

Official Rules
“Show Your Shell: Teenage Mutant Ninja Turtles Pizza Contest”

Sponsor: Viacom International Inc., 1515 Broadway, New York, NY 10036.

Administrator: Team Epiphany, LLC, 2 Wall Street, 9th floor, New York, NY 10005.

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN PUERTO RICO, WHERE PROHIBITED OR RESTRICTED BY LAW AND OUTSIDE THE UNITED STATES AND CANADA. MANY WILL ENTER, FEW WILL WIN. AN INSTAGRAM ACCOUNT AND INTERNET CONNECTION ARE REQUIRED TO PARTICIPATE. WHILE INSTAGRAM’S TERMS AND CONDITIONS APPLY TO INSTAGRAM USE, INSTAGRAM IS NOT A SPONSOR OF THE CONTEST, NOR IS INSTAGRAM IN ANY WAY RESPONSIBLE FOR THE ADMINISTRATION OF THE CONTEST, THE JUDGING AND VERIFICATION OF WINNERS OR THE FULFILLMENT OF THE PRIZES. ALL INQUIRIES REGARDING THE CONTEST SHOULD BE DIRECTED TO VIACOM INTERNATIONAL INC., NOT TO INSTAGRAM.

2. **Entry Period:** The “*Show Your Shell: Teenage Mutant Ninja Turtles Pizza Contest*” (the “Contest”) shall begin at 12:00:01 a.m. Eastern Time (“ET”) on February 8, 2024 and end at 11:59:59 p.m. ET on March 1, 2024 (the “Contest Period”). Sponsor’s clock is the official time-keeping device for this Contest. All entries must be received on or before the conclusion of the Contest Period.

3. **Eligibility:** The Contest is open to individuals who are: (i) a legal resident of the United States (excluding Arizona, Colorado, Maryland, North Dakota, and all U.S. territories and possessions) or the District of Columbia or Canada (excluding Quebec), and (ii) at least eighteen (18) years of age or the age of majority in the jurisdiction in which he/she resides (19 years old in Alabama, Nebraska, British Columbia, New Brunswick, Newfoundland, Northwest Territories, Nova Scotia, Nunavut, and Yukon; 21 years old in Mississippi) at the time of entry (each an “Entrant”, collectively the “Entrants”). (Note: Entrants will need to create an Instagram account if they do not already have one. Membership on Instagram is free, and registration can be obtained by logging on to <http://www.instagram.com> [“Instagram Web Site”] and following the onscreen instructions to open an account.) Employees of Viacom International Inc. (“Sponsor”), Paramount Global, Team Epiphany, LLC, Meta Platforms, Inc. (“Instagram”), FoodStory Brands, LLC (“FoodStory Brands”), Miracapo Pizza Company, LLC, Karisma Hotels and Resorts, all prize providers and each of their respective affiliated parents, companies, sponsors, subsidiaries, advertising agencies and third party fulfillment agencies (collectively, the “Contest Entities”) and their immediate families (*i.e.*, parents, spouses, children, siblings, grandparents, step-parents, step-children, step-siblings, regardless of where they reside) and members of their households (whether related or not) are not eligible to enter this Contest. Any individual who has won a prize in any Sponsor-related sweepstakes, contest and/or promotion in the twelve (12) months prior to the start of the Contest are ineligible to participate in this Contest. By participating in this Contest, Entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by the Sponsor, and by the decisions of the Sponsor and Judges (as defined below), which are final in all matters relating to this Contest; (b) release and hold harmless Contest Entities and their respective agents, employees, officers, directors, successors and assigns, against any and all claims, injury or damage arising out of or relating to participation in this Contest and/or use or misuse or redemption of the Prizes (as defined below); and (c) acknowledge compliance with these Official Rules.

4. **To Enter:** During the Contest Period, each Entrant should log on to his/her Instagram account on their web-enabled desktop or mobile device and go to and follow Nickelodeon’s authorized Teenage Mutant Ninja Turtles account (@tmnt) located at <https://instagram.com/tmnt>. Entrants should find the initial post on @tmnt announcing the Contest which will (i) direct Entrants to a link which will direct them to a Contest microsite located at <https://TMNTPizzaNight.com> which provides details on how to enter the Contest and hosts these Official Rules and the user generated content submission agreement which govern each Entrant’s Contest submission (the “Submission Release”), and (ii) includes a call to action for each Entrant to create one (1) Teenage Mutant Ninja Turtles-themed pizza pie which exemplifies and embodies the Judging Criteria, as defined in Section 6 below, (each an “Entrant Pizza”) and submit one (1) still image photograph of the Entrant Pizza (the “Submission”) as a post on Entrant’s Instagram account timeline accompanied by an explanation how the Entrant Pizza relates to the Teenage Mutant Ninja Turtle’s brand along with the designated hashtag #TMNTPizzaContest in the caption (each an “Entry”, collectively, the “Entries”). There is no purchase required to enter the Contest; Entrants are encouraged to use food items commonly found in their households in order to make their Entrant Pizza. **Important: The Submission must meet all of the Entry Requirements**

as set forth in Section 5 below in order to be eligible for entry in the Contest, including the requirement that no individuals be featured in the photographic Submission. BY SUBMITTING A POST OF ENTRANT'S SUBMISSION ON ENTRANT'S INSTAGRAM ACCOUNT TIMELINE ACCOMPANIED BY AN EXPLANATION HOW THE ENTRANT PIZZA RELATES TO THE TEENAGE MUTANT NINJA TURTLE'S BRAND ALONG WITH INCLUDING THE ACCOMPANYING HASHTAG #TMNTPIZZA CONTEST IN THE CAPTION DURING THE CONTEST PERIOD, SUCH ENTRANT AGREES TO THESE OFFICIAL RULES AND THE SUBMISSION RELEASE. **Each Entrant must submit his/her Submission on their respective Instagram account timeline accompanied by an explanation how the Entrant Pizza relates to the Teenage Mutant Ninja Turtle's brand along with the designated hashtag #TMNTPizzaContest during the Contest Period in order to obtain one (1) entry into the Contest. Limit of one (1) unique Entry per person/Instagram account/household during the Contest Period.** Each Entrant must submit their own Entry. Automated posts or posts sent via a bot will be disqualified. Each Entry submitted in accordance with these Official Rules and the Submission Release shall be hereinafter referred to individually as an "Eligible Entry," collectively as "Eligible Entries." In the event of a dispute over who submitted a winning Entry, the authorized subscriber of the Instagram account used to participate in the Contest at the actual time of entry will be deemed to be the Entrant. The authorized account subscriber is defined as the natural person who is assigned an Instagram account by Instagram. Potential Winners (as defined below) may be required to show proof of being the authorized account holder to the Sponsor or forfeit the Prize. Multiple Entrants are not permitted to share the same Instagram account. Each Entry must comply with Instagram's Terms of Use available on the Instagram Web Site at <https://help.instagram.com/581066165581870/>. Any attempt to obtain entries in excess of the limit on entries as set forth in these Official Rules, including by using or creating multiple Instagram accounts, by using multiple and/or different identities, forms, or registrations, or by any other methods, will void all of the relevant Entrant's entries, and that Entrant may be disqualified at Sponsor's discretion. **Important note: If an Entrant's Instagram account is set to non-public or "protected mode," such Entrant's updates/responses may not be visible in Sponsor's Instagram account and may not thus be received by Sponsor unless Entrant has previously consented to permit Sponsor to see the Entrant's Instagram updates.** Please note that if an Entrant does not respond to the Prize winner's notification described in Section 6, such Entrant will be disqualified and another Prize winner may be selected. Normal Internet access, phone, and usage charges imposed by an Entrant's online or phone service may apply. If an Entrant opts to use Instagram via his/her wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Contest), standard text messaging and/or data rates may apply for each message sent or received from his/her handset according to the terms and conditions of his/her service agreement with his/her wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on his/her mobile phone bill or be deducted from his/her prepaid account balance. Wireless carriers' rate plans may vary, and Entrants should contact their wireless carrier for more information on messaging rate plans and charges relating to their participation in this Contest. Participation in this Contest by mobile device means that an Entrant understands that they may receive additional messages by mobile device relating to this Contest, including notifying them if they are a Prize winner, which may be subject to charges pursuant to their carrier's rate plan. Text messaging may not be available from all mobile phone service carriers and handset models. Mobile device service may not be available in all areas. Entrants should check their phone's capabilities for specific instructions.

5. **Entry Requirements:** Each Entrant's Submission submitted as part of their Entry must abide by all of the Entry requirements as further detailed below (the "Entry Requirements") or otherwise be subject to disqualification from the Contest. The Submission and/or Entry cannot include entry materials or image uploads that are considered inappropriate in any way (as determined by Sponsor, in Sponsor's sole opinion).

ALL Entries:

- **MUST** be Entrant's original idea (modification of an original work is not an original idea) and interpretation of the Judging Criteria.
- **MUST** be a photographic still image Submission formatted for posting on Instagram (i.e., aspect ratio of 1x1, 4x5 or 16x9).
- **MUST** only feature the image of the Submission, **MUST NOT** include the image or likeness of Entrant and/or any third-party individuals, including but not limited to minors, celebrities, or Entrant's family members or friends.
- **MUST NOT** copy or otherwise plagiarize from any source and/or have been previously submitted in an award program, contest or promotion of any kind.
- **MUST NOT** contain any personally identifiable information.
- **MUST NOT** contain any malware, worms, viruses, Trojan horses, or any other destructive software.

- **MUST NOT** contain material which is (or promote activities which are) in Sponsor's sole discretion, hateful, slanderous, libelous, tortious, explicit, obscene, inappropriate, or violent.
- **MUST NOT** contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- **MUST NOT** contain material that violates or infringes another's rights, including but not limited to material that violates privacy, publicity, or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, Entry submissions must not include non-Nickelodeon owned or controlled characters and/or third-party trademarks, logos, intellectual property, product labels, insignia, location signage, photographs, artwork, or sculptures other than those authorized by Sponsor for inclusion.
- **MUST NOT** include mention or performance of any copyrighted media production including but not limited to books, articles, photographs, artwork, music, etc., or identifying descriptions of any media property except those of Sponsor.
- **MUST NOT** include commercial or any other third party owned or controlled music.
- **MUST** be in keeping with Sponsor's positive image and **MUST NOT** disparage the Contest Entities or any other person or party affiliated with the Contest, as determined by Sponsor in their sole discretion.
- **MUST** comply with Instagram's Terms of Use located at <https://help.instagram.com/581066165581870>.
- **MUST** comply with Sponsor's Submission Release located at <https://TMNTPizzaNight.com>

Any Entry containing obscenity, crude language, or descriptions of a violent or sexual nature (as defined solely by Sponsor) will not be accepted and the associated entry will be disqualified. Use of a profane username or other information or the submission of false or misleading personal information by an Entrant will be grounds for disqualification. Determination of information to be profane, false, or misleading is at the sole discretion of the Sponsor. By submitting your Submission you warrant and represent, to the best of your knowledge, that the Entry, and your submission thereof to the Contest, (1) that the Entry is your own sole and original idea, (2) that the Entry does not contain any virus, bugs, or other deleterious material, (3) Entrant is not represented under contract (e.g., by a talent agent or manager) such that Sponsor's or its assigns' ability to display the Submission in any media form would be limited or impaired; and, (4) Entrant is not under any other contractual relationship, including but not limited to guild and/or union memberships, that may prohibit them from participating fully in this Contest, or from allowing Sponsor or its assigns to use the licensed Submission royalty-free in any and all media, worldwide, in perpetuity.

All information submitted by Entrants is subject to, and will be treated in a manner consistent with, the Sponsor's Submission Release and privacy policy accessible at <https://privacy.paramount.com/en/policy>. **Entries that, at Sponsor's sole discretion, do not comply with the Entry Requirements, or otherwise with these Official Rules and/or the Submission Release will be void, eliminated and not eligible for consideration in the Contest.** Proof of sending or submission of an Entry will not be deemed proof of receipt by Sponsor. Entries that, in Sponsor's sole discretion, are incomplete, illegible, corrupted, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Contest at Sponsor's sole and absolute discretion. Bulk, automated and/or third-party Entries are void and prohibited and will be disqualified. Any attempt to obtain Entries in excess of the limit on Entries as set forth in these Official Rules, including by using multiple and/or different identities, forms, registrations, email addresses, logins, or any other methods, will void all of the relevant Entrant's Entry, and that Entrant may be disqualified at Sponsor's discretion. If there is/are any dispute(s) regarding the owner of an email address, the Registered Account Holder shall be deemed the owner of the email address. The "Registered Account Holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the email address in dispute. Sponsor is not responsible for any problems or technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer on-line systems, servers or providers, computer equipment, software, failure of entrants on account of technical problems or traffic congestion on the internet or at any web site or any combination thereof, including injury or damage to entrants or to any other person's computer related to or resulting from participating or downloading materials contained in this Contest.

Submitting an Entry constitutes Entrant's consent to grant to Sponsor a royalty-free, irrevocable, perpetual, non-exclusive and assignable license to use, reproduce, modify, publish, create derivative works from, and display the Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional, marketing or commercial purposes, and, to the fullest extent permissible by law, Entrant irrevocably waives, and agrees to never assert, any moral rights (as defined under the applicable law) that the Entrant has or will have with respect to the Submission. If requested, Entrant will sign any documentation that may be required for Sponsor or its

designees to make use of the non-exclusive rights Entrant is granting to Sponsor the use the Submission including, but not limited to a Submission licensed rights grant and release (the "Submission Release"). Released Parties (as defined below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entries all of which will be void.

6. **Contest Judging/Winner Selection/Notification:** On or about March 1, 2024, all Eligible Entries shall be reviewed by Sponsor's authorized judging panel composed of (i) Teenage Mutant Ninja Turtles' co-creator, Kevin Eastman, (ii) Michelle Gomez, Senior Director of Business Development at FoodStory Brands, and (iii) Emilie Cruz, Director of Creative Strategy, Paramount Global (each a "Judge," collectively, the "Judges"). The Judges shall evaluate each Eligible Entry received during the Contest Period based upon the following judging criteria (collectively, the "Judging Criteria"):

1. **TMNT Thematic Tie:** Judges will rate how well you've embodied the spirit and world of the Teenage Mutant Ninja Turtles in your Entrant Pizza and as explained in your post's caption. How well do you draw a line between the TMNT universe and the pizza? Whether it's a visual representation of your favorite TMNT character, finding ways to insert TMNT thematic ties into your creation, such as a specific Turtle's personality and character traits, or a touch of edible ooze for extra taste.
2. **Creativity & Aesthetic Presentation:** Classic fine dining criteria. Make your pizza look absolutely delicious yet ridiculously bonkers, from the crust shape, pizza sauce color, to how you arrange your wacky toppings. How beautiful, interesting, or wacky does the pizza look? Judges will rate entries based on the creative design and aesthetics of the pizza - from any unique or artful crust shapes, and color palettes to the way the toppings are arranged on the dough. Eye-pleasing designs and neatness count!
3. **Toppings:** This is where you get your wackiest. Choose any combination of toppings that make sense to you, but make the Judges want to eat it too. Do the toppings make the Judges immediately want to take a trip to the store and try to recreate the pizza themselves? Think outside the box, but remember the Judges won't be able to taste your pizza so ingredients' overall visual complementary and contrasting elements count, too.
4. **Photo Composition:** Take a photo that showcase your pizza in the best way, perfect for Instagram (aspect ratio of 1x1, 4x5 or 16x9)! The picture is as much of the presentation as the food itself. Judges will rate entries based on how well-composed the photo is: whether it's the backdrop, lighting, colors, or overall positioning. Remember, any photos with individuals featured will be disqualified – it's all about the pie!

For each Eligible Entry, each Judge shall use the point system as set forth below to assign a score for each of the four (4) Judging Criteria.

- 1: Very Bad
- 2: Somewhat Bad
- 3: Average
- 4: Somewhat Good
- 5: Excellent

The sum of each Judge's points for a specific Judging Criteria will equal that Judging Criteria's total score (each a "Criteria Total," collectively the "Criteria Totals"), the sum of all of the Criteria Totals will result in the total score for the corresponding Eligible Entry. For example, if each Judge assigned 1 point for each Judging Criteria for an Eligible Entry, such Eligible Entry would have a total score of twelve (12) points. Alternatively, if each Judge assigned 5 points for each Judging Criteria for an Eligible Entry, such Eligible Entry would have a total score of sixty (60) points. The Entrant whose Eligible Entry has the second highest total score as determined by the Judges will be deemed the Contest finalist (the "Finalist") and the Entrant whose Eligible Entry has the highest total score as determined by the Judges will be deemed the Contest winner (the "Winner"). In the event of a tie between Entrant's Eligible Entries' total scores to determine the Finalist and the Winner, the Eligible Entry which receives the higher Criteria Total for the TMNT Thematic Tie Judging Criteria will be deemed the winner of the tie. In the event of a tie between the Criteria Total for the TMNT Thematic Tie Judging Criteria, the higher Criteria Total for the next sequential Judging Criteria in the order as set forth above will be deemed the winner of the tie. The aforementioned process shall be replicated until the tied scores are broken and a Finalist and a Winner have been determined by the Judges. Sponsor reserves the right to not select a Finalist or a

Winner and not award Prizes, if, in its sole discretion, it does not receive a sufficient number of Entrants and/or Eligible Entries during the Contest Period.

Sponsor will make one (1) attempt on or around March 8, 2024 to contact the potential Winner and Finalist via Instagram direct message. If the potential Winner or Finalist, as applicable, does not respond within seven (7) days of being contacted, such Winner or Finalist, as applicable, will be disqualified and the Entrant whose Eligible Entry garnered the next highest total score determined by the Judges based on the Judging Criteria will be deemed the alternate Winner or Finalist, as applicable (as point of clarification, in the event the potential Winner is disqualified, the potential Finalist will be deemed the alternate potential Winner). This process will be repeated until both the potential Winner and Finalist have been successfully identified, but, if after up to five (5) unsuccessful attempts by Sponsor to find an alternate winner(s) for the Winner and Finalist slots, Sponsor reserves the right to discontinue selecting such alternate Winner or Finalist, as applicable, and the corresponding Prize(s) (as defined below) shall remain unawarded.

7. **Prize Winners, Verification:** Before a potential Winner or Finalist will be respectively deemed an official Contest Winner or Finalist, such individuals must prove eligibility, including, without limitation, proof of age and residence, within three (3) days of being notified as a potential Winner or Finalist, as applicable. In the event of non-compliance by a potential Winner or Finalist, as applicable, such individual shall be disqualified and all privileges otherwise due as a potential Winner or Finalist, as applicable, shall be terminated and the Entrant whose Eligible Entry garnered the next highest total score based on the Judging Criteria will be deemed the alternate potential Winner or Finalist, as applicable, in Sponsor's sole discretion (as point of clarification, in the event the potential Winner is disqualified, the potential Finalist will be deemed the alternate potential Winner). Potential Winner and Finalist must sign and return within three (3) days the following documents on Sponsor's request: (a) an affidavit of eligibility and release of the Released Parties (as defined below), from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Contest or the use/misuse or acceptance of a Prize or any portion thereof to be eligible for a Prize; (b) except where prohibited by law, a publicity release granting Contest Entities the right to use the Winner's and Finalist's names, Instagram usernames, images and likenesses for advertising and publicity purposes without additional compensation; (c) a Submission Release (as defined above); and, (d) any other documentation required by Sponsor, including applicable tax forms (e.g., W9 form) and Winner's and Finalist's social security numbers for tax purposes (collectively, the "Releases"). Entry into this Contest constitutes agreement to sign such Releases. The Winner and Finalist must also complete any additional legal documents provided by Sponsor (or third party on its behalf, if applicable) with respect to the Prizes and return them within three (3) days (or within a longer time frame as specified by Sponsor in its sole discretion) or the applicable Winner or Finalist shall forfeit the Prize (as applicable) at Sponsor's sole discretion. Failure to return all such documents and comply with the aforementioned deadline, noncompliance with these Official Rules or the return of any Prize or Prize notification will result in disqualification and selection of an alternate Winner or Finalist, as applicable, in accordance with the alternate selection process outlined above. All decisions of the Sponsor and the Judges relating to the Contest are final. Sponsor expressly reserves the right to delay the announcement of the Winner and Finalist for creative or technical reasons or for any other reason Sponsor deems necessary. All travelers in the Grand Prize (as defined below) must sign (with corresponding parental signature accompanying any minor traveler's signature) an Affidavit/Release prior to ticketing.

8. **Prizes (2):** There are two (2) prizes to be awarded in the Contest, one (1) grand prize trip package to be awarded to the Winner (the "Grand Prize") and one (1) first prize to be awarded to the Finalist (the "First Prize"). The Grand Prize and the First Prize may be individually referenced herein each as a "Prize" or collectively as the "Prizes." The Grand Prize and the First Prize shall consist of the respective components as follows:

Grand Prize (1): The Winner will receive the Grand Prize which consists of a trip package for the Winner and up to four (4) guests (each a "Guest," collectively the "Guests") to the Nickelodeon Hotels & Resorts Riviera Maya in Riviera Maya, Mexico (the "Hotel"). Any Guest who has not reached the age of majority in their state or province of residence must be accompanied by their parent/legal guardian. The Grand Prize shall consist of the following elements: (i) roundtrip coach airfare for the Winner and Guests from the airport nearest the Winner's residence (as determined by Sponsor) to Cancun, Mexico. Winner and Guests are solely responsible for their own transportation to/from the departure airport; (ii) four (4) days/three (3) nights all-inclusive Hotel accommodations in the Lair Suite (occupancy up to five [5] individuals, including all meals, 24-hour room service, beverages, WI-FI, entertainment, non-exclusive character meet-and-greets, gratuities, taxes, and service charges, but excluding, and not limited to, spa services, certain on-site food and beverage experiences, tours or excursions, character breakfasts, and private sliming experiences); and (iii) ground trip ground transportation to/from Cancun airport & Hotel. Also,

Winner shall receive a limited edition FoodStory Brand frozen pizza inspired by Winner's Entrant Pizza creation. **The approximate retail value ("ARV") of the Grand Prize is US\$28,327.00.**

First Prize (1): The Finalist shall receive a Teenage Mutant Ninja Turtles prize pack composed of the following items: (i) Classic TMNT Surreal Pizza Seasoning; (ii) Zen Monkey - TMNT Classic Pins (Comic); (iii) Zen Monkey - TMNT Classic Pins (Comic); (iv) Super7 re:action Classic Figures; (v) Akedo 40th Anniversary 5-Pack (Moose Toys- Target Exclusive); (vi) Junior Plush (Club Tomi Mocchi-Mocchi); (vii) Funrise Shellriders; (viii) Playmates Classic 12 TMNT Figures; (ix) Playmates Mega Mutant Figures MiniCo Figures (Iron Studios); (x) Teenage Mutant Ninja Turtles Retro Journal; (xi) TMNT Skullcandy Headphones; (xii) IncrediBuilds: Teenage Mutant Ninja Turtles: Leonardo 3D Wood Model; (xiii) TMNT Blanket; (xiv) TMNT Pop-Ups; (xv) TMNT Backpack; (xvi) Little People Collector TMNT Heroes Pack; (xvii) Playmates Basic Figures (Leo, Raph, Donnie, Mikey); (xviii) Raph Cowabunga Skateboard RC; (xix) TMNT Mutant Mayhem Monopoly; and, (xx) TMNT Leo Bop It. **The total ARV of the First Prize is US\$565.00.**

The total ARV for all Prizes is US\$28,892.00.

ARV of Grand Prize may vary depending on point of departure, travel dates and fare/rate fluctuations. Grand Prize is subject to certain restrictions and exact travel times and arrangements are subject to capacity controls, availability, holidays, blackout dates and certain other restrictions, all of which are subject to change. Any person that participates in the Grand Prize that is not deemed a Guest must pay his/her own expenses. The difference between the ARV and the actual value of the Grand Prize will not be awarded. An IRS Form 1099 or other tax related form may be issued in the name of the Winner for the actual value of the Grand Prize received.

9. **General Prize Terms:** An IRS Form 1099 or other tax related form may be issued in the names of Winner and Finalist for the actual value of the Prizes received, as applicable. Any and all applicable federal, state, province and/or local taxes (including but not limited to income taxes) and all fees and expenses related to delivery, acceptance, and use of a Prize not specifically identified in these Official Rules, are solely the responsibility of the applicable Winner and Finalist. Any difference between the ARV and the actual value, if any, of any component of Prize will not be awarded. Contest Entities are not responsible for any mechanical difficulties or failure connected with the Prize, or any act or omission whatsoever. No transfer, substitution, or cash equivalent for a Prize is allowed except at Sponsor's sole discretion. If a Prize cannot be awarded as described for any reason, Sponsor reserves the right in its sole and absolute discretion, to award a prize of an equal or greater value. The Prize is non-transferable and may not be given, bartered, substituted, sold, or exchanged for cash or another prize. Unused components of a Prize have no redeemable cash value. Any difference between the ARV and the actual value, if any, of any Prize will not be awarded. In the event that the Winner and/or Finalist chooses not to accept his/her Prize, or is unable to be notified, the Entrant whose Eligible Entry garnered the next highest total score as determined by the Judges based on the Judging Criteria will be deemed the alternate Winner or Finalist, as applicable (as point of clarification, in the event the Winner is disqualified, the Finalist will be deemed the alternate Winner). This process will be repeated up to five (5) times for each Winner or Finalist slot after which Sponsor reserves the right to discontinue selecting an alternate Winner or Finalist, as applicable, and the applicable Prize shall remain unawarded.

Grand Prize Winner and his/her Guests have up to twelve (12) months commencing from the date of notification as Grand Prize Winner to fulfill the Grand Prize trip package or such Winner agrees to forfeit the Grand Prize in its entirety and Sponsor may elect to award the Grand Prize to another potential Winner, time permitting. Grand Prize Winner must reserve and confirm Hotel booking at least thirty (30) days prior to Hotel arrival date. Grand Prize Winner and his/her Guests must be able to travel on dates to be determined by Sponsor. Exact dates of travel to be determined at Sponsor's sole discretion. Sponsor may change travel dates at its sole discretion.

Grand Prize Winner and his/her Guests must possess United States or Canadian government-approved travel documents, as applicable, and be willing to sign any other legal documents required by Sponsor and/or Administrator. Grand Prize is subject to certain restrictions and exact travel times and arrangements are subject to availability. The Released Parties (defined below) are not responsible for any cancellations, delays, diversions or substitutions, or any act or omission whatsoever with respect to the Grand Prize. Any and all applicable federal, state, and local taxes (including but not limited to income taxes) and all fees and expenses related to delivery, acceptance, and use of the Grand Prize not specifically identified in these Official Rules, including but not limited to, travel insurance, bag check fees, parking fees, laundry service, phone charges, merchandise, gratuities, souvenirs

and other expenses are solely the responsibility of the Grand Prize Winner and Guests. Grand Prize Winner and Guests must comply with all hotel check-in requirements, including, but not limited to, the presentation of a valid major credit card.

Released Parties (defined below) are not responsible for any mechanical difficulties or failure connected with the Grand Prize, or any act or omission whatsoever. Sponsor will not replace any lost or stolen prizes or components of the Grand Prize. All airline tickets issued in connection with the Grand Prize are not eligible for frequent flyer miles, upgrades and cannot be used in conjunction with any other promotion or offer.

If the Grand Prize Winner elects to travel or participate in the Grand Prize with fewer than five (5) Guests, no additional compensation will be awarded. If the Grand Prize Winner elects to travel or participate in the Grand Prize with more than five (5) Guests, such additional guest(s) shall be responsible for any and all costs associated with such travel and accommodations. Air transportation and Hotel accommodations must be taken together and cannot be taken separately. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at Sponsor's sole discretion. Lost or stolen tickets, travel vouchers or certificates or similar items, once they are in Grand Prize Winner's possession, will not be replaced. Travel must be roundtrip. No stopovers are permitted on tickets issued in the Grand Prize. If a stopover occurs, the Grand Prize will terminate and Grand Prize Winner and his/her Guests will be responsible for the full fare which will be charged from the stopover point for the remaining trip segment(s), including the return. Airline and flight itinerary will be determined by Sponsor in its sole discretion. All airline tickets issued in conjunction with the Grand Prize are not eligible for upgrades. Any unclaimed and/or unused Grand Prize or element thereof will be forfeited and will remain the property of Sponsor. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth by Sponsor's air travel prize supplier, as detailed in the passenger ticket contract issued by such supplier. In the event the Grand Prize Winner and/or his or her Guest(s) engage in behavior during travel and/or other applicable experience that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, or that in any way disparages or adversely affects the reputation, image, and/or customer goodwill of Sponsor or any of Sponsor's services, products, trademarks, service marks, or logos, Sponsor reserves the right to terminate the Grand Prize or other applicable experience early, in whole or in part, and send Grand Prize Winner and/or his or her Guests home with no further obligation or compensation whatsoever to Grand Prize Winner or his/her Guests. In the event Grand Prize Winner or any Guest engages in behavior during travel and/or other applicable experience that (as determined by Sponsor in its sole discretion) is illegal, tortious, or subjects Grand Prize Winner or Guest(s) to arrest or detention, Sponsor shall have no obligation to pay any damages, fees, fines, judgments or other costs or expenses of any kind whatsoever incurred by Grand Prize Winner or Guest(s) as a result of such conduct. NEITHER SPONSOR NOR ADMINISTRATOR SHALL HAVE ANY LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY TRAVEL RELATED TO THE GRAND PRIZE OR ANY OTHER ASPECT OF GRAND PRIZE WINNER'S OR ANY GUEST'S ACCEPTANCE OR USE OF THE GRAND PRIZE.

10. **General Terms:** Receipt of a Prize in this Contest is conditioned upon compliance with any and all applicable federal, state, province, and local laws, rules, and regulations. Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY THE PRIZE WINNERS OR ANY BEHAVIOR BY THE PRIZE WINNERS THAT WILL BRING SUCH WINNER(S) OR CONTEST ENTITIES INTO DISREPUTE (IN SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WINNER(S) DISQUALIFICATION AS A PRIZE WINNER OF THE CONTEST AND ALL PRIVILEGES AS A PRIZE WINNER, AS APPLICABLE, WILL BE IMMEDIATELY TERMINATED. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means will be disqualified. Entries that are incomplete, illegible, corrupted, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Contest at Sponsor's sole and absolute discretion. Proof of sending or submission of entry will not be deemed proof of receipt by Sponsor. If, for any reason, the Contest is not capable of running as planned, including, without limitation, unauthorized intervention, fraud, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest. Should the Contest be terminated prior to the stated expiration date, the Prizes may be awarded to a Winner to be selected from among all Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by Sponsor. All interpretations of these Official Rules and decisions by Sponsor are final. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK

COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE CONTEST. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Entrants agree to indemnify and hold harmless Contest Entities from any and all liability resulting or arising from the Contest, to release all rights to bring any claim, action or proceeding against Contest Entities, and hereby acknowledge that Contest Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Grand Prize. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. **Release and Limitations of Liability:** By participating in this Contest, Entrants agree that Contest Entities and their respective employees, officers, directors, agents, contractors, members, and representatives (the "Released Parties") are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest or receipt or use or misuse of any Prize. No more than the stated number of Prizes will be awarded.

BY PARTICIPATING IN THIS CONTEST, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF A PRIZE, ENTRY, OR PARTICIPATION IN THIS CONTEST OR IN ANY CONTEST RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, ACCESS TO AND USE OF ANY INTERNET SITE ASSOCIATED WITH THIS CONTEST OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO ACTS OF GOD, ACTS OF WAR OR TERRORISM, NATURAL DISASTERS OR WEATHER EVENTS.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING ALL PRIZES, ARE 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. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

12. **Publicity.** EXCEPT WHERE PROHIBITED BY LAW, WINNER AND FINALIST GRANT TO SPONSOR (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF SPONSOR), ITS PARENT, SUBSIDIARIES, AFFILIATES, AGENTS (INCLUDING ADVERTISING AND PROMOTION AGENCIES), CONTRACTORS, SUPPLIERS, AND THOSE ACTING PURSUANT TO ITS AUTHORITY, THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST, AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING BUT NOT LIMITED TO THE WORLD WIDE WEB, AT ANY TIME OR TIMES, SUCH WINNER'S/FINALIST'S NAME, INSTAGRAM USERNAME, PORTRAIT, PICTURE, VOICE, LIKENESS, AND BIOGRAPHICAL INFORMATION FOR ADVERTISING, TRADE, AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF HIS OR HER NAME OR INSTAGRAM USERNAME ON TELEVISION, RADIO OR DIGITAL BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION, OR NOTIFICATION. ENTRANTS AGREE THAT SPONSOR SHALL OBTAIN THE LICENSED RIGHTS TO AN ENTRY IN ACCORDANCE WITH THE SUBMISSION RELEASE, AND THAT SPONSOR AND ITS DESIGNEES SHALL HAVE THE PERPETUAL, WORLDWIDE RIGHT TO EDIT, PUBLISH, AND USE THE ENTRY IN ANY WAY AND IN ANY MEDIA FOR TRADE, ADVERTISING, PROMOTIONAL, AND/OR OTHER PURPOSES AS SPONSOR AND/OR ITS DESIGNEES MAY DETERMINE WITHOUT FURTHER CONSIDERATION TO ENTRANTS OR ANY THIRD PARTY.

13. **Governing Law/ Jurisdiction.** THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF NEW YORK (AS DISTINGUISHED FROM THE CHOICE OF LAW RULES) SHALL GOVERN THE CONTEST. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Except where prohibited, as a condition of participating in this Contest, each Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest, the Prizes awarded, or the determination of the Winners shall be resolved individually, without resort to any form of class action. Entrant further agrees that in any cause of action, the Contest Entities' entire liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Contest Entities be liable for attorneys' fees and/or experts' fees and costs. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages and participant further waives all rights to have damages multiplied or increased.

14. **Privacy and Use of Information:** By entering the Contest, each Entrant agrees that such Entrant's Entry and any other personally identifiable information collected or used in connection with the Contest is subject to and may be used by Sponsor in accordance with its Privacy Policy, as posted at <https://privacy.paramount.com/en/policy>.

15. **Request for Names of Prize Winners and Official Rules:** For the names of the Winner and Finalist and/or Official Rules, send a self-addressed stamped envelope by May 8, 2024 to: "**Show Your Shell: Teenage Mutant Ninja Turtles Pizza Contest**" c/o Nickelodeon Global Franchise Planning/Consumer Products Department, 1515 Broadway, Floor 42, New York, NY 10036. Please note on the front left-hand corner of your outer envelope whether you are requesting "Official Rules" or the names of the "Finalist" and/or "Winner."

ABBREVIATED RULES

NO PURCHASE NECESSARY. MANY WILL ENTER, FEW WILL WIN. Official Rules and how to enter can be viewed at <https://TMNTPizzaNight.com>. Certain Restrictions Apply. Contest open to legal residents of the US (including DC, but excluding Arizona, Colorado, Maryland, North Dakota, and all U.S. territories and possessions) or Canada (excluding Quebec) aged at least 18 years or the age of majority in the jurisdiction in which he/she resides (19 years old in Alabama, Nebraska, British Columbia, New Brunswick, Newfoundland, Northwest Territories, Nova Scotia, Nunavut, and Yukon; 21 years old in Mississippi) at time of entry and who submit a single photographic still image of a TMNT-themed pizza aligned with the Judging Criteria (as set forth in the Official Rules) to their Instagram account accompanied by an explanation how the pizza relates to the TMNT brand along with the designated hashtag #TMNTPizzaContest. You must have an active Instagram account set to the “public” setting and follow the @TMNT account in order to participate. The Contest shall begin at 12:00:01 a.m. ET on 2/8/24 and ends at 11:59:59 p.m. ET on 3/1/24. Void in Puerto Rico, outside the US and Canada and where prohibited or restricted by law. Odds of winning depend on the highest scores tabulated based on the Judging Criteria as set forth in the Official Rules. One (1) Grand Prize of a trip package for the winner and up to four (4) guests to the Nickelodeon Hotels & Resorts Riviera Maya in Riviera Maya, Mexico and a limited edition FoodStory Brand frozen pizza inspired by the winner’s entrant pizza creation (approximate retail value: US\$28,327.00) to be awarded, and one (1) First Prize consisting of 20 TMNT products (approximate retail value: US\$565.00) to be awarded; total ARV: US\$28,892.00. **Sponsor:** Viacom International Inc., 1515 Broadway, New York, NY 10036. While Instagram’s terms and conditions apply to Instagram use, Instagram is not a sponsor of the Contest, nor is Instagram in any way responsible for the administration of the Contest, the judging of the entries, the verification of the winners or the fulfillment of prizes. All inquiries regarding the Contest should be directed to Viacom International Inc., not to Instagram.