BLACK FRIDAY GIVEAWAY OFFICIAL RULES

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

These Official Rules govern the Black Friday Giveaway (the "Giveaway") sponsored by Smoker's Outlet Management. Inc. ("Sponsor"). By entering, each entrant agrees to be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all matters relating to the Giveaway.

1) Giveaway Period. The Giveaway begins on NOVEMBER 16, 8AM EASTERN STANDARD TIME and ends on NOVEMBER 27, 11:59PM EASTERN STANDARD TIME (the "Giveaway Period"). Entries received before or after the Giveaway Period will be void. Sponsor's computer/records system is the official timekeeping device for the Sweepstakes.

2) Eligibility. The Giveaway is open only to legal residents of the United States who are twenty-one (21) years of age or older at the time of entry. Employees of Sponsor, its parent, subsidiaries, affiliates, franchisees, and advertising/promotion agencies, and the immediate family members and household members of each, are not eligible. The Giveaway is void where prohibited or restricted by law.

3) How to Enter. There are two ways to enter, each of which will be given equal weight and equal odds of winning. Limit one (1) entry per person per day across both methods combined, unless otherwise stated at point of entry.

No purchase is necessary to enter or win. To enter for free, use any one of the following methods:

- Being an active Wild Rewards/Loyalty Program member prior to November 27, 2026 OR enrolling in-store on November 27, 2026 prior to purchase.
- Complete the online entry form via QR code on official Black Friday Promotional Material or Official Website.

All entries, whether submitted via the AMOE, must include the entrant's name, contact information, and date of birth, and will be verified for age eligibility before being entered into the drawing.

4) Drawing and Odds

Winner(s) will be selected in a random drawing from among all eligible entries received during the Giveaway Period, on or about December 4, 2026, by Sponsor. Odds of winning depend on the total number of eligible entries received. All entries submitted through the AMOE will be pooled together and have equal odds of winning.

5) Prize(s)

Prize: 1. Milwaukee Ultimate Tool Setup Approximate Retail Value ("ARV"): $1,200. 2. Wild Bill's Gift Card Approximate Retail Value ("ARV"): $500. 3-5. Wild Bill's Gift Card(s) Approximate Retail Value ("ARV"): $100. Number of prizes available: 5 Total ARV of all prizes: $2,000. No cash equivalent or substitution will be offered, except that Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize is unavailable. Prizes are non-transferable. Winner is responsible for all applicable federal, state, and local taxes on the prize.

6) Winner Notification

Potential winner(s) will be notified by the information provided (phone/email) within 24 hours of the drawing. Potential winner(s) may be required to sign and return an affidavit of eligibility, liability release, and (where lawful) a publicity release within 24 hours of notification. If a potential winner cannot be reached within 24 hours, fails to respond, is found ineligible, or fails to timely return required documents, the prize may be forfeited and awarded to an alternate winner selected in accordance with these Official Rules.

7) Publicity Release

Except where prohibited, acceptance of a prize constitutes each winner's consent to Sponsor's use of the winner's name, city/state of residence, and likeness for promotional purposes in any media, without additional compensation, unless prohibited by law.

8) General Conditions

a) Sponsor reserves the right to cancel, suspend, or modify the Giveaway, or these Official Rules, if fraud, technical failure, or any other factor beyond Sponsor's reasonable control impairs the integrity of the Giveaway, subject to applicable law.

b) Sponsor is not responsible for lost, late, incomplete, misdirected, illegible, or garbled entries, or for technical failures of any kind, including malfunctions of any network, hardware, or software.

c) Any attempt to deliberately damage any website associated with the Sweepstakes or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

d) By entering, entrants release and hold harmless Sponsor and its officers, directors, employees, and agents from any liability associated with participation in the Sweepstakes or the acceptance, use, or misuse of any prize.

9) Limitation of Liability; Disputes

To the maximum extent permitted by law, entrants agree that Sponsor shall not be liable for any injury, loss, or damage of any kind arising from participation in the Giveaway or from the acceptance, possession, or use of any prize. Any disputes arising from the Giveaway shall be governed by the laws of the State of Michigan, without regard to conflict of laws principles, and resolved exclusively in the state or federal courts located in Oakland County, except where prohibited by applicable law.

10) Privacy

Personal information collected in connection with the Giveaway will be used by Sponsor solely for purposes of administering the Sweepstakes, purposes explicitly consented to by the entrant, and as otherwise described in Sponsor's Privacy Policy, available at https://wildbillstobacco.com/about/privacy.

11) Winner List and Rules Request

For a copy of these Official Rules or the name of the winner(s), send a self-addressed stamped envelope to 1100 W Maple Road, Troy, MI 48084, to be received by December 4th, 2026. Include a cover letter detailing your request for these Official Rules.

12) Sponsor

Smoker's Outlet Management, Inc.

1100 W Maple Road

Troy, MI 48084