**GEORGE STRAIT x CODY JOHNSON**
**FLYAWAY SWEEPSTAKES**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASING A SUBSCRIPTION OR PRODUCT WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**THE GEORGE STRAIT x CODY JOHNSON VIP FLYAWAY SWEEPSTAKES ("PROMOTION") IS OPEN ONLY TO LEGAL RESIDENTS OF FORTY-EIGHT (48) STATES AND THE DISTRICT OF COLUMBIA WHO ARE TWENTY-ONE (21) YEARS OF AGE OR OLDER AS OF DATE OF ENTRY. VOID OUTSIDE THE UNITED STATES OR WHERE PROHIBITED BY LAW. RESIDENTS OF ALASKA, HAWAII AND U.S. TERRITORIES ARE NOT PERMITTED TO ENTER THE PROMOTION. PROMOTION IS GOVERNED EXCLUSIVELY BY THE LAWS OF THE UNITED STATES.**

**BY ENTERING, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A BINDING CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES CERTAIN RELEASES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES, INCLUDING A WAIVER OF YOUR RIGHT TO A TRIAL BY JURY.**

**1. ELIGIBILITY:**

The Promotion is open to all legal residents of the 48 contiguous United States and the District of Columbia who are 21 years of age or older at the time of entry except as set forth below, but excludes residents of Alaska and Hawaii as well as all U.S. Territories, including but not limited to Puerto Rico.

Notwithstanding the foregoing, the following individuals and members of their families (parents, grandparents, children, siblings, spouses) and immediate household members (whether related or not) are not eligible for participation: employees, officers, and directors of Professional Bull Riders, LLC ("PBR" or "Sponsor" ), Paramount Skydance Corporation ("Paramount"), Cojo Music, LLC ("Cojo"), George Strait Productions ("GSP") and each of their parent, subsidiary, and affiliated companies, and Sponsor's advertising and promotional agencies. All federal, state, and local regulations apply.

**2. START/END DATES:**

The Promotion begins at 12:01 AM United States Eastern Time ("ET") on March 6th, 2026 and ends at 11:59 PM ET on Sunday, April 12, 2026 (the "Promotion Period").

**3. HOW TO ENTER:**

**There are TWO ways to enter this Promotion:**

1. Entry via Paramount+: During the Promotion Period, watch any live PBR event on Paramount+ (or the on-demand replay of those events available on Paramount+) and follow the on-screen entry instructions shown during the event to enter the Promotion. You'll be shown a URL as well as a QR code to the same URL on screen. Once you've accessed the page, you must fully complete the registration, which may include your first name, last name, email address, phone number and zip code. Normal time rates, if any, charged by Internet service provider will apply.

2. Entry by mail: You may also enter by sending a letter in the mail to PBR Headquarters, 122 E. Exchange Ave, Suite 470, Fort Worth, Texas, 76164 Attn: Flyaway Sweepstakes. The letter must include the first name, last name, email address, phone number and zip code of the entrant. All mail-in entries must be postmarked no later than April 12, 2026, and received no later than April 16, 2026, to be eligible.

   Entrants may submit one entry per day during the Promotion Period. Limit one (1) entry per person per day regardless of method submitted.

By submitting an entry, entrants fully and unconditionally agree to be bound by these Official Rules and the decisions of Sponsor and its appointed agents, which will be final and binding in all matters relating to the Promotion.

By participating and submitting an entry, entrant agrees that Sponsor and any participating parties and partners are authorized to contact entrant via e-mail to make entrant aware of information pertinent to the Promotion, and to distribute to entrant via email information regarding Sponsor's featured products, special events, promotional offers, news updates or coupons. Entrants may opt out of any further e-mail communication at any time following the provided opt-out instructions.

**4. PRIZES:**

One (1) grand prize ("Grand Prize") will be awarded. The Grand Prize consists of all of the following:

1. Two (2) tickets to see George Strait + Cody Johnson at Death Valley (Clemson's Memorial Stadium) on 5/2/26 (the "Event")
2. $2,000 USD via a Visa® Prepaid Card to use towards travel, accommodations at the sole discretion of the winner.
2. One (1) cowboy Hat from the Resistol by Cody Johnson Collection
3. One (1) pair of non-exotic boots from Justin Boots
4. One (1) pair of jeans and one (1) shirt from the WRANGLER® X CODY JOHNSON collection
5. One (1) cowboy hat from Resistol's George Strait Collection

6. One (1) pair of non-exotic boots from Justin Boots'' George Strait Collection
7. One (1) pair of jeans and one (1) shirt from the WRANGLER® X George Strait collection

**Note:** All apparel included in the Grand Prize (including boots, hats, jeans and shirts) will be mailed to the winner after sizes are confirmed. There are no guarantees that the apparel will arrive before the concert on May 2nd, 2026. Apparel items are not eligible for returns or exchanges.

Ten (10) runner-up prizes will be awarded separately (each, a "Runner-Up Prize", and together with the Grand Prize, the "Prize"):

Two (2) tickets to any PBR event held between April 23rd, 2026, and December 31st, 2026. (no travel included)

Approximate Retail Value ("ARV") of all prizes: $4000

All Prize details are at Sponsor's sole discretion. No substitutions of Prize by winners allowed, but Sponsor reserves the right to substitute a prize of equal or greater value at its sole discretion. The winner is strictly prohibited from auctioning, trading or otherwise transferring the Prize unless Sponsor consents in writing. No more than the stated number of Prize(s) will be awarded. The Released Parties are not responsible for and winner will not receive the difference, if any, between the actual value of the Prize at the time of award and the stated ARV in these Official Rules or in any Promotion-related correspondence or material.

Except as set forth above, all expenses and travel costs incurred as a result of seeking, winning, and/or making use of a prize are the sole responsibility of winner. Winner and guest(s) shall be responsible for all ground transportation costs, including, but not limited to, transportation to/from the airport and the Event. Any expense or cost not expressly stated in the description of the prizes set forth above is the sole responsibility of winner.

Exact transportation and accommodation details, dates, times, and terms to be determined at the sole discretion and responsibility of winner. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Blackout dates and other restrictions may apply. Once travel is booked, any penalties incurred as a result of changes to flights are the sole responsibility of winner. All expenses and travel costs incurred as a result of seeking or winning a prize are the sole responsibility of winner. Any expenses or costs not expressly stated in the description of the prize above, including, but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, surcharges, airport fees, service or facility charges, personal charges at lodging, security fees, taxes, or other expenses, are the sole responsibility of winner. Winner's guest(s) must be twenty-one (21) years of age or older as of the date of departure and must travel on the same itinerary and at the same time as winner.

Winner(s) and guest(s) are solely responsible for obtaining any required travel documents, including a valid passport where applicable, and travel insurance. Winner(s) and guest(s)

must each execute an Affidavit of Eligibility / Release of Liability form consistent with the terms of the Release set forth in Section 7 provided by Sponsor or its appointed agent prior to issuance of tickets. Travel restrictions, conditions, and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, vouchers, or certificates. Sponsor is not responsible for any penalty charges incurred as a result of changes to tickets that have been issued. Any such penalties incurred
are the sole responsibility of winner.

All federal, state, and local taxes, fees, and surcharges on any prize are the sole responsibility of winner of the prize. Winners of prizes with a value of $600 or more will be issued an IRS Form 1099-MISC early in the year following the year in which prize was awarded for filing with his/her federal and state tax returns. Sponsor complies with all tax reporting requirements. The amount of any tax liability will vary depending on winner's tax bracket.

**5. ODDS OF WINNING:**

Odds of winning the Grand Prize and the Runner-Up Prizes are dependent on the number of eligible entries received during the Promotion Period.

**6. WINNER SELECTION, NOTIFICATION, AND VERIFICATION:**

Potential winners will be selected in a random drawing from among all eligible entries received, to be held on or about Thursday, April 17, 2026. Drawing will be conducted by Sponsor or its appointed agent, and all decisions are final. Potential winners will be contacted by telephone, e-mail, and/or text. If any potential winner cannot be reached within three (3) days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any potential winner rejects his/her prize, or in the event of noncompliance with these Official Rules, such prize will be forfeited and an alternate winner will be selected from among all remaining eligible entries. If an alternate winner also cannot be reached or is ineligible, Sponsor reserves the right to select additional alternate winners or, in its sole discretion, not to award the applicable prize. Upon forfeiture of any prize, no compensation will be given. Limit one (1) prize per person or household.

All potential winners will be required to sign and return, where legal, an Affidavit of Eligibility / Release of Liability within 5 days of first notification that he/she is a potential winner. No potential winner will be an official winner until his/her Affidavit of Eligibility / Release of Liability has been returned and eligibility has been formally verified by Sponsor. Winner must have a valid social security number or a valid personal tax identification number or he/she will be ineligible to win a Prize. If any potential winner fails to comply with these Official Rules and/or to submit the required documentation within the designated time period, he/she will be automatically disqualified and the prize may be awarded to an alternate winner.

**7. PUBLICITY RELEASE:**

By accepting a prize in this Sweepstakes, the Winner grants Sponsor, Paramount, Cojo, GSP and each of their affiliates, agents, and their designees (the "Sweepstakes Entities")

the right, unless prohibited by law, to use their names, user names, cities and states of residences, voices, avatars, pictures and likenesses, without compensation, notification or approval, for the purpose of advertising and publicizing the goods and services of the Sweepstakes Entities and all matters related to the Sweepstakes, in any manner or medium, now or hereafter known, throughout the world in perpetuity. Promotion prize winner acknowledges and agrees that the Sweepstakes Entities may wish to publicize and feature winner's attendance at the event and/or the Promotion prize, and winner agrees to pose for photos at the Event and/or the Promotion prize.

**8. LIABILITY RELEASES:**

THE SWEEPSTAKES ENTITIES EXPRESSLY DISCLAIM ANY RESPONSIBILITY FOR, AND ALL WINNERS AGREE TO INDEMNIFY AND HOLD HARMLESS THE SWEEPSTAKES ENTITIES, THE EVENT SPONSORS AND PARTNERS, AND EACH OF THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS AND AGENTS, FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, DEMANDS AND/OR LIABILITIES FOR INJURY/DEATH, DAMAGE OR LOSS TO ANY PERSON OR PROPERTY RELATING TO OR ARISING IN CONNECTION WITH PARTICIPATION IN THIS SWEEPSTAKES INCLUDING TRAVEL TO AND FROM THE EVENTS(REGARDLESS OF THE CAUSE OF SUCH INJURY OR LOSS), THE DELIVERY AND/OR SUBSEQUENT USE OR MISUSE OF THE PRIZE AWARDED AND/OR PRINTING, DISTRIBUTION OR PRODUCTION ERRORS. WINNERS ACKNOWLEDGE THAT THE PRIZES ARE AWARDED "AS IS" AND THAT SPONSOR HAS NOT MADE, AND IS NOT IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY REPRESENTATION, GUARANTEE OR WARRANTY, EXPRESSED OR IMPLIED, IN LAW OR IN FACT, RELATIVE TO ANY PRIZE OR PRIZE COMPONENT, INCLUDING, BUT NOT LIMITED TO ITS QUALITY, MECHANICAL CONDITION OR FITNESS FOR A PARTICULAR PURPOSE.

IN FULL KNOWLEDGE AND COMPLETE ASSUMPTION OF ALL OF THE RISKS, WINNERS FOR ITSELF AND ON BEHALF OF ITS RESPECTIVE RELATED INDIVIDUALS OR ASSOCIATED ENTITIES (COLLECTIVELY, THE "RELEASING PARTIES"), HEREBY IRREVOCABLY AGREES THAT THE RELEASING PARTIES WILL NOT SUE OR CLAIM AGAINST ANY OF THE SWEEPSTAKES ENTITIES, NOR ANY OF EACH OF THEIR PARENTS, SUBSIDIARY ENTITIES, AND/OR AFFILIATES (THE "RELEASED PARTIES"), FOR ANY INJURY, ILLNESS, DAMAGE, LOSS OR HARM TO ANY RELEASING PARTY OR SUCH RELEASING PARTY'S PROPERTY OR THE RELEASING PARTY'S DEATH OR DISABILITY, WHETHER IN CONNECTION WITH THE ILLNESS(ES), HARM(S), OR OTHERWISE, RESULTING OR ARISING OUT OF OR IN ANY WAY RELATED TO WINNER'S PARTICIPATION IN THE SWEEPSTAKES, ATTENDANCE AT THE EVENT, AND/OR ACCEPTANCE OF THE PROMOTION PRIZE, INCLUDING ANY PREPARATION, TRAVEL, OR OTHER ACTIVITIES UNDERTAKEN BY WINNER IN CONNECTION THEREWITH (THE "COVERED MATTERS").

**9. INDEMNIFICATION:**

WINNER, FOR ITSELF AND ON BEHALF OF THE RELEASING PARTIES, HEREBY COVENANTS AND AGREES THAT SUCH RELEASING PARTY SHALL NOT HEREAFTER BRING ANY CLAIM, ACTION OR PROCEEDING ARISING FROM, AND SHALL INDEMNIFY, DEFEND, AND HOLD HARMLESS THE RELEASED PARTIES FROM ANY CLAIMS, ACTIONS, PROCEEDINGS, EXPENSES (INCLUDING ATTORNEY'S FEES) AND DAMAGES ARISING FROM, RELATING TO,

OR IN CONNECTION WITH THIS DOCUMENT OR THE COVERED MATTERS, INCLUDING CLAIMS BY RELEASING PARTIES OR THIRD PARTIES ALLEGING NEGLIGENT OR INTENTIONAL ACTS OR OMISSIONS BY WINNER OR ANY OTHER RELEASING PARTY IN RELATION TO COVID-19 AND/OR WINNER'S AND/OR ANY RELEASING PARTY'S PARTICIPATION IN AND/OR FAILURE TO COMPLY WITH ANY APPLICABLE RULES OR REGULATIONS IN CONNECTION WITH THE SWEEPSTAKES AND/OR THE EVENT, OR IN CONNECTION WITH DEFENDING ANY CLAIM AGAINST ANY RELEASED PARTY RELATING TO THE MATTERS COVERED BY THIS RELEASE OR ENFORCING THIS RELEASE AGAINST A RELEASING PARTY, AND THAT SUCH RELEASING PARTIES SHALL NOT PARTICIPATE IN OR COOPERATE WITH ANY INVESTIGATION, CLAIM, ACTION OR PROCEEDING ARISING FROM, RELATING TO OR IN CONNECTION WITH THIS RELEASE OR THE ACTIVITIES. WINNER, ON BEHALF OF ITSELF AND THE RELEASING PARTIES, HEREBY WAIVES ALL RIGHTS OF, AND SHALL NOT PURSUE ANY CLAIM BY WAY OF, SUBROGATION, FOR CONTRIBUTION OR OTHERWISE, AGAINST THE RELEASED PARTIES.

**10. ADDITIONAL TERMS:**

Sponsor reserves the right to alter, suspend, or terminate the Promotion at any time and with or without notice if, in Sponsor's sole discretion, the integrity of the Promotion becomes or is likely to become compromised in any way. In the event the Promotion is terminated prematurely, all eligible entries received prior to the Promotion termination or suspension date will be included in the next prize drawing. No automated devices, bots, and/or other programs and/or software are permitted. All entries become the sole and exclusive property of Sponsor and will not be acknowledged or returned. No mass or mechanically reproduced, photocopied, altered, or forged entries will be allowed. Delivery of a prize will require a street address located within the fifty (50) United States or the District of Columbia (except those states where the Promotion is prohibited). Sponsor is not responsible for lost, late, illegible, stolen, torn, altered, incomplete, invalid, unintelligible, misdirected, technically corrupted, garbled, or postage-due entries, which will be disqualified, or for problems of any kind, whether mechanical, human, or electronic. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

In case of a dispute as to the identity of any Internet entrant, an entry made by Internet will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

If for any reason the Promotion is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, automated entries, requests, fraud, technical failure, human error, or any other cause beyond the control of Sponsor that corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Promotion, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process and to cancel, terminate,

modify, or suspend the Promotion. Sponsor assumes no responsibility for any error, omission, interruption, telephone or other communications malfunctions, deletion, defect, delay in operation or transmission, communications line failure, or theft or destruction of, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunctions of any telephone networks or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to, or resulting from, participation or downloading of any materials in the Promotion.

Sponsor and its agents are not responsible for printing, distribution, or production errors and may, in their sole discretion, rescind, cancel, suspend, modify, or revoke this Promotion based upon any such error without liability. If by reason of a printing, computer, or other error more prizes are awarded in a prize category than the number set forth in these Official Rules, all persons purportedly making valid claims will be included in a random drawing to award the advertised number of prizes available. In no case will more than the advertised number of prizes be awarded. Antifraud detection devices may be used for verification purposes. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control.

In the event Sponsor is prevented from continuing with the Promotion by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Promotion by any party, or any federal, state, local or provincial government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Promotion or Prize, as applicable.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Headings are solely for convenience and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof.

Caution: Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Promotion may be a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF ENTRANT'S ACCESS TO, AND USE OF, THE WEBSITES AND/OR THIS PROMOTION, OR ENTRANT'S DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATEDWITH THE PROMOTION. EXCEPT WHERE PROHIBITED, ENTRANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR

CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES, BUT IN NO EVENT ATTORNEYS' FEES; (3) ENTRANT WAIVES ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED.

**11. DISPUTES AND GOVERNING LAW:**

The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Promotion. Any controversy or claim arising out of, or relating to, these Official Rules and/or the Promotion shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in New York, NY.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS AND RULES. For any matters that are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Promotion, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to New York, NY. The parties agree not to raise the defense of forum non conveniens.

**12. USE OF DATA:**

Sponsor will be collecting personal data about entrants online, in accordance with its Privacy & Cookie Policy. Please review Sponsor's Privacy & Cookie Policy at https://pbr.com/privacy-policy

By participating in the Promotion, entrant hereby agrees to Sponsor's collection and usage of his/her personal information and acknowledges that he/she has read and accepted Sponsor's Privacy & Cookie Policy.

**13. LIST OF WINNERS:**

To obtain a list of winners, send a self-addressed, stamped envelope, with sufficient postage, to 122 E. Exchange Ave, Suite 470 (Barn G), Fort Worth, TX 76164. All requests for a list of winners must be received within sixty (60) days after the end of the Promotion Period.

Any third-party trademarks mentioned herein are the property of their respective trademark owners. The use or mention of such third-party trademarks in these Official Rules or in the Sweepstakes is solely for descriptive purposes and shall in no way imply an endorsement or sponsorship of this Sweepstakes. This Sweepstakes may be advertised on social media sites/platforms, but this Sweepstakes is in no way sponsored, endorsed or administered

by, or associated with, such social media sites/platforms (such as X (formerly Twitter), TikTok, Instagram, or Facebook).