SPORTS ILLUSTRATED TICKETS' "YOUR TEAM. YOUR GAME. YOUR SHOT." SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE

YOUR CHANCES OF WINNING.

1. SPONSOR
The "Your Team. Your Game. Your Shot." Sweepstakes (the "Sweepstakes") is sponsored by Live Event Partners, Inc., doing business as Sports Illustrated Tickets ("Sponsor"), an Official Fan Experience Partner in Spain of the Cincinnati Bengals and Atlanta Falcons. Sponsor's address is 26 Broadway, Suite 934, New York, NY 10004, United States.

2. ELIGIBILITY
The Sweepstakes is open to legal residents of Spain who are at least eighteen (18) years of age at the time of entry. Potential winners must provide reasonable documentation to verify their age and Spanish residency before a prize is awarded.

Each winner's guest must be at least eighteen (18) years of age and may be required to provide reasonable documentation to verify their age and satisfy applicable ticket delivery and event-entry requirements.

Sponsor may disqualify any potential winner who fails to establish eligibility or provide information reasonably required to award the prize.

Sponsor reserves the right to verify that each potential winner and their guest is not subject to applicable economic or trade sanctions, including sanctions administered by the U.S. Department of the Treasury's Office of Foreign Assets Control (OFAC). Any potential winner or guest whose participation or receipt of a prize would violate applicable sanctions laws or regulations will be disqualified, and the prize may be awarded to an alternate winner in accordance with these Official Rules.

Employees, officers and directors of Sponsor and its parent companies, subsidiaries, affiliates, advertising and promotional agencies, and other parties directly involved in the administration of

the Sweepstakes, as well as their immediate family members and household members, are not eligible to enter.

The Sweepstakes is subject to all applicable laws and regulations. Void where prohibited or restricted by law. Participation constitutes acceptance of these Official Rules.

3. SWEEPSTAKES PERIOD
The Sweepstakes begins at 08:00 on 2 November 2026 and ends at 14:00 on 6 November 2026 (the "Entry Period"). All times are Central European Time (CET) in mainland Spain.

Entries received before or after the Entry Period will not be eligible. Sponsor reserves the right to verify the date and time of each entry.

4. HOW TO ENTER
No purchase is necessary to enter.
During the Entry Period, eligible participants may enter by visiting https://madrid.sifanexperiences.es and completing the online entry form with the requested information, including their first and last name, email address, country of residence and preferred team: the Cincinnati Bengals or the Atlanta Falcons.

Entrants must select one team when entering. This selection determines the prize drawing in which the entrant will participate.

Limit one (1) entry per person for the duration of the Sweepstakes. Entries must be submitted personally by the entrant. Automated, fraudulent, duplicate or third-party entries may be disqualified.

All information submitted must be accurate and complete. Sponsor is not responsible for lost, incomplete, late, illegible or misdirected entries, or for technical issues that prevent participation.

5. PRIZES AND APPROXIMATE RETAIL VALUE
Two (2) prizes will be awarded as follows:

- Cincinnati Bengals Prize: One (1) pair of tickets to the NFL Madrid Game featuring the Cincinnati Bengals and Atlanta Falcons on 8 November 2026, at Bernabéu Stadium in Madrid, Spain. Approximate retail value ("ARV") of two (2) tickets: €540.06 ($603.20 USD).

- Atlanta Falcons Prize: One (1) pair of tickets to attend the NFL Madrid Game featuring the Atlanta Falcons and Cincinnati Bengals on 8 November 2026, at Bernabéu Stadium in Madrid, Spain. Approximate retail value ("ARV") of two (2) tickets: €540.06 ($603.20 USD).

Total ARV of all prizes: €1,080.12 ($1,206.40 USD).
USD equivalent calculated using the exchange rate applicable on 29 October 2026.

One (1) winner will be selected from eligible entries identifying the Cincinnati Bengals as their preferred team, and one (1) winner will be selected from eligible entries identifying the Atlanta Falcons as their preferred team.

Each prize consists solely of two (2) game tickets. Travel, accommodation, meals, transportation, spending money and any other expenses are not included and are the responsibility of the winner and their guest.

Prizes are non-transferable, cannot be exchanged for cash and may not be substituted by the winner. Sponsor reserves the right to substitute a prize with another of equal or greater value if necessary, subject to applicable law.

The winner and guest must comply with all applicable stadium, ticketing and event-entry policies. The guest may be required to meet applicable age requirements and provide any information required for ticket delivery or admission.

6. WINNER SELECTION AND NOTIFICATION

On 6 November 2026, after the Entry Period has closed, Sponsor or its designated representative will conduct two (2) separate random drawings from all eligible entries received during the Entry Period:

- One (1) potential winner will be drawn from eligible Cincinnati Bengals entries.
- One (1) potential winner will be drawn from eligible Atlanta Falcons entries.

Sponsor will conduct and document the random drawings using a neutral and impartial selection process. Winner selection will not be influenced by any entrant's government position, political affiliation, business relationships, or ability to influence any government official or public authority. Sponsor will retain reasonable records of the drawing process and winner selection.

Each eligible entrant has an equal chance of winning within the drawing for their selected team.

The odds of winning depend on the number of eligible entries received for the applicable team. Notification, eligibility verification, prize acceptance and alternate-winner procedures are set out in Section 7.

If no eligible entries are received for one team, that team's prize will be awarded through a further random drawing from eligible entries submitted for the other team, excluding any person who has already been selected as a winner. A person may not win both prizes. If no eligible entries are received for either team, no prize will be awarded.

7. PRIZE ACCEPTANCE, DELIVERY AND FORFEITURE

Each potential winner will be notified by email using the email address provided at entry. Each potential winner must respond within twenty-four (24) hours of the notification email being sent to confirm acceptance of the prize and availability to attend the game on 8 November 2026. The

potential winner must also provide any information reasonably required to verify eligibility and facilitate prize delivery.

As a condition of receiving a prize, each potential winner and their guest may be required to provide information or certifications reasonably requested by Sponsor to confirm compliance with applicable sanctions, anti-corruption and other legal requirements. Sponsor reserves the right to withhold or deny a prize where awarding or delivering the prize would violate applicable law, including applicable anti-bribery or anti-corruption laws. This includes circumstances in which the award of a prize to a winner or guest who is a foreign government official or other covered person would create a violation of applicable law. Any forfeited prize may be awarded to an alternate winner in accordance with these Official Rules.

If a potential winner declines the prize, is unable to attend the game, fails to respond within the specified timeframe, is found to be ineligible, or fails to provide information reasonably required to verify eligibility or deliver the prize, the prize may be forfeited.

Sponsor may select an alternate winner at random from the remaining eligible entries for the applicable team, subject to the procedures in Section 6. Sponsor may continue selecting alternate winners until the prize is awarded or insufficient time remains to complete the process before the game.

Due to the timing of the event, Sponsor may establish a shorter response period for any alternate winner, provided that the alternate winner is given a reasonable opportunity to respond and accept the prize before the event.

Each prize is non-transferable, has no cash alternative, and must be accepted as awarded. Tickets are subject to the ticket issuer's terms and conditions and the stadium's rules of entry.

Travel, accommodation, meals, transportation and all other expenses associated with attending the game are the responsibility of the winner and guest.

If the game is postponed, rescheduled, canceled or materially changed, the prize will be handled in accordance with applicable law and the applicable ticket terms. Where permitted by law, Sponsor may provide a reasonable alternative prize of equal or greater value.

8. TAXES

Sponsor will be responsible for taxes, fees, filings, reporting obligations and any required payments imposed on Sponsor in connection with the administration of the Sweepstakes and the awarding of the prizes, including any applicable promotional tax or gaming activities tax (Impuesto sobre Actividades de Juego) under Article 48 of Spanish Law 13/2011, including the 10% tax applicable to promotional random drawings classified as *combinaciones aleatorias con fines publicitarios o promocionales*, calculated on the total market value of the prizes offered.

Each winner is responsible for any personal taxes arising from the acceptance or use of the prize, including any applicable personal income tax (Impuesto sobre la Renta de las Personas Físicas or IRPF), except to the extent Sponsor is required by applicable law to withhold, deduct, pay or remit amounts on the winner's behalf.

Where required by applicable law, Sponsor will make the applicable withholding or advance payment (ingreso a cuenta) in connection with the award of a prize and provide the winner with the relevant tax documentation or certification.

As the value of each prize exceeds the applicable threshold for withholding or advance payment, Sponsor will make any required ingreso a cuenta in accordance with applicable Spanish tax law and provide the winner with the corresponding tax certification.

Sponsor may request information or documentation reasonably necessary to comply with applicable tax, withholding and reporting obligations.

9. PERSONAL DATA AND PRIVACY

Live Event Partners, Inc., doing business as Sports Illustrated Tickets (the “Sponsor”), located at 26 Broadway, Suite 934, New York, NY 10004, USA, will process the personal data submitted in connection with the “Your Team. Your Game. Your Shot.” Sweepstakes for the purposes of administering the Sweepstakes, verifying eligibility, selecting and contacting potential winners, awarding and delivering prizes, and complying with applicable legal obligations, including tax and recordkeeping requirements.

The data processed may include your name, email address, selected team, confirmation of eligibility, and any additional information reasonably necessary to verify eligibility or deliver a prize. This may also include processing information reasonably necessary to conduct sanctions screening and other compliance checks relating to potential winners and their guests, including checks against applicable government sanctions lists and other relevant restricted-party databases. Sponsor will process personal data on the legal bases applicable to administering the Sweepstakes, complying with legal obligations, and, where applicable, pursuing its legitimate interests in preventing fraud and ensuring the proper administration of the promotion.

Where a potential winner provides personal data relating to their guest, the winner is responsible for ensuring that the guest is informed that their personal data may be provided to Sponsor for the purposes described in these Official Rules. Sponsor will provide the guest with any applicable privacy information required under data protection laws.

Personal data may be shared with service providers and other parties where reasonably necessary to administer the Sweepstakes, deliver the prizes, verify eligibility, or comply with legal obligations. Where required by law, winner information may also be disclosed to the relevant tax or regulatory authorities. Sponsor will not use entrants’ information for unrelated marketing purposes unless the entrant has separately provided any consent required by applicable law.

Sponsor is based in the United States, and personal data may be transferred to and processed in the United States or other countries for the purposes described in these Official Rules. Any transfer of personal data outside the European Economic Area will be carried out in accordance with applicable data protection laws, including, where required, through an applicable transfer mechanism under the GDPR and subject to appropriate safeguards. Information about the applicable safeguards and how to obtain a copy of them, where required by law, will be made available upon request.

Where required under applicable data protection law, Sponsor will designate a representative in the European Union and provide the representative's name and contact details in Sponsor's Privacy Policy or another applicable privacy notice. Where a representative is required, entrants may use those contact details to exercise their data protection rights or raise questions about the processing of their personal data.

Personal data will be retained only for as long as reasonably necessary to administer the Sweepstakes, deliver the prizes, address disputes or claims, and comply with applicable legal obligations. Winners may be asked to provide additional information reasonably necessary to verify eligibility, arrange ticket delivery, or satisfy applicable legal and tax requirements.

Subject to applicable law, you may have the right to request access to, rectification or erasure of your personal data, restriction of processing, objection to processing, or data portability, and to withdraw consent where processing is based on consent. You also have the right to lodge a complaint with the competent data protection supervisory authority, including the Spanish Data Protection Agency (Agencia Española de Protección de Datos, AEPD).

To exercise your rights or ask questions about the processing of your personal data, please contact Sports Illustrated Tickets at privacy@sitickets.com or through the European representative contact details set out in Sponsor's Privacy Policy: https://www.sitickets.com/privacy.
For further information about Sponsor's privacy practices, please review the Sports Illustrated Tickets Privacy Policy at https://www.sitickets.com/privacy.

10. PUBLICITY
Any use of a winner's name, image, likeness or other personal information for publicity purposes will be subject to applicable law and any required consent. Acceptance of a prize does not, by itself, require a winner to grant publicity rights where such consent is legally required.

11. GENERAL CONDITIONS
Sponsor reserves the right to disqualify entries that violate these Official Rules, involve fraud or manipulation, or otherwise compromise the fair operation of the Sweepstakes.

If fraud, technical failures or other circumstances beyond Sponsor's reasonable control affect the integrity or proper administration of the Sweepstakes, Sponsor may take reasonable steps to protect the integrity of the promotion, including modifying, suspending or canceling the Sweepstakes where permitted by law.

Nothing in these Official Rules excludes or limits any rights or remedies that cannot lawfully be excluded or limited under applicable law.

12. LIMITATION OF LIABILITY

To the extent permitted by applicable law, Sponsor and the other parties involved in administering the Sweepstakes will not be responsible for technical failures, network interruptions, incomplete entries or other circumstances beyond their reasonable control that prevent participation.

For purposes of these Official Rules, the "NFL Entities" means the National Football League ("NFL"), its member professional football clubs (including the Cincinnati Bengals and Atlanta Falcons), and each of their respective parents, subsidiaries, affiliates, owners, shareholders, officers, directors, employees, agents, representatives, successors and assigns.

To the extent permitted by applicable law, the NFL Entities shall not be responsible or liable for any claims, losses, damages or liabilities arising out of or in connection with participation in the Sweepstakes, acceptance, possession or use of any prize, or any aspect of the administration or fulfillment of the Sweepstakes. By entering the Sweepstakes, entrants release and agree to hold harmless the NFL Entities from any such claims, except to the extent liability cannot lawfully be excluded or limited under applicable law.

Nothing in these Official Rules excludes or limits liability for matters for which exclusion or limitation is prohibited by applicable law, including any mandatory consumer rights.

13. INDEPENDENT PROMOTION

This Sweepstakes is sponsored and administered solely by Live Event Partners, Inc., doing business as Sports Illustrated Tickets. The Sweepstakes is not sponsored, endorsed or administered by the National Football League, its member professional football clubs (including the Cincinnati Bengals and Atlanta Falcons), or any of their respective parents, subsidiaries, affiliates or related entities (collectively, the "NFL Entities"), or Bernabéu Stadium. The NFL Entities and Bernabéu Stadium are not responsible for the administration of this Sweepstakes, the selection or notification of winners, or the awarding or fulfillment of prizes. This provision does not alter Sponsor's authorized relationships with either club.

14. GOVERNING LAW

These Official Rules and the Sweepstakes are subject to applicable Spanish and European Union law. Nothing in these Official Rules deprives eligible participants of any mandatory protections or rights afforded to them under applicable law.

15. WINNER INFORMATION AND CONTACT

For questions about the Sweepstakes or to request information about the winners, contact madrid@sifanexperiences.es, subject to applicable data protection requirements.
Sponsor's contact details are:
Live Event Partners, Inc. doing business as Sports Illustrated Tickets
26 Broadway, Suite 934
New York, NY 10004
United States

16. ACCEPTANCE OF OFFICIAL RULES

By entering the Sweepstakes, each entrant acknowledges that they have read and agree to these Official Rules, subject to any mandatory rights and protections under applicable law.