

OFFICIAL RULES. NO PURCHASE NECESSARY TO PARTICIPATE IN THE PROMOTION.

A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

- Promotion Timing:** Haleon Soccer Food Match (the “**Promotion**”) begins at 12:00 a.m. Eastern Time (“**ET**”) on June 1, 2026 and ends at 11:59 p.m. ET on July 19, 2026 or when all prizes and universal mobile offers have been awarded, whichever occurs first (the “**Promotion Period**”).
- Eligibility:** The Promotion is open only to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older as of date of game play and possess a web enabled mobile device as of May 31, 2026. Employees of Haleon US Holdings, LLC. (the “**Sponsor**”), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies, and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not), are not eligible to participate or win. Void where prohibited by law. All federal, state, and local laws and regulations apply.
- To Participate:** During the Promotion Period, visit TUMSFoodMatchCup.com (“**Website**”) on your web-enabled mobile device and complete the on-screen registration form before playing the on-screen game to see if you have won a prize or received a universal mobile offer (as set forth below and subject to verification). Participation via the Website will be referred to as “**game play**”. As prizes and universal mobile offers are awarded, those quantities will be deducted from the applicable total prize/universal mobile offer pool. Sponsor reserves the right to substitute prizes or universal mobile offers of equal or greater value and offer additional prizes or universal mobile offers, in their sole discretion. Limit one (1) game play per participant per day during the Promotion Period. Use of any automated or computer system to participate online is prohibited and will result in disqualification. Normal Internet/phone access and data/usage charges imposed by your online/phone service may apply.
- Verification:** All potential winners and universal mobile offer recipients are subject to verification before any prize or universal mobile offer will be awarded. Fraud detection devices may have been included in game play. All game plays are subject to verification at the sole discretion of Sponsor. No responsibility is assumed for lost, misdirected or late game plays. In no event will more than the listed prizes or universal mobile offers be awarded. No prizes or universal mobile offers will be awarded to the holder of any game play which is determined to be void or otherwise ineligible and Sponsor shall have no further obligation or liability in respect thereof except to replace the void game play with another randomly selected game play if appropriate upon request. Although it is intended that no more than the listed winning/ universal mobile offer game plays will be distributed/seeded, if for any reason, such as technical error, the number of winning/universal mobile offer claims received for any prize level is greater than the number of prizes listed for that prize level or the number of claims received for the universal mobile offers is greater than the number of universal mobile offers listed, those prizes or universal mobile offers listed will be awarded in a random drawing from among all verified claims received for that prize level/universal mobile offer. All claims submitted become the property of the Sponsor and will not be returned. Proof of game play and/or winning/receiving a universal mobile offer will not be deemed to be proof of winning/receiving a universal mobile offer by Sponsor.
- Privacy:** By participating, you agree to and accept the privacy policy below. Any personal information that a participant provides in connection with the Promotion shall be used by Sponsor and its agencies to administer this Promotion, contact participants, and for the other purposes set forth in the Sponsor’s privacy policy located at <https://www.privacy.haleon.com/en-us/>.
- Prizes and Odds of Winning/Receiving a Universal Mobile Offer:**

Prize	Quantity	Odds of winning
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A \$200 Ticketmaster e-gift card to be used to buy tickets	49	1:2,050
A \$50 Sponsor specified e-gift card to be used to buy merchandise on the Official U.S. Soccer store website	245	1:410
A TUMS \$25 universal mobile offer (expires 7/31/26).	490 (10 per day during the Promotion Period)	1:205

Universal Mobile Offers: There are 4,900 universal mobile offers available to be awarded (100 per day during the Promotion Period) each for \$3 off of any 1 (ONE) TUMS 28 ct. or larger product. Universal mobile offers expire within fourteen (14) days after a participant claims the offer. The odds of receiving a universal mobile offer are 1:21.

PRIZES AND UNIVERSAL MOBILE OFFERS ARE AWARDED “AS IS” WITH NO WARRANTY OR GUARANTEE, EITHER EXPRESS OR IMPLIED BY SPONSOR. Sponsor is not responsible for damages, losses, illnesses or injury resulting from acceptance or use of prizes or universal mobile offers. Limit one (1) of each prize and one (1) universal mobile offer per person. Limit a total of three (3) prizes and one (1) universal mobile offer per person. Gift card and universal mobile offer restrictions may apply. No transfer or substitution for prize or universal mobile offer is permitted for any reason, except at the sole discretion of the Sponsor, and, in such circumstance, an alternate prize or universal mobile offer of equal value will be awarded and the Sponsor’s obligation to the winner or universal mobile offer recipient will be fulfilled, and no other additional compensation will be provided. Separate e-gift card terms and conditions apply. All winners and universal mobile offer recipients will receive their prize or universal mobile offer at the email address provided during game play. Return of any prize, universal mobile offer or email notification as undeliverable will result in forfeiture. Sponsor’s decisions are final on all matters relating to the Promotion. Unclaimed or forfeited prizes or universal mobile offers will not be awarded.

- 7. General Rules:** By participating in the Promotion, participants agree to be bound by these Official Rules and the decisions of the Sponsor and its representatives. 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. The Sponsor and its agencies are not responsible for technical malfunctions or any of the equipment or programming associated with the Website, game plays or by any human or technical error which may occur. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the Website, game play mechanics or the operation of the Promotion; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, 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.** Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If, for any reason, the Promotion is not capable of running as planned because of Website tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, then the Sponsor reserves the right at its sole discretion to cancel the Promotion and only award prizes and universal mobile offers claimed properly prior to cancellation (if any). By participating in the Promotion, you hereby represent and warrant that you have read these Official Rules and are fully familiar with its contents.
- 8. Release and Limitations of Liability/Publicity Release:** By participating in the Promotion, each participant agrees that Sponsor, their respective parents, subsidiaries, affiliated companies, agents, retailers, advertising and promotion agencies (collectively, “**Promotion Indemnities**”) and each party’s respective affiliates, officers, directors, agents, and employees will have no liability or responsibility for any claim arising in connection with participation in

the Promotion or the awarding of the prizes or universal mobile offers. The participants/winners/universal mobile offer recipients assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Promotion or use or redemption of any prize or universal mobile offer. By participating in the Promotion, you acknowledge that you, not Sponsor, are responsible for the contents of any material submitted in relation to the Promotion. Participants waive the right to claim any damages whatsoever from the Promotion Indemnities including, but not limited to, punitive, consequential, direct, or indirect damages. You hereby agree that the Promotion Indemnities have the right to use your name, likeness or any other rights granted to Sponsor, including any claims, including but not limited to, trademark, copyright, or other intellectual property rights, right of publicity, right of privacy or defamation in Sponsor's sole discretion.

- 9. Governing Law:** The Promotion and the Official Rules shall be exclusively governed by and construed in accordance with the laws of the State of New Jersey, without regard to conflicts of law provisions. Participants submit to exclusive personal jurisdiction in New Jersey and agree that any dispute shall be brought in the state or federal courts in New Jersey. You agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with the Promotion or any prize or universal mobile offer awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of New Jersey; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Promotion, but in no event attorney's fees; and (c) notwithstanding the foregoing, you waive the right to claim any damages, whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages.
- 10. Binding Arbitration:** Except where required by law, participants and the Sponsor waive all rights to trial in any action or proceeding instituted in connection with these Official Rules or the Promotion (including any activity related thereto). Any controversy or claim arising out of or relating to these Official Rules 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.
- 11. Winners List:** For a list of prize winners valued over \$25, available after August 1, 2026, for a period of at least 30 days, send a stamped, self-addressed envelope to: Haleon Soccer Food Match Winners, Dept. EH, P.O. Box 7760, Melville, NY 11775-7760.
- 12. Sponsor:** The Sponsor of the Promotion is Haleon US Holdings, LLC, 184 Liberty Corner Road, Warren, NJ 07059.