SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

1. ELIGIBILITY

Playfly Sports Properties, LLC ("PSP") and Land O'Frost, Inc. ("Sponsor") Sweepstakes (the "Sweepstakes") is offered and open only to legal residents of the state of Nebraska who are 18 years of age or older. Void where prohibited by law. Employees of PSP, University of Nebraska and Sponsor and its respective subsidiaries, affiliates, parent companies, sales representatives, agents, advertising and promotion agencies or any other agencies or entities involved with this Sweepstakes and members of their respective families (parents, siblings, children, and spouse and their respective spouses) and/or those residing in the same household (whether related or not) of each of the above are not eligible to enter or win. By participating in this Sweepstakes, participants agree to be bound by these Official Rules. PSP reserves the right to disqualify from this Sweepstakes any person it believes has intentionally violated these Official Rules.

2. PROMOTIONAL PERIOD

Promotional Period begins on Monday, June 15, 2026, at 12:01 a.m. Eastern Time ("EST") and ends on Monday, June 29, 2026, at 11:59 p.m. EST ("Promotional Period").

3. HOW TO ENTER

To enter the Sweepstakes, participants must complete one of the following methods of entry:

(a) Instagram Entry:

a. Follow the official Fairbury Hot Dogs Instagram account [@fairburyhotdogs];
b. Like the designated Sweepstakes post on Instagram; and
c. Tag one (1) friend in the comments section of the designated Sweepstakes post on Instagram.

(b) X (formerly Twitter) Entry:

a. Follow the official Fairbury Hot Dogs X account [@fairburyhotdogs];
b. Like the designated Sweepstakes post on X; and
c. Tag one (1) friend in the comments section of the designated Sweepstakes post on X.

(c) Facebook Entry:

a. Follow the official Fairbury Hot Dogs Facebook page [https://www.facebook.com/fairburyhotdogs];
b. Like the designated Sweepstakes post on Facebook; and
c. Tag one (1) friend in the comments section of the designated Sweepstakes post on Facebook.

(d) Mail-In Entry:

a. Filli out your name, address, city, state, zip code, email address, on a 3”x5” paper, and
b. Mail to 625 Stadium Dr. Ste. F Lincoln, NE 68588 Attn: Jack Cartwright, to be postmarked by Friday, June 26, 2026 and received by Monday, June 29, 2026.

Once a participant has met either of the above criteria, you will automatically receive one (1) entry into the Sweepstakes. Limit one (1) entry per person regardless of method of entry. By entering, you acknowledge compliance with these Official Rules including all eligibility requirements. Entries generated by script, macro or other automated or mechanical means will be void. By participating in the Sweepstakes, entrants agree that PSP shall have the right to use all personal information provided to PSP in accordance with its Privacy Policy. By participating in the Sweepstakes and providing their email address and personal information, entrants hereby agree to PSP’s collection and use of their personal information and acknowledge that they have read and accepted PSP’s Privacy Policy.

You will also be given the option to receive marketing emails and other communications from PSP, the University of Nebraska, the University of Nebraska Athletics, their respective partners and the Sponsor. The marketing emails and other communications are not related to entering the Sweepstakes, and whether or not you elect to receive such marketing emails and other communications will have no effect on your ability to enter or your chances of winning a prize in this Sweepstakes. You can “opt-out” at any time from receiving marketing emails and other communications from PSP, the University of Nebraska, the University of Nebraska Athletics, their respective partners and the Sponsor by clicking on the “unsubscribe” link found in any such communication, then follow the instructions. Even if you do not opt-in to receive marketing emails or other communication or if you do and later opt-out, PSP and Sponsor reserve the right to send you emails about the Sweepstakes. Using a browser or device not supported may prevent participation in the Sweepstakes. While all efforts are made to support current browsers and devices, new browsers and devices may not be supported if brought to market after the development of the Sweepstakes. Sponsor is not responsible for any browser or device supporting issues.

PSP is not responsible for lost, late, mutilated, misdirected entries or entries not received in time for the random drawing or for electronic, network or computer/scanner failures or malfunctions, or other technical errors of any kind.

4. RANDOM DRAWING/ODDS

The winner will be selected in a random drawing from all eligible entries received on or about Monday, June 29, 2026. Odds of winning depend on the total number of eligible entries received. All methods of entry have the same chance of winning. Winner will be notified by email, telephone, or overnight carrier within approximately one (1) day of the drawing.

5. PRIZE

One (1) winner will be randomly selected and awarded one (1) Weber grill, one (1) Fairbury branded cooler, two (2) tickets to the first regular season home University football game of the 2026 season (Ohio vs Nebraska), and one (1) year supply of Fairbury brand hotdogs. (“Prize”). Approximate retail value (“ARV”) of six hundred eighty-one dollars ($681).

Prize may not be used for advertising, promotions (including contests or sweepstakes) or other trade purposes without the prior written consent of the PSP. Prize cannot be substituted, assigned, transferred or redeemed for cash, but PSP, in its sole discretion may substitute a prize of equal or greater value if prize becomes unavailable for any reason. If winner cannot accept prize as stated the prize will be forfeited in its entirety and an alternate winner will be selected. Refusal to accept the prize releases PSP, and each of its directors, officers, employees, and members of all responsibility and obligations towards the winner of such prize. All Federal, State and local taxes are the sole responsibility of winner.

Prize is awarded "AS IS" with no warranty, representation, or guarantee, express or implied, in fact or in law, made by Sponsor or for which Sponsor shall be liable, including, without limitation, any implied warranties of merchantability, noninfringement or fitness for a particular purpose. Potential winners are subject to verification prior to the awarding of the prizes, as are the eligibility, age and other claims of/information provided by a potential winner.

6. TERMS AND CONDITIONS

Potential winner will be notified on or about Monday, June 29, 2026, and may be required to sign and return an Affidavit of Eligibility and a Liability and Publicity Release (where permissible) within 7 days of notification. If prize/prize notification is returned as undeliverable, such prize will be forfeited and an alternate winner will be selected. In the event of non-compliance with any of these requirements, prize may be forfeited and awarded to an alternate winner. Upon verification of eligibility, prize winner will be notified by e-mail, mail and/or phone regarding the details of the prize. By accepting the prize, the winner agrees to accept the prize in the manner set forth by the PSP. The winner is responsible for all applicable federal, state, and local taxes on prize. The prize winner will be issued a Form 1099, for income verification and tax purposes, for the retail value of the prize. The winner is advised to seek independent counsel regarding the tax implications of their respective prize winnings. By participating, entrants agree to be bound by these Official Rules. PSP reserves the right to modify this Sweepstakes in any way it deems necessary or appropriate. Except where prohibited, by accepting prize, the winner grants PSP, University of Nebraska, and Sponsor the right to use and publish his/her photograph, likeness, name, city and state of residence and/or likeness for advertising and promotional purposes in any media in connection with the sweepstakes without limitation and without additional compensation. **y accepting prize, winner releases and holds harmless University of Nebraska and PSP, and its subsidiaries, affiliates, dealers, and the directors, officers, employees, or agents ("Releasees") from any and all liability and Releasees will be held harmless by winner and his/her heirs and executors for any injury including personal injury, death, loss, or damages of any kind, arising from the negligence of Releasees or participation in or in connection with acceptance, possession, use, misuse, and/or nonuse of any prize or participation and/or traveling to any prize-related activities, or any claims based on right of publicity/right of privacy. The Releasees do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. By accepting prize, winner understands and assumes the risks of attendance at public events. The Releasees accept**

no responsibility for any additional expenses, omissions, delays, re-routing or acts of any government or authority.

7. INTERNET

If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, PSP reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Should this Sweepstakes be terminated, PSP reserves the right to select the winner from among all eligible, non-suspect entries received as of the action requiring such termination. Releasees assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of entries. Releasees are not responsible for lost, late, garbled, misdirected, or postage due entries or mail, or for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by PSP on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes.

8. LIMTATION OF LIABILITY

PSP, its affiliates, partners and promotion, and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. PSP and its agencies are not responsible for lost, late, stolen, illegible, incomplete, misdirected, damaged or destroyed entries or for lost, interrupted or unavailable network, server or other connections, miscommunications, failed phone or computer hardware or software or telephone transmissions or technical failures, garbled or jumbled transmissions or other errors of any kind, whether human, mechanical or electronic, including, without limitation, the incorrect or inaccurate capture of entry information online. Once submitted, entries become the exclusive property of PSP and will not be returned. Entry material/data that has been tampered with or altered is void. If for any reason, (including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the control of PSP, the administration, security, fairness, integrity, or proper conduct of the Sweepstakes is corrupted or affected such that this Sweepstakes is not capable of being conducted as described in these Official Rules, PSP shall have the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes or to select a winner for any remaining prizes by randomly drawing from among all valid entries received, up to such time of cancellation, termination, or suspension, and/or solely from the mailed entries.

ANY ATTEMPT BY ANY PERSON TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, PSP RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

IN NO EVENT WILL RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEB SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE WEB SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS WEB SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

9. WINNER LIST REQUEST

For a copy of the winner list, send a self-addressed, stamped #10 envelope within 30 days from the conclusion of the Sweepstakes to: 625 Stadium Dr. Ste. F Lincoln, NE 68588 Attn: Jack Cartwright.

10. DATA COLLECTION

PSP may collect personal information from you when you enter the Sweepstakes. See PSP's privacy policy at https://www.playfly.com/sitepolicies for information about how personal information may be used.

11. DISPUTE RESOLUTION

Participants agree that this Sweepstakes is governed solely by the laws of the United States and any claims arising out of this Sweepstakes may be brought only in a federal or state court located in New York County, New York. If any provisions of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

The Administrator of the Sweepstakes is Playfly Sports Properties, LLC, 22 Cassatt Avenue, Berwyn, PA 19312. The Sponsor of the Sweepstakes is Land O'Frost, Inc. PSP trademarks and copyrights are proprietary to PSP. Sponsor trademarks and copyrights are proprietary to Sponsor. All rights reserved.