

## HUPY AND ABRAHAM MONTHLY CONTEST (the "Contest")

### OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPACT YOUR OPPORTUNITY TO WIN. VOID WHERE PROHIBITED BY LAW. ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND PARTICIPANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

The object of the Contest is to submit an original photo (the "**Submission**") which shows "YOUR BREW CREW" - Photos of the entrant and their "crew" according to the monthly theme - featured in throwback photos, shows selfie with Hupy and Abraham, S.C. left-field signage, shows game-day tailgate set-up, or shows child in baseball gear, will be submitted to the contest by commenting on the monthly post with a photo based on each monthly theme. Photos will then be downloaded from the comments and uploaded to a public photo album, which will live on the Hupy and Abraham Facebook account, for users to "vote" on their favorite by liking and/or reacting. The photo with the most likes and/or reactions will be deemed the winner. Staff members of Hupy and Abraham (the "**Judges**") will select the highest scoring Submissions in accordance with these Official Rules and based upon criteria set forth in the Judging section below to determine the winners.

**ELIGIBILITY:** The Contest is open only to legal residents of the United States (including its commonwealths, territories, and possessions) and Canada (excluding the Province of Quebec) (the "**Eligible Territory**") who are eighteen (18) years of age (except in the case of residents of jurisdictions where the legal age of majority is greater than eighteen (18) years, such legal age of majority) or older at the time of entry. Employees, officers, and directors and their immediate family members (spouse, parent, child, sibling, and their respective spouses, regardless of where they reside) and members of the same household (whether or not related) of Hupy and Abraham, S.C. ("**Sponsor**"), the MLB Entities and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising and promotion agencies, and any other entity associated with the Contest are not eligible to participate or win a prize. "**MLB Entities**" means the Office of the Commissioner of Baseball ("**BOC**"), its Bureaus, Committees, Subcommittees and Councils, the Major League Baseball Clubs ("**Clubs**"), MLB Advanced Media, L.P. ("**MLB**"), Major League Baseball Properties, Inc., The MLB Network, LLC, each of their parent, subsidiary, affiliated, and related entities, any entity which, now or in the future, controls, is controlled by or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees, and agents of the foregoing entities. The Contest is subject to all applicable laws, rules, and regulations. Void outside the Eligible Territory and where prohibited or restricted by law, rule, or regulation.

**ENTRY PERIOD:** The Contest begins on 5/1/2026 at 12:00 AM Central Standard Time ("**CST**") and ends on 8/31/26 at 11:59PM CST and will be divided into four (4) entry periods, (each, an "**Entry Period**"). Each Entry Period begins at 12:00 AM CST and ends at 11:59 PM CST. Limit one (1) entry per person. Additional entries beyond the specified limit will be void.

<b>Entry Theme</b>	<b>Entry Start Date</b>	<b>Entry End Date</b>	<b>Public Voting Period</b>	<b>Winner Selection ("Judging")</b>
1: Throwback Photos	May 1, 2026	May 15 <sup>th</sup> , 2026	May 16 <sup>th</sup> through May 30 <sup>th</sup> , 2026	06/01/26
2: Selfie w/ Signage	June 1 <sup>st</sup> , 2026	June 15 <sup>th</sup> 2026	June 16 <sup>th</sup> through June 30 <sup>th</sup> , 2026	07/01/26
3: Game Day Tailgate	July 1 <sup>st</sup> , 2026	July 15 <sup>th</sup> , 2026	July 16 <sup>th</sup> through July 31 <sup>st</sup> , 2026	08/01/26
4: Kid at the Game	August 1 <sup>st</sup> , 2026	August 15 <sup>th</sup> , 2026	August 16 <sup>th</sup> – August 31 <sup>st</sup> , 2026	09/01/26

**HOW TO ENTER:** To enter, you must have a valid Facebook account and access the official Facebook account of Sponsor, available at [facebook.com/HupyandAbraham](https://www.facebook.com/HupyandAbraham) (the “**Contest FB Account**”), which during an applicable Entry Period, will post a message which invites entries into the Contest. Using your Facebook account, post a photo to such Contest FB Account message (“**Submission**”). Your Submission must remain publicly posted through the applicable Judging Date and must comply with the Content Restrictions (as set forth below) and Facebook’s Terms of Service and Community Standards, available at [facebook.com/policies](https://www.facebook.com/policies). All information submitted via the Facebook platform is subject to Facebook’s Data Policy and Terms of Service, available at [facebook.com/policies](https://www.facebook.com/policies). All information submitted via Facebook and shared with Sponsor per your Facebook account settings, or submitted directly to Sponsor in connection with the Prize Notification process, is subject to, and will be treated in a manner consistent with, Sponsor’s Privacy Policy, accessible at (<https://www.hupy.com/privacy.cfm>). If you do not have a Facebook account, you may register for one, for free, at Facebook.com. Data and usage rates may apply to the download and use of the Facebook mobile application. The time of receipt of any Facebook entry shall be the time such entry is made available to Sponsor via the Facebook platform. Sponsor’s computer shall be the official clock of the Contest. Any entries that do not comply with the Content Restrictions or otherwise with these Official Rules and any that are removed or hidden prior to the applicable Judging Date are void.

**SUBMISSION REQUIREMENTS:** You must submit your Submission as directed during the Contest entry process. By submitting a Submission, each Participant represents and warrants that his/her Submission is an original work of authorship and that, as of the date of submission, he/she owns all right, title, and interest in the Submission or has all necessary rights in the Submission in order to submit it in accordance with these Official Rules. Submissions may be submitted in any photo format as acceptable by Facebook. There is no limitation on the number of photographs or votes that may be submitted.

**VOTING:** To vote, you must have a valid Facebook account and access the **Contest FB Account**. During the Voting Period, the Contest FB Account will create an album with all entries. To vote, “Like” your favorite photo. There is no limitation on the number of photographs or votes that may be submitted.

**JUDGING:** On or about each Judging Date in the above chart, the Judges will evaluate all eligible Submissions based on the number of Facebook reactions on each photo. The highest scoring Submission for each Voting Period as determined by the Judges will be deemed the winning Submission and, subject to verification of eligibility and compliance with these Official Rules, the eligible Participants who submitted the winning Submissions will be declared the official winners of the Contest. In the event of a tie, the winner will be chosen based on most “love” reactions as opposed to standard “like” or other reaction.

**PRIZE: Four (4) Prizes Will Be Awarded (One (1) Per Entry Period).** Each winner will receive two (2) Replica Giveaway Jerseys, two (2) Milwaukee Brewers T-Shirts, one (1) Hupy and Abraham tote, and one (1) \$100 Milwaukee Brewers gift card. Approximate Retail Value (“ARV”) of each prize: \$200; total ARV of all prizes: \$800.

**PRIZE CONDITIONS:** All prize details shall be determined in the sole and absolute discretion of Sponsor. Each winner is fully responsible for any and all applicable taxes (including income and withholding taxes). All costs and expenses associated with prize acceptance and use which are not specifically included in the applicable prize description above, including but not limited to transportation, lodging, meals, gratuities, insurance, and other expenses, are the sole responsibility of the winner. Each prize is non-transferable and non-assignable, with no cash redemptions except at Sponsor’s sole and absolute discretion. Sponsor reserves the right to substitute any prize (or any portion thereof) with a prize of comparable or greater value at its sole and absolute discretion.

**CONSENT, LICENSE, AND RELEASE:** In exchange for the opportunity to participate in this Contest, and the possible use of Participant’s Submission and/or possible appearance of Participant in an audio, visual, and/or

multimedia production, the receipt of which opportunities shall be sufficient consideration for this Consent, License, and Release, each Participant does hereby:

(1) consent to the collection by MLB (and its designees) of his/her personal information, including without limitation name, date of birth, address, telephone number(s), and email address(es) (the “**Personal Information**”) in connection with the Submission;

(2) grant to Sponsor, MLB, and each of their respective designees the perpetual and unlimited right and license to use, edit, modify, duplicate, and/or create derivative works from his/her Submission throughout the world via any media now known or hereafter developed, without limitation and without notice or payment of any compensation to the Participant or his/her heirs and successors, except where prohibited by law, including, but not limited to, the right for Sponsor and MLB to publish, display, broadcast, distribute, reproduce, perform, and otherwise use and exploit the Submission via the Internet or any other interactive media, in stadium, on television, and in print (i) on its own or as part of any audiovisual or other production; (ii) to advertise any products, programming, or services of the MLB Entities or for any other advertising, marketing, publicity, and promotional purposes; and (iii) for any other purpose whatsoever;

(3) agree that the foregoing license includes without limitation the right (i) to use his/her name (and any other Personal Information that may be incorporated into the Submission), likeness, image, voice, statements, appearance, and performance as embodied in the Submission in whole or in part, for advertising, promotional, and trade purposes in any and all media now known or hereafter developed, worldwide, in perpetuity, without notice and without further consideration or compensation, except where prohibited by law; (ii) to edit, alter, distort, add to, rearrange, and otherwise modify the Submission and use the Submission in whole or in part or in combination with other materials; and (iii) to assign and/or license others to use the Submission for all of the purposes hereunder;

(4) acknowledge and agree, with respect to the Personal Information, that the Sponsor and MLB Entities shall have the right, subject to applicable law, to (i) incorporate certain of the Personal Information into the Submission and use such Personal Information as incorporated therein; (ii) analyze and use the Personal Information for any and all purposes, including without limitation sending the Participant advertising and promotional materials and for any other advertising, marketing, and promotional purposes; and (iii) to share the Personal Information with third parties for their advertising, marketing, and promotional purposes or for any other purposes;

(5) acknowledge that Participant shall have no right of approval of any use of the Submission and the Personal Information as permitted hereunder;

(6) agree that Participant shall use any copy of the Submission that he/she obtains solely for his/her personal, non-public, non-commercial use; and

(7) indemnify, hold harmless and fully release the Released Parties (as defined below) from any and all claims, demands, losses, promises, causes of action, and/or liabilities for any injuries, losses, death, or damages of any kind caused, directly or indirectly, in whole or in part, by participation in, or preparation for, the Contest, Contest-related activity, Participant’s Submission, or resulting from the acceptance, possession, quality, or use or misuse of the prize (or any portion thereof, including any travel or activity related thereto), including, but not limited to, claims of copyright or trademark infringement, false endorsement, libel, slander, defamation, or infringement of rights of publicity or privacy.

Nothing herein will obligate the Sponsor or MLB Entities to make any use of any of the rights set forth herein. In the event that any individual appears with the Participant in the Submission but does not submit a separate Consent, License, and Release, the Participant hereby represents and warrants (a) that such individual has authorized Participant to agree to this Consent, License, and Release on his/her behalf (or, with respect to any individual under the legal age of majority in his/her jurisdiction of residence, that Participant is the parent and/or legal guardian of such individual, with legal authority to act on behalf of such individual) and (b) that Participant agrees to this Consent, License, and Release on behalf of such individual.

**CONTENT RESTRICTIONS:** Participants must not include any of the following in any Submission: (a) vulgarity, profanity, nudity, or material which is adult-oriented, sexually-explicit, indecent, or inappropriate; (b) materials relating to lotteries or gambling; (c) explicit language or content, images of violence, or promotion of illegal activities; (d) content in violation of intellectual property rights or laws; (e) false, libelous, defamatory, disparaging, tortious, or slanderous materials; (f) content that denigrates, disparages, or reflects negatively on Sponsor, the

MLB Entities, their owners and employees, or the game of baseball; (g) tobacco, e-cigarettes, alcohol, or drugs; (h) dangerous stunts or real weapons of any kind, including but not limited to guns, knives, or projectiles; (i) material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age, or any other basis protected by law, ordinance, or regulation; (j) any individual under legal age of majority without providing a signed release from his/her parent or legal guardian; (k) audio, visual, and/or multimedia content owned by any third party (e.g., recorded music, pre-produced video, etc.); and (l) material that is unlawful or otherwise in violation of or contrary to the laws or regulations in any jurisdiction where the Submission is created, including but not limited to laws relating to rights of privacy or publicity. Any Submission that does not comply with the foregoing, in the sole discretion of Sponsor, will be disqualified and eliminated from consideration.

**NOTIFICATION:** Each potential winner will be notified at the email address, postal address, and/or telephone number (as determined by Sponsor) provided at the time of entry (the "**Prize Notification**"). In the event that any potential winner does not respond to Prize Notification within three (3) days of the date of issuance or declines the prize for any reason, a disqualification will result, the prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate potential winner may be chosen based on the judging criteria from among all remaining eligible Submissions. Each potential winner may be required to submit his/her valid social security number and/or other identification to Sponsor and may receive an IRS Form 1099 for any prize valued over \$2,000. Each potential winner may be required to execute, have notarized, and return an Affidavit of Eligibility and Release of Liability and, unless prohibited by law, a Release of Publicity, within five (5) days of the date of issuance. Failure to submit any identification required by Sponsor or to return any required documents within the specified time period, noncompliance with these Official Rules, or the return of Prize Notification or of the prize (or any portion thereof) as non-deliverable may result in the potential winner's disqualification and prize forfeiture and, at Sponsor's sole discretion and time permitting, may cause an alternate potential winner to be chosen based on the judging criteria from among all remaining eligible Submissions.

**CONTEST ADMINISTRATION:** Sponsor will be responsible for resolving any disputes and rules violations that arise in connection with the Contest. Sponsor's computer will be the official clock of the Contest. All decisions by Sponsor regarding the Contest shall be final and binding in all respects.

**GENERAL CONDITIONS:** By participating in the Contest, each Participant (a) accepts and agrees to be bound by these Official Rules, including all entry requirements, and MLB's [Privacy Policy](#) and [Terms of Use](#); and (b) gives his/her express permission to be contacted by Sponsor and/or its representatives for Contest administration purposes. Sponsor, the MLB Entities, Apple, Inc., Facebook, Inc., and each of their respective parents, affiliated companies, trustees, subsidiaries, franchisees, assignees, affiliates, licensees, telecasters, sponsors, and advertising and promotional agencies, and each of their respective general and limited partners, members, shareholders, officers, directors, agents, employees, representatives, and contractors (collectively, the "**Released Parties**") are not responsible for stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due, or garbled entries, transmissions, email, or mail; lost, interrupted, or unavailable network, cable, satellite, server, Internet Service Provider (ISP), wireless network, website, or other connections; availability, accessibility, miscommunications, or failures of computer, satellite, telephone, cable, or wireless transmissions or lines; computer hardware or software malfunctions, failures, or difficulties; wireless service congestion; failures or malfunctions of phones, phone lines, telephone systems, wireless towers, or cellular tower equipment; any error, omission, interruption, defect, or delay in wireless or other transmission, processing, or communication; printing, typographical, or other errors appearing within these Official Rules, in any Contest-related advertisements, or other materials; cancellation or postponement of any Major League Baseball game/event/exhibition; or any other errors, problems, or difficulties of any kind, whether human, mechanical, electronic, or other, relating to the Contest, including, without limitation, errors or difficulties which may occur in connection with administration of the Contest, processing of entries, announcement of the winners, or any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users (e.g., hacking) or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to entrant's or to any other person's computer and/or wireless device related to or resulting from participating in this Contest or downloading materials from or use of the Contest website. Persons who tamper with or abuse any aspect of the Contest or website; attempt to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices; intend to annoy, abuse, threaten, or harass any other entrant or any

representative of Sponsor and/or MLB; or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Sponsor shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest and to resolve all disputes in its sole discretion. Released Parties (a) make no warranty, guaranty, or representation of any kind concerning any prize (or any portion thereof) and (b) disclaim any implied warranty. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor and MLB reserve the right, in their sole discretion, to modify, suspend, extend, or cancel the Contest (or any portion thereof) in the event Sponsor is prevented from executing the Contest as contemplated herein by any event beyond Sponsor's control, including but not limited to: fire; flood; earthquake; explosion; public health epidemic or crisis; labor dispute or strike; act of God or public enemy; network or equipment failure; riot or civil disturbance; terrorist threat or activity; war (declared or undeclared); court order; or federal, state, or local government law, order, or regulation. Sponsor and MLB also reserve the right, in their sole discretion, to modify, suspend, extend, or cancel the Contest (or any portion thereof) should virus, bugs, unauthorized human intervention, or other causes or events corrupt administration, security, fairness, integrity, or proper operation of the Contest. In the event of cancellation, Sponsor may elect to identify the winners and award the prizes by judging all non-suspect, eligible entries received up to the time of cancellation. Sponsor also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

**CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT AND SPONSOR, MLB, AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

Entries generated by a script, macro, or other mechanical or automated means will be disqualified. In the event of dispute as to the identity or eligibility of any potential winner based on email address, the winning entry will be declared made by the Authorized Account Holder of the email address submitted at the time of entry, provided he/she is eligible according to these Official Rules. The "**Authorized Account Holder**" is the natural person to whom the applicable ISP or other organization (such as a business or educational institution) has assigned the submitted email address for the domain associated with such email address.

**ARBITRATION; CLASS ACTION WAIVER:** As a condition of entering this Contest, each Participant agrees that (a) any and all disputes, claims, controversies, or causes of action arising out of or relating to this Contest or any prizes awarded (each, a "**Claim**") shall be (i) arbitrated on an individual basis only and shall not be consolidated or joined with or in any arbitration or other proceeding involving a Claim of any other party and (ii) settled by binding arbitration in New York County, New York before a single arbitrator appointed by JAMS in accordance with its then governing rules and procedures, and judgment on the award rendered by the arbitrator may be entered by any court having jurisdiction thereof; and (b) under no circumstance will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses. These Official Rules shall be governed by and construed and interpreted in accordance with the laws of the State of New York, U.S.A, applicable to contracts entered into and performed exclusively in that State.

**WINNER LIST:** For the winners' names, mail a request and a self-addressed stamped envelope to be received no later than ninety (90) days after the Judging Date to: **Hupy and Abraham Monthly Contest** Winner List, c/o Hupy and Abraham, S.C. 111 E. Kilbourn Ave. #1100 Milwaukee, WI 53202.

**SPONSOR:** The Sponsor of this Contest is Hupy and Abraham, S.C., 111 E. Kilbourn Ave. #1100 Milwaukee, WI 53202.

This Contest is in no way sponsored by any of the MLB Entities. The Contest is a skill contest designed to increase consumer awareness of and interest in Major League Baseball. This Contest may not be used for, or in

connection with, any form of gambling. All entry data provided via the online entry form is provided to MLB. This Contest is in no way sponsored, endorsed, administered by, or associated with Facebook, Inc. Apple is not a participant in or sponsor of this promotion. Major League Baseball trademarks and copyrights are used with permission of Major League Baseball. Visit [MLB.com](http://MLB.com).