend or terminate the Promotion in whole or in part. In the event Administrator experiences a technical failure during admission of the Promotion that causes the Promotion to be suspended, Administrator shall select a winner(s) by random drawing from all valid entries received up to the point of the technical failure. **TO THE FULLEST EXTENT PERMITTED BY LAW, AS A CONDITION OF ENTRY INTO THE PROMOTION, ALL PARTICIPANTS AGREE TO RELEASE, INDEMNIFY AND HOLD HARMLESS THE SPONSOR, ADMINISTRATOR, AND OTHER PROMOTION ENTITIES FROM AND AGAINST ANY AND ALL LIABILITY, CLAIMS OR ACTIONS OF ANY KIND WHATSOEVER FOR INJURIES, DAMAGES, OR LOSSES TO PERSONS OR PROPERTY WHICH MAY BE SUSTAINED IN CONNECTION WITH: PARTICIPATING IN ANY ASPECT OF THE PROMOTION; THE RECEIPT, OWNERSHIP OR USE OF ANY PRIZE AWARDED; PREPARING FOR, PARTICIPATING IN OR TRAVELING TO AND/OR FROM ANY PRIZE- RELATED OR PROMOTION-RELATED ACTIVITY, OR; ANY TYPOGRAPHICAL OR OTHER ERROR IN THESE OFFICIAL RULES OR ANY CTA TWEETS OR OTHER ANNOUNCEMENTS RELATING TO THE PROMOTION. THE WINNERS SHALL BEAR ALL RISK OF LOSS OR DAMAGE TO THEIR PRIZE AFTER THEY HAVE BEEN DELIVERED. SPONSOR, ADMINISTRATOR, AND THE OTHER PROMOTION ENTITIES MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND CONCERNING THE APPEARANCE, SAFETY OR PERFORMANCE OF ANY PRIZE(S).**

BY ENTERING THE PROMOTION, PARTICIPANT AGREES THAT, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE(S) AWARDED WILL BE LIMITED TO ACTUAL, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; AND (2) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES (OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00)) AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE FOREGOING LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

Without limiting any other provision in these Official Rules, the Promotion Entities are not responsible or liable to any Participant or winner (or any person claiming through such Participant or winner) for failure to supply the prize or any part thereof in the event that any of the Promotion activities or Promotion Entities' operations or activities are affected by any cause or event beyond the sole and reasonable control of the applicable Promotion Entity (as determined by Administrator in its sole discretion), including, without limitation, by reason of any acts of God, equipment failure, threatened or actual terrorist acts, air raid, act of public enemy, war (declared or undeclared), civil disturbance, insurrection, riot, epidemic, pandemic, fire, explosion, earthquake, flood, hurricane, unusually severe weather, blackout, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, any law, rule, regulation, action, order, or request adopted, taken, or made by any

governmental or quasi-governmental entity (whether or not such governmental act proves to be invalid), or any other cause, whether or not specifically mentioned above.

EACH PARTICIPANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES ARE HEREBY EXPRESSLY WAIVED BY HIM/HER AGAINST THE PROMOTION ENTITIES. SECTION 1542 READS AS FOLLOWS:

“CERTAIN CLAIMS NOT AFFECTED BY A GENERAL RELEASE. A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, AND THAT IF KNOWN BY HIM OR HER WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY.”

10) Privacy Policy: By entering the Promotion, Participants agree that any personal information submitted by Participants may be used and shared by Administrator subject to Fooji’s privacy policy posted at <https://www.fooji.com/privacy/> and Sponsor subject to Sponsor’s privacy policy <https://www.panerabread.com/en-us/company-information/privacy-policy.html>

11) Governing Law / Disputes/ Arbitration: Except where prohibited by law, as a condition of participating in this Promotion, each Participant agrees that (1) any and all disputes and causes of action arising out of or connected with these Promotion, including but not limited to Prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of JAMS and held at the JAMS regional office nearest the Participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will any Participant be permitted to obtain awards for, and Participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys’ fees, other than Participant’s actual out-of-pocket expenses (i.e., costs associated with participating in this Promotion), and Participant further waives all rights to have damages multiplied or increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Participant and Sponsor and/or Administrator in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

12) Severability: If any term of provision of these Official Rules is found under the law to be invalid or unenforceable, then such specific term or provision shall be of no force and effect and shall be severed and the remainder of these Official Rules shall continue in full force and effect.

13) Winners List: For a winners’ list, no later than sixty (60) days after the close of the Promotion, send an email request with the name of the Promotion to hello@fooji.com or mail your request

together with a self-addressed stamped envelope to Panera Holiday 2021 Sweepstakes Winner's List Administrator at the address noted in Section 3 above.

14) Questions? If you have any questions, you may contact us at help@fooji.com.