

SHIPT DELIVERS THE ULTIMATE SUPER FAN EXPERIENCE

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

By entering the Shipt Delivers the Ultimate Super Fan Experience sweepstakes (the “Sweepstakes”) you agree to be bound by these Official Rules and by the decisions of the Sponsor, which are final and binding in all matters. The Sweepstakes is subject to all applicable federal, state and local laws.

1. Sponsor, Administrator and Released Parties

Sponsor and Administrator: Knight Eady, LLC, 2025 3rd Avenue South, Suite 200, Birmingham, AL 35203 (the “Sponsor”), producer of The Feud Presented by Shipt Same-Day Delivery (“The Feud”). Sponsor is solely responsible for the operation and administration of the Sweepstakes and the award of the prize.

Shipt, Inc. (“Shipt”) is not the sponsor or administrator of this Sweepstakes. Shipt is the title sponsor of The Feud and a provider of prize elements. Shipt does not administer the Sweepstakes, does not select the winner, and has no responsibility for its conduct. All questions, comments and complaints must be directed to Sponsor and not to Shipt.

“Released Parties” means Knight Eady, LLC, Shipt, Inc., The Feud, and each of their respective parent companies, subsidiaries, affiliates, successors, assigns, advertising and promotional agencies, prize suppliers, ticket issuers, venues and vendors, together with each of their respective officers, directors, members, managers, employees, contractors, agents and representatives. This defined term is used throughout these Official Rules.

2. Sweepstakes Period

The Sweepstakes begins Monday, September 28, 2026 at 9:00 a.m. Central Time and ends Sunday, October 4, 2026 at 11:59 p.m. Central Time (the “Sweepstakes Period”). Sponsor’s computer is the official time-keeping device. Entries submitted outside the Sweepstakes Period are not eligible.

3. Eligibility

Open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age (or the age of majority in their state of residence, whichever is older) as of the date of entry and who hold a valid, active Instagram account in compliance with Instagram’s Terms of Use.

Employees, officers, directors, members, contractors and agents of the Released Parties, and their immediate family members (spouse, parent, child, sibling and their respective spouses) and household members, are not eligible. Void in Puerto Rico, all U.S. territories and possessions, and wherever otherwise prohibited or restricted by law.

The age requirement applies to the entrant only. Guests attending on the remaining tickets may be of any age. A guest under eighteen (18) must be accompanied at all times by the Super Fan or by that guest’s parent or legal guardian, and the Super Fan must provide a signed parent or guardian consent before the prize is released.

4. How to Enter

During the Sweepstakes Period, visit the official Sweepstakes post on @thefeudbhm (the “Sweepstakes Post”) and complete all three steps:

- Like the Sweepstakes Post;
- Follow both @thefeudbhm and @shipt on Instagram; and
- Comment on the Sweepstakes Post including your team emoji — 🦊 for Auburn or 🐘 for Alabama.

All three steps together constitute one (1) entry (an “Entry”). Limit one (1) Entry per person and per Instagram account. Additional comments do not increase an entrant’s chance of winning and may result in disqualification. Entries generated by script, bot or other automated means, and Entries submitted through multiple or duplicate accounts, are void.

Alternate Method of Entry. No purchase, payment or Instagram account is necessary to enter or win. To enter without an Instagram account, email holt@knighteady.com with the subject line “Super Fan Entry” and include your full name, mailing

address, daytime telephone number, date of birth and declared team allegiance (Auburn or Alabama). Email Entries must be received by Sunday, October 4, 2026 at 11:59 p.m. Central Time. Limit one (1) per person. Email Entries have an equal chance of winning as Instagram Entries. Incomplete Entries and Entries omitting a team allegiance are void. The Released Parties are not responsible for email that is lost, delayed, misdirected, filtered or not received for any reason.

All Entries become the property of Sponsor and will not be acknowledged or returned.

5. Team Allegiance

An entrant must declare a team allegiance at the time of entry by including the corresponding emoji:

- 🐅 (tiger, Unicode U+1F405) — Auburn. Tickets to Auburn vs. LSU.
- 🐘 (elephant, Unicode U+1F418) — Alabama. Tickets to Alabama vs. Texas A&M.

The declared allegiance is final and may not be changed after entry. If an entrant includes more than one team emoji, no team emoji, or a different emoji, Sponsor may disqualify the Entry or determine the applicable allegiance in its sole discretion, and that determination is final. Sponsor may in its discretion accept a visually similar variant, including the tiger face emoji (🐈) for Auburn.

6. Winner Selection, Notification and 24-Hour Claim Deadline

One (1) potential winner (the “Super Fan”) will be selected in a random drawing from all eligible Entries on Monday, October 5, 2026. Odds depend on the total number of eligible Entries received. The potential Super Fan will be notified by Instagram direct message from @thefeudbhm, or for an email entrant by reply email or telephone, on Monday, October 5, 2026 (the “Notification”).

THE POTENTIAL SUPER FAN MUST RESPOND TO AND CLAIM THE PRIZE WITHIN TWENTY-FOUR (24) HOURS OF THE TIME THE NOTIFICATION IS SENT. If the potential Super Fan does not respond or claim within that period, cannot be reached, is found ineligible, declines the prize, or fails to execute and return required documents within the time specified, the prize is forfeited in its entirety and Sponsor may select an alternate potential winner at random. The same twenty-four (24) hour requirement applies to any alternate. The Released Parties are not responsible for a potential winner’s failure to receive or read a Notification for any reason, including message filtering, privacy settings, a full or restricted inbox, an inactive account, or technical failure.

The twenty-four (24) hour claim period runs from the date and time the Notification is sent directly to the drawn entrant, and is not started, extended, shortened or otherwise affected by the timing of any public announcement, post, story or tag. A drawn entrant may not rely on a public announcement as notice.

Provisional announcement. Sponsor may announce the drawn entrant publicly on or after Monday, October 5, 2026, before the claim period closes and before eligibility is verified. Any such announcement is provisional and conditional. Being drawn or named does not make an entrant the Super Fan, confer any right to the prize, or create any obligation on the part of Sponsor or any Released Party. An entrant becomes the Super Fan only upon timely claim, verification of eligibility and return of all required documents. Sponsor may remove, correct or retract any announcement at any time, and no entrant shall have any claim arising from an announcement later withdrawn or corrected.

As a condition of receiving the prize, the potential Super Fan must complete, sign and return an Affidavit of Eligibility, a Liability Release and, except where prohibited by law, a Publicity Release, together with any release or waiver required by a venue or other third party, and must provide a completed IRS Form W-9, within the time period specified by Sponsor. Failure to do so results in forfeiture.

7. Prize and Conditions

One (1) prize will be awarded, consisting of four (4) tickets to The Feud Presented by Shipt Same-Day Delivery on Thursday, October 22, 2026 at Legacy Arena at the BJCC, Birmingham, Alabama, and four (4) tickets to ONE (1) college football game on Saturday, October 24, 2026 — Auburn vs. LSU or Alabama vs. Texas A&M — determined by the Super Fan’s declared team allegiance.

Approximate Retail Value ("ARV"): \$3,800.00, which is also the total ARV of all prizes in this Sweepstakes. The ARV is based on ticket face value at the time these Official Rules were prepared. No cash or other substitution will be made for any difference between the stated ARV and the actual value of the prize when awarded.

- The prize is awarded AS IS and WITHOUT WARRANTY OF ANY KIND, express or implied, including any implied warranty of merchantability or fitness for a particular purpose.
- The prize is non-transferable, may not be sold, auctioned, bartered or offered for resale, and has no cash value. Any attempt to do so voids the ticket and may forfeit the remainder of the prize. No substitution except by Sponsor, which may substitute a prize of equal or greater value if the advertised prize becomes unavailable.
- All expenses not expressly described above are the sole responsibility of the Super Fan and guests, including transportation, lodging, parking, meals, beverages, merchandise, gratuities, insurance and personal expenses of any kind.
- The Super Fan and each guest must comply with all venue, university, conference and event policies, ticket terms, codes of conduct and bag policies, and with the instructions of venue and event personnel. Seat locations are determined by the ticket issuer and are not guaranteed.
- If the Super Fan or any guest is unable or unwilling to attend an event on its scheduled date, the unused portion of the prize is forfeited with no compensation or substitute.
- Sponsor may revoke the prize, in whole or in part, and deny or revoke entry to any event, if the Super Fan or any guest engages in conduct that is unlawful, disorderly, disruptive or abusive, or that Sponsor, Shipt or a venue determines is inconsistent with the character of the event or damaging to the reputation of Knight Eady or Shipt.

8. Taxes

ALL FEDERAL, STATE AND LOCAL TAXES ON THE PRIZE ARE THE SOLE RESPONSIBILITY OF THE SUPER FAN. Because the ARV exceeds \$600, the Super Fan must provide a valid Social Security or taxpayer identification number on IRS Form W-9 before the prize is released, and will be issued an IRS Form 1099-MISC reporting the prize value. Failure to provide a valid taxpayer identification number results in forfeiture. The Super Fan is advised to consult a tax advisor.

9. Publicity, Content License and Privacy

Except where prohibited by law, participation constitutes each entrant's consent to the Released Parties' use of the entrant's name, Instagram handle, city and state of residence, voice, statements, likeness, photograph and video, and the content of the Entry, for advertising, promotional, publicity, trade and marketing purposes in any and all media now known or later developed, worldwide, in perpetuity, without further notice, review, approval or compensation.

Each entrant represents that the Entry is the entrant's own original content, does not infringe any third-party right, and contains no unlawful, defamatory, obscene or otherwise objectionable material, and grants Sponsor and Shipt a non-exclusive, irrevocable, royalty-free, worldwide, perpetual license to use, reproduce, modify, publish, display and distribute the Entry for any purpose related to the Sweepstakes or the promotion of The Feud or Shipt.

Sponsor collects the entrant's Instagram handle and comment content and, from the drawn entrant only, name, address, telephone number, email address, date of birth and taxpayer identification number, and uses this information to administer the Sweepstakes, verify eligibility, award the prize and meet tax reporting obligations. Sponsor does not sell entrant information and discloses it only to Shipt, Inc. and to vendors, ticket issuers and venues as necessary to fulfill the prize, and to taxing authorities or others where required by law. Information shared with Shipt is additionally subject to Shipt's privacy policy. Sponsor retains entrant information only as long as necessary to administer the Sweepstakes and satisfy record-keeping and tax requirements. Questions may be directed to Sponsor at the address in Section 1.

10. Release and Limitation of Liability

By entering, each entrant (and, if selected, the Super Fan and each guest) releases, discharges, indemnifies and holds harmless the Released Parties from and against any and all claims, demands, actions, causes of action, liabilities, losses, damages, injuries (including bodily injury and death), costs and expenses of any kind, whether known or unknown, arising out of or in any way related to: participation in the Sweepstakes or inability to participate; the acceptance, receipt, possession, use, misuse or transfer of the prize; attendance at, travel to or from, or presence at The Feud, either football game, or any

related activity, venue or campus; any act or omission of the entrant, the Super Fan, any guest or any third party, including any other attendee, vendor, venue operator, university, athletic conference or law enforcement agency; and any typographical, printing, production or administrative error in these Official Rules or any Sweepstakes material.

Shipt, Inc. is a Released Party. Shipt does not sponsor or administer this Sweepstakes and has no responsibility or liability of any kind for its administration, the selection or notification of the winner, the availability or condition of any prize element, or any act or omission of any entrant, guest, venue or third party. These releases run in favor of Shipt to the same extent as in favor of Sponsor.

IN NO EVENT WILL THE RELEASED PARTIES BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES, INCLUDING LOST PROFITS OR LOSS OF GOODWILL, WHETHER BASED IN CONTRACT, TORT, STRICT LIABILITY OR OTHERWISE. SOME JURISDICTIONS DO NOT ALLOW SUCH LIMITATIONS, SO THE ABOVE MAY NOT APPLY TO YOU.

11. No Affiliation with Auburn University or The University of Alabama

THIS SWEEPSTAKES IS NOT SPONSORED, ENDORSED, ADMINISTERED BY, AFFILIATED WITH OR ASSOCIATED IN ANY WAY WITH AUBURN UNIVERSITY, THE UNIVERSITY OF ALABAMA, LOUISIANA STATE UNIVERSITY, TEXAS A&M UNIVERSITY, THE SOUTHEASTERN CONFERENCE, THE NCAA, OR ANY OF THEIR RESPECTIVE ATHLETIC DEPARTMENTS, GOVERNING BOARDS, VENUES, LICENSEES, SPONSORS OR AFFILIATES (THE “UNAFFILIATED INSTITUTIONS”). The Unaffiliated Institutions have not sponsored, approved, endorsed or reviewed this Sweepstakes and are not responsible for its administration. Any reference to a university, team, mascot, colors, venue or game identifies the football game to which prize tickets relate and implies no sponsorship, endorsement, affiliation or approval. All questions and complaints must be directed to Sponsor and not to any Unaffiliated Institution.

The Released Parties disclaim any liability arising from any decision, policy, rule, action or omission of any Unaffiliated Institution, including ticketing, seating, entry, access, credentialing, security, bag, conduct or ejection policies; the revocation, invalidation or relocation of any ticket; or any restriction on attendance at the October 24, 2026 football game.

12. Cancellation, Postponement, Delay or Change

The football games and The Feud are events the Released Parties do not own, operate, schedule or control. No representation, warranty or guarantee is made that either game will be played as scheduled, played to completion, or played at all.

The Released Parties shall have no liability, and the Super Fan shall have no claim, right of substitution, right to compensation, refund or credit, and no alternate prize shall be awarded, if either football game or The Feud is cancelled, postponed, rescheduled, relocated, shortened, suspended, delayed, interrupted, closed to spectators, restricted in attendance, or otherwise altered for any reason, including: weather; lightning, storm or other act of God; fire; flood; earthquake; epidemic, pandemic or public-health order; labor dispute or strike; equipment, facility, utility, broadcast or technical failure; injury; officiating, conference, NCAA or university decision; schedule or venue change; governmental or law-enforcement order; act of war or terrorism; civil unrest; security threat or evacuation; or any other cause beyond the Released Parties' reasonable control. The Released Parties are not responsible for the outcome, quality, length or entertainment value of any game or event, or for any change in game time, television window, broadcast schedule or participating teams. If any portion of the prize becomes unavailable or unusable for these reasons, that portion is forfeited and Sponsor's sole obligation, if any, is limited to substituting a prize element of comparable value at its discretion.

13. Assumption of Risk and Conduct at Venues and on Campus

THE SUPER FAN AND EACH GUEST VOLUNTARILY AND KNOWINGLY ASSUME ALL RISKS ASSOCIATED WITH ATTENDING THE FEUD AND THE APPLICABLE FOOTBALL GAME, INCLUDING TRAVEL TO AND FROM THE VENUE AND PRESENCE ON OR NEAR THE CAMPUS OF AUBURN UNIVERSITY OR THE UNIVERSITY OF ALABAMA, INCLUDING THE RISK OF PERSONAL INJURY, ILLNESS, DEATH, PROPERTY DAMAGE AND PROPERTY LOSS, WHETHER CAUSED BY OBJECTS LEAVING THE FIELD OF PLAY, CROWD CONDITIONS, THE ACTS OF OTHER ATTENDEES OR THIRD PARTIES, OR ANY OTHER CAUSE.

The Super Fan and each guest are solely responsible for their own conduct and shall comply at all times with all applicable laws and all venue, university, conference and event policies. The Released Parties are not responsible or liable for any act, omission, conduct, injury, loss, damage, arrest, citation, ejection, denial of entry or expense caused by or arising from the

conduct of the Super Fan, any guest, or any other attendee or third party at any venue or on either campus. The Super Fan agrees to indemnify, defend and hold harmless the Released Parties from any claims, damages, losses, fines, penalties, costs and expenses (including reasonable attorneys' fees) arising from any act or omission of the Super Fan or any guest in connection with the prize, including any violation of law or of any venue, university, conference or event policy.

14. Instagram and Meta Release

THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM, META PLATFORMS, INC., OR ANY OF THEIR AFFILIATES. By entering, each entrant completely releases Instagram and Meta Platforms, Inc. from any and all liability arising out of or related to the Sweepstakes and understands that the entrant is providing information to Sponsor, not to Instagram or Meta. Questions, comments or complaints must be directed to Sponsor. Each entrant is responsible for complying with Instagram's Terms of Use and Community Guidelines, and the Released Parties are not responsible for any action taken by Instagram or Meta with respect to an entrant's account or content.

15. Intellectual Property

All content related to the Shipt Delivers the Ultimate Super Fan Experience, including text, graphics, logos, images, and software, is the property of The Feud or its content suppliers and is protected by applicable copyright laws. Unauthorized use, reproduction, distribution, or modification of any content without prior written permission is strictly prohibited.

SHIPT and the Shipt logo are trademarks of Shipt, Inc., used under license. THE FEUD and associated marks are trademarks of Knight Eady, LLC. All other trademarks, service marks, trade names and logos appearing in connection with the Sweepstakes — including those of any university, athletic conference, team or venue — are the property of their respective owners, are used for identification purposes only, and their use implies no affiliation, sponsorship or endorsement.

16. General Conditions and Disclaimer of Warranties

Sponsor may disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes; acting in violation of these Official Rules or Instagram's Terms of Use; entering through multiple accounts or identities; using automated means to enter; or acting in a manner that is disruptive, abusive, threatening, harassing, obscene, defamatory, discriminatory or otherwise inconsistent with the spirit of the Sweepstakes or the brands of Knight Eady or Shipt. Sponsor may remove any comment or Entry it determines to contain inappropriate, offensive or infringing content.

Sponsor may cancel, suspend, terminate or modify the Sweepstakes, in whole or in part, if fraud, technical failure, force majeure or any other factor beyond its reasonable control impairs the integrity or proper functioning of the Sweepstakes. In such event Sponsor may award the prize by random drawing from all eligible, non-suspect Entries received up to the time of the impairment.

The Released Parties are not responsible for lost, late, incomplete, garbled, misdirected, delayed or undeliverable Entries or notifications; technical, hardware, software, network, telephone, computer or Instagram failures, malfunctions, interruptions, outages, delays or errors; inaccurate or incomplete capture or transmission of entry information; unauthorized human intervention; or any injury or damage to any person's device or property related to participating in the Sweepstakes.

THE SWEEPSTAKES, THE SWEEPSTAKES POST AND ALL RELATED CONTENT ARE PROVIDED "AS IS" AND "AS AVAILABLE," WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE OR NON-INFRINGEMENT. THE RELEASED PARTIES DO NOT WARRANT THAT THE SWEEPSTAKES WILL BE UNINTERRUPTED, ERROR-FREE OR SECURE.

ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY VIOLATE CRIMINAL AND CIVIL LAW, AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

17. Disputes and Governing Law

Except where prohibited, each entrant agrees that: (a) all disputes, claims and causes of action arising out of or connected with the Sweepstakes or any prize shall be resolved individually, without resort to any form of class action; (b) all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (c) each

entrant waives all rights to claim punitive, incidental, consequential or any other damages other than actual out-of-pocket expenses, and any right to have damages multiplied or otherwise increased.

These Official Rules are governed by and construed in accordance with the laws of the State of Alabama, without giving effect to any choice of law or conflict of law rules. Each entrant consents to the exclusive jurisdiction and venue of the state and federal courts located in Jefferson County, Alabama.

If any provision of these Official Rules is held invalid, illegal or unenforceable, that provision shall be severed and the remainder shall remain in full force and effect. Sponsor's failure to enforce any provision is not a waiver of it. These Official Rules constitute the entire agreement between each entrant and Sponsor regarding the Sweepstakes and supersede all prior communications. In the event of a conflict between these Official Rules and any other Sweepstakes material, including the Sweepstakes Post, these Official Rules control.

18. Winner List

For the name of the Super Fan, send a self-addressed, stamped envelope to: Super Fan Winner List, c/o Knight Eady, LLC, 2025 3rd Avenue South, Suite 200, Birmingham, AL 35203, to be received no later than December 31, 2026.

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