

Cardenas Additional Sweepstakes Rules and Privacy Notice

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN IN A SWEEPSTAKES ON SPONSOR'S WEBSITE ("SWEEPSTAKES"). A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

PARTICIPATION IN THE SWEEPSTAKES CONSTITUTES YOUR AGREEMENT TO BE BOUND BY THESE ADDITIONAL SWEEPSTAKES RULES. THESE ADDITIONAL SWEEPSTAKES RULES ARE SUBJECT TO BINDING ARBITRATION AND A WAIVER OF CLASS ACTION RIGHTS AS DETAILED IN SECTION 11, BELOW.

THESE ADDITIONAL SWEEPSTAKES RULES ARE MEANT TO SUPPLEMENT, AND NOT REPLACE, THE RULES AS DESCRIBED IN THE APPLICABLE WEBSITE AD. IN THE EVENT OF A DIRECT CONFLICT BETWEEN THESE ADDITIONAL SWEEPSTAKES RULES AND THE AD, THE AD SHALL PREVAIL.

1. SWEEPSTAKES AND JUDGING PERIOD: Entry Submission begins December 17, 2025, at 10:00AM Pacific Standard Time ("PST") and ends January 9, 2026, at 11:59 PM PDT ("Sweepstakes Period.") Sponsor's computer is the official time-keeping device for Sweepstakes. The Winner will be selected on January 12, 2026, and announced at 1:00 PM PST.

2. ENTERING THE SWEEPSTAKES: This Sweepstakes is open to Las Vegas residents that have valid Las Vegas identification. During the Sweepstakes Period, paid social media ads will be created on Facebook and Instagram communicating the Sweepstakes prize. To participate in the Sweepstakes, Participants must:

- (1) Reside in Las Vegas, Nevada or the Las Vegas metropolitan area
- (2) Have access to Internet
- (3) Have an Internet-capable device (such as a mobile device, desktop, laptop, tablet, etc.)
- (4) Fill out an entry form on the Cardenas Markets Website: <http://cardenasmarkets.com/lucky-locals-las-vegas>
- (5) Create a Cardenas Markets Rewards Account which will be done when filling out the aforementioned form.
- (6) Entrants may enter only once – NO MORE THAN ONE ENTRY PER PERSON IS PERMITTED.
- (7) Follow the rules and instructions as described in the Ad
- (8) By entering the Sweepstakes, Participants accept and agree to these Additional Sweepstakes Rules, the Privacy Policy (http://www.cardenasmarkets.com/privacy_policy) and the decisions of Sponsor, which shall be final in all matters.

Alternative Method of Entry ("AMOE"): Alternatively, Participants may enter the Sweepstakes by sending an email to Communications@Heritagegrocers.com with their Name, Email Address, Phone number, address, and the address of the Las Vegas Cardenas Markets which is closest to their location. One Entry maximum may be submitted through AMOE.

3. ELIGIBILITY: Sweepstakes is open only to residents of Nevada who reside within a twenty-five (25) mile radius of a Cardenas Markets supermarket location (the "Sweepstakes Area") that are United States legal residents and at least eighteen (18) years of age as of January 2, 2026.

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Employees of Cardenas Markets LLC and their respective affiliates and subsidiaries (collectively "Promotion Parties,") and members of such employees' immediate family or persons living in the same household as such employees are not eligible to enter or win the prizes from this Sweepstakes. The foregoing eligibility requirements are void where prohibited by law.

Standard data charges may apply if participating through a mobile device. Mobile device service may not be available in all areas. Sponsor is not responsible for any charges.

4. PRIZES: The Sweepstakes prize shall be as advertised in the applicable Ad on the applicable Social Media Platform/Website. No substitution or transfer of prizes is permitted by the Winner. Sponsor reserves the right to substitute a prize of equal or greater value at any time while the Sweepstakes is in effect. All prize(s) will be awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Notwithstanding any terms to the contrary herein, all prize(s) will be awarded. If a potential Winner is not eligible to receive a prize for any reason, including as described in Sections 2, 3 and 5, Sponsor may, at its sole discretion, award the applicable prize to another Winner by random drawing from among all remaining eligible entries. In such circumstances, random drawings will be held until an eligible Winner is selected. All income taxes and/or other applicable taxes and/or fees resulting from the acceptance of a prize are the sole responsibility of the Winner. The Winner of a prize may be issued an IRS Form 1099-MISC for the ARV of the prize.

Acceptance of a prize offered constitutes express permission to use Winner's name, biographical information and/or likeness for purposes of advertising and promotion without further compensation as permitted by law and constitutes permission to disclose the Winner's name where required. Prizes not claimed or forfeited may not be awarded. If any potential prize Winner fails or refuses to properly sign and return all Prize Claim Documents (Prize Claim Documents may include an IRS Form 1099-MISC, Sponsor Release Agreement and any other documents Sponsor may be required to collect or deem necessary to obtain prior to issuing any prizes such as submitting a copy of a US-government identification card) by the redemption deadline, or if the Prize Claim Documents or a prize is returned as unclaimed or undeliverable to any potential Winner, such potential prize Winner will be disqualified and/or otherwise forfeit their prize. If a potential prize Winner makes any false statement in any Prize Claim Document, the prize will be forfeited. The submission of Prize Claim Documents is solely the responsibility of each potential prize Winner. If any potential prize Winner declines a prize, is found to be ineligible or fails to comply with these Additional Sweepstakes Rules, such potential prize Winner will be disqualified and will forfeit the prize and all rights to the prize they otherwise might have received. All details and other restrictions of prizes not set forth in these Additional Sweepstakes Rules or Ad will be determined by Sponsor in its sole discretion and will be provided to the applicable Winner upon award of the prize. Prizes will be delivered only upon Sponsor's receipt of the Prize Claim Documents, completed to Sponsor's satisfaction.

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5. SELECTION OF WINNERS: A random drawing will be conducted by Sponsor to select the Winner for the applicable submission form from among all eligible entries. The random drawing may be done through an online site, such as "[Random.Org](https://www.random.org/)", a recognized tool for fair and transparent random generators. Odds of winning the prize depend on the number of entries eligible for that prize. Potential Winners will be notified, by email used to enter the Sweepstakes. Following such notification, Sponsor may send potential Winners a Sponsor Release Agreement. If requested by Sponsor, potential Winners must sign and return the required Sponsor Release Agreement within three (3) days of receipt of such document, or such other date set by Sponsor, in order to receive the prize. Documents requested by Sponsor may be submitted through a designated, secure third-party service such as SharePoint, Dropbox, Google Drive or any other link provided by Sponsor. Once Sponsor receives all requested documents through the designated link (or other delivery method approved by Sponsor), Sponsor may engage potential Winners with follow-up communications regarding prize disbursement such as pick-up location, date and time. Unless otherwise approved by Sponsor, prizes will be made available for pick-up at one of Sponsor's pre-approved grocery store locations, date and time. Failure to respond within the applicable time period will result in forfeiture of the prize and Sponsor may, at its sole discretion, award the prize to another potential Winner. If, after three (3) attempts to notify a potential Winner, Sponsor cannot locate such person, Sponsor may, at its sole discretion, award the prize to another Winner. In the event a dispute arises as to the identity of a potentially winning Participant, the identity of the Participant will be conclusively determined by the name, e-mail and/or phone number linked to the account of the Social Media Platform used to host the Sweepstakes.

By entering the Sweepstakes and accepting a prize, the winning Participant grants permission to Sponsor and the Promotion Parties to use Winner's name, likeness, and biographical information in connection with the Sweepstakes and announcement of the Winners and for other marketing purposes without further compensation or right of approval, unless prohibited by law. Winners understand that Sponsor and the Promotion Parties may publish the Winner's name, likeness and biological information on Sponsor's website and social media platforms (including, but not limited, Facebook, Instagram, Twitter and YouTube). All federal and state laws apply.

6. RELEASES AND LIMITATION OF LIABILITY: By entering the Sweepstakes, Participants waive all right to, and release and hold Sponsor, the Promotion Parties, Facebook, Inc., Instagram, Inc., Twitter, Inc., Google, LLC (owner of YouTube) and any applicable Social Media Platform, and each of their respective employees, officers, directors, agents, representatives, owners and managers ("Released Parties") harmless from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including attorneys' fees) arising out of or in connection with participation in the Sweepstakes, Ad, submission of entries or the selection of Winners or the acceptance, use, or misuse of any prize. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. Sponsor, Promotion Parties, Facebook, Inc., Instagram, Inc., Twitter, Inc., Google, LLC and any applicable Social Media

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Platform, and each of their respective employees, officers, directors, agents, representatives, owners and managers, will not be responsible for: late, incomplete, or incorrect entries; a Participant's failure to receive communications regarding the Sweepstakes due to Participant's spam, junk e-mail, or other security settings or for Participant's provision of incorrect or otherwise non-functioning contact information; technical, hardware, or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or used in the Sweepstakes; by any human error which may occur in the processing of the entries in the Sweepstakes; or any typographical, technological, or other error in the submission of entries, the publishing of the offer, administration of the Sweepstakes, or announcement of the prizes.

7. CANCELLATION; MODIFICATION: Sponsor reserves the right to cancel or modify the Sweepstakes, Ad, including these Additional Sweepstakes Rules and Privacy Notice, in a manner it deems appropriate for any reason, including, but not limited to, if, in Sponsor's sole and absolute discretion, Sponsor believes there is an error, or there is an error, any suspected evidence of tampering with any portion of the Sweepstakes, if technical difficulties (including viruses and bugs) compromise the integrity of the Sweepstakes from running as planned, any such modification will be posted here.

8. CHOICE OF LAW AND FORUM: PARTICIPANT AGREES THAT ALL MATTERS ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, AD, THESE ADDITIONAL SWEEPSTAKES RULES AND THE PRIVACY NOTICE, ARE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEVADA, UNITED STATES, WITHOUT REFERENCE TO THE CHOICE OF LAW PRINCIPLES THEREOF. PARTICIPANT FURTHER AGREES THAT ANY LEGAL SUIT, ACTION, PROCEEDING, DISPUTE, CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, AD, THESE ADDITIONAL SWEEPSTAKES RULES, AND THE PRIVACY NOTICE, SHALL BE BROUGHT EXCLUSIVELY IN THE STATE COURTS OF NEVADA LOCATED IN CLARK COUNTY, NEVADA OR THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF NEVADA.

9. PRIVACY NOTICE: By participating in this Sweepstakes, Participants consent to the Sponsor's use of their personal information submitted or collected in connection with the Sweepstakes in accordance with and subject to the terms of the Sponsor's Privacy Policy, available at http://www.cardenasmarkets.com/privacy_policy ("Privacy Policy"), which is incorporated by reference as if re-stated in full herein.

10. SPONSOR: Cardenas Markets LLC, 2501 East Guasti Rd., Ontario, CA 91761. This Sweepstakes is in no way sponsored, endorsed, or administered by or associated with Facebook, Inc. or Instagram, Inc.

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11. MANDATORY ARBITRATION: As a condition of participating in the Sweepstakes, except where prohibited by law, you agree that any dispute, claim, or controversy arising out of or relating to the Sweepstakes, Ad, the award of a prize, or the breach, termination, enforcement, interpretation, or validity of these Additional Sweepstakes Rules, shall be submitted to and determined by JAMS exclusively on an individual, non-class basis pursuant to its Comprehensive Arbitration Rules and Procedures and in accordance with the Expedited Procedures in those Rules. For the avoidance of doubt, you agree that any and all disputes, claims, and causes of action arising out of or related to Sweepstakes, Ad or any prize awarded shall be resolved individually and not in the form of any class action or other form of representative action. You agree that, as a condition of participating in the Sweepstakes, you and all Participants waive any right to bring any action arising from or related to the Sweepstakes, Ad or the award of a prize as a class or other representative action.

The arbitration shall be held before a single arbitrator, who shall be an attorney at law and an experienced commercial and contract law arbitrator. The Sponsor shall bear the cost of the arbitration, including the compensation of the Arbitrator and all administrative expenses. The parties may be represented by their own attorneys in the arbitration proceeding and, except as may otherwise be required by law, shall be responsible for their own attorneys' fees and costs incurred in presenting their case to the Arbitrator. The Arbitrator shall have the power to award all legal relief available in a court of law, including any and all damages that may be available for any of the claims asserted, provided, however, that the arbitrator may not award any incidental, indirect, or consequential damages, including damages for lost profits, or any other relief waived under this Agreement. In addition, each of the parties shall retain all defenses that they would have in a judicial proceeding, including defenses based on the expiration of the statute of limitations and that the damages being sought are not authorized or are excessive. The Arbitrator shall render a written award within thirty (30) days after the matter is submitted for determination, and the award of the arbitrator shall be final and binding on the parties. Judgment on the award may be entered in any court having jurisdiction. This provision, however, shall not preclude the parties hereto from seeking provisional remedies in aid of arbitration from a court of appropriate jurisdiction, including preliminary injunctive relief.

YOU AGREE AND ACKNOWLEDGE THAT THE SWEEPSTAKES EVIDENCES A TRANSACTION INVOLVING INTERSTATE COMMERCE AND THAT THIS AGREEMENT IS ENTERED INTO UNDER THE FEDERAL ARBITRATION ACT ("FAA"). ACCORDINGLY, THIS AGREEMENT SHALL BE INTERPRETED AND CONSTRUED IN ACCORDANCE WITH THE LAW AND PROCEDURES DEVELOPED UNDER THE FAA. THE PARTIES SHALL MAINTAIN THE CONFIDENTIAL NATURE OF THE ARBITRATION PROCEEDING AND THE AWARD. YOU AGREE THAT BY PARTICIPATING IN THE SWEEPSTAKES, YOU ALSO ENTER INTO THIS AGREEMENT TO ARBITRATE FREELY AND VOLUNTARILY AND WITHOUT ANY FORM OF COERCION, DURESS OR UNDUE INFLUENCE.

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12. VOID WHERE PROHIBITED: The Sweepstakes is void where prohibited. All federal, state, and local laws apply to the Sweepstakes. Decisions regarding all matters relating to the Sweepstakes that are not addressed in these Additional Sweepstakes Rules shall be made by Sponsor in its sole and absolute discretion, and each Participant agrees that all such decisions shall be binding and final. Failure to comply with these Additional Sweepstakes Rules may result in disqualification from the Sweepstakes at Sponsors' sole and absolute discretion. The Sponsor reserves the right to permanently disqualify from any promotion any person they believe has intentionally violated these Additional Sweepstakes Rules.

Questions regarding the Sweepstakes should be directed to: Marketing, 2501 E. Guasti Rd. Ontario CA, 91761.