KETEL ONE x TAPE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. MUST BE 21 YEARS OF AGE OR OLDER AND A LEGAL U.S. RESIDENT. VOID IN MAINE, MARYLAND, NEW JERSEY AND WHERE PROHIBITED OR RESTRICTED BY LAW.

1.The KETEL ONE x TAPE SWEEPSTAKES ("Sweepstakes") begins on November 12, 2026 at or after 12:00 p.m. (noon) ET and ends on November 22, 2026 at 11:59:59 p.m. ET (Note: actual start time for the Sweepstakes depends on when the Sweepstakes message is posted on the official KETEL ONE Instagram page @ketelone_us).

2. To enter:

a. From your public account on Instagram, "follow" @ketelone_us AND @tapeselects, if you do not already. As a requirement to follow @ketelone_us, you must first verify that you are of legal age to consume alcohol beverages as per Instagram's functionality.
b. Comment on the posted Sweepstakes message with #KetelOneXTapeSweepstakes.

Inclusion of the #KetelOneXTapeSweepstakes hashtag in your comment serves to disclose to the public that in posting a comment you are participating in a sweepstakes promotion sponsored by Diageo Americas, Inc. to advertise its KETEL ONE Vodka product for a chance to win a prize. Omission of the hashtag #KetelOneXTapeSweepstakes or if hashtag is incomplete, incorrect or otherwise unacceptable may result in voiding of your entry and disqualification from the Sweepstakes.

(You must be a registered member of Instagram in order to participate in the Sweepstakes for a chance to win a prize. Membership on Instagram is free, but a compatible mobile device is required to download the Instagram app for optimal use of the Instagram service. Wireless Internet access and/or other fees may apply. Please consult your wireless service provider regarding your pricing plan. Wireless Internet access is not available in all areas).

Entrants' personal information will only be used for purposes of Sweepstakes administration, unless an entrant expressly consents beforehand in writing to such other use by Sponsor. For more information, please review Diageo's Privacy & Cookie Notice at https://legal.diageo.com/en-us/diageo-privacy-and-cookie-notice as well as Diageo's Conditions of Use at https://legal.diageo.com/en-us/website-conditions-of-use. In the event of any discrepancy between the privacy & cookie notice and these Official Rules, the privacy & cookie notice shall control and govern; in the event of any discrepancy between the conditions of use and these Official Rules, the conditions of use shall control and govern.

If comment is posted anywhere other than in response to the Sweepstakes message on @ketelone_us (e.g., on one's own Instagram account), it will not result in entry in the Sweepstakes even if comment is otherwise in full compliance with these Official Rules.

To the extent that a comment includes any content in addition to the prescribed hashtag: Any additional content, material or information included in comment shall not be confidential, proprietary or trade secret. Prospective entrant represents and warrants that such additional content is their sole, original work and that it does not infringe upon the rights of any other party,

including but not limited to any intellectual property, trade secret or other proprietary rights of any other party. No additional content shall (a) reference/depict the actual consumption of alcoholic beverages; (b) reference/depict persons conducting themselves in an inappropriate manner; (c) contain material that would state or imply that the consumption of alcoholic beverages is acceptable before or while operating machinery, driving a vehicle or undertaking any other activity that requires a high degree of alertness or physical coordination; (d) contain any material that would degrade or demean the human form, image or status of women, men or the members of any group based on race, religion, ethnic background, sexual orientation or any other minority status; or (e) include a reference to or depiction of any person who is or may be under 21 years of age. Obscene, provocative, lewd or otherwise objectionable content or that which reflects poorly on the KETEL ONE brand and/or the "TAPE" brand is prohibited and will not result in Sweepstakes entry (even if person posting such comment is eligible for the Sweepstakes and the comment otherwise fully complies with these Official Rules) and the determination of the appropriateness of any comment is at the sole discretion of the Sponsor and/or Administrator (i.e., Avid, Inc. dba Avid Marketing Group, the independent, third party marketing agency retained by Sponsor to administer the Sweepstakes on its behalf.) Should Sponsor or Administrator identify any comments which are violative of the preceding requirements, Sponsor and Administrator reserve the right to petition Meta Platforms, Inc. to remove such comments from @ketelone_us and to otherwise take any and all necessary and appropriate actions so as to protect their respective legal rights (this is in addition to the person posting such comment not being entered in the Sweepstakes).

TO THE EXTENT APPLICABLE, COMMENTS POSTED BY PROSPECTIVE ENTRANTS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE PROSPECTIVE ENTRANTS THEMSELVES AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR OR TAPE PROJECT, INC. SPONSOR AND TAPE PROJECT, INC. WILL NOT REVIEW ANY COMMENT PRIOR TO THE POSTING OF SAME BY PROSPECTIVE ENTRANT AND EACH ENTITY EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION THEREWITH.

One (1) entry per person. Use of multiple Instagram accounts or any other method to violate the preceding entry limit will result in disqualification of such person with all their entries being void. A given Instagram account may only be used by one (1) person to post a comment and enter the Sweepstakes. Sponsor is not responsible for telephone or cell phone service disruptions or other equipment or service issues that might affect a person's ability to comment on the Sweepstakes message and qualify or the ability of the Sponsor to notify the winners of the Sweepstakes.

Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible, corrupted, jumbled, garbled, incomplete, inaccessible, improperly recorded, unrecorded or incorrect entries or other Sweepstakes materials, all of which are void. Facsimiles or mechanical reproductions will not be accepted. All entries become the property of Sponsor and will not be returned. Any acknowledgment of receipt of entry, including any reply comment posted by Sponsor on @ketelone_us does not constitute any representation of eligibility for the Sweepstakes nor is it otherwise binding upon Sponsor.

3. Prizes:

Three (3) Prizes will be awarded. Each winner will receive ONE (1) Membership to "TAPE" mobile application (or "app") on a compatible mobile device. On the "TAPE" platform, members have exclusive access to a curated list of cultural events, activities and experiences.

Membership is subject to the terms and conditions of Tape Project, Inc.; if winner cannot agree to same, his/her sole recourse is to decline the Prize in which case Sponsor and Tape Project, Inc. will not have any liability to him/her.

The prize does not have any retail value.

All costs and expenses not specified in these Official Rules are the winner's sole responsibility, including but not limited to costs/expenses of attending an event/activity/experience available via the "TAPE" platform.

ALCOHOL IS NOT PART OF THE PRIZE.

ACCEPTANCE OF WINNER AS "TAPE" MEMBER IS NOT GUARANTEED. "TAPE" MEMBERSHIP IS CURATED AND GRANTED AT TAPE PROJECT, INC.'S SOLE DISCRETION TO PEOPLE WHO INFLUENCE CULTURE THROUGH THEIR COMMUNITIES, THEIR FOLLOWING, OR THEIR WORK. If Tape Project, Inc. does not accept winner for "TAPE" membership, the Prize will be forfeited and Sponsor and Tape Project, Inc. will not have any liability to winner under any legal theory.

Prize must be accepted as set forth herein. If winner declines Prize for any reason, no compensation or alternate prize will be awarded in its place.

4. Winner Determination:

Winners will be selected in a random drawing on or about November 25, 2026. The random drawing will be conducted by Administrator. (Should an entrant include additional content in their comment, such additional content will not be taken into account in the winner selection procedure provided that it is in compliance with these Official Rules including the content guidelines set forth in Rule 2 above). Odds of winning will be determined by the total number of eligible entries received.

Winners will be notified by direct message on or about November 30, 2026. BE SURE THAT YOUR INSTAGRAM SETTINGS ALLOW FOR @ketelone_us TO CONTACT YOU VIA DIRECT MESSAGE. When responding to direct message, potential winner will provide their e-mail address and perhaps phone number so that Administrator may contact them to complete prize claim procedure. The e-mail communication will include an affidavit of eligibility, a liability release and a publicity release (where lawful), which must be signed by winner **within three (3) business days** of notification or Prize will be forfeited and may be awarded to another winner at Sponsor's sole discretion. If winner cannot be located or does not respond to attempt to be contacted‡ **within three (3) business days**, Prize will automatically be forfeited and an alternate winner may be selected at Sponsor's sole discretion.

‡For clarity, if winner does not respond to either direct message or follow-up e-mail from Administrator, as the case may be.

SPONSOR AND ADMINISTRATOR WILL USE COMMERCIALLY REASONABLE EFFORTS TO CONTACT POTENTIAL WINNERS AND DISCLAIM ANY AND ALL LIABILITY IN CONJUNCTION WITH ATTEMPTING TO CONTACT POTENTIAL WINNERS.

Except where prohibited, acceptance of Prize constitutes winner's consent to use of their name, likeness and biographical data for advertising and promotional purposes without additional compensation.

Winner must furnish valid proof of age (for example, a driver's license, birth certificate or passport). An affidavit of eligibility, liability release and publicity release (where lawful) must be provided to Administrator before prize can be received. No prize will be awarded unless the Affidavit has been received by Administrator.

5. Eligibility: Sweepstakes is open only to legal residents of United States, who are 21 years of age or older at the time of entry. Void in Maine, Maryland, New Jersey and where prohibited or restricted by law. Employees or owners of the following entities and members of their families or households are not eligible for participation under any circumstances: Diageo Americas, Inc., Tape Project, Inc., and (as applicable) their respective affiliates, printers, advertising and promotion agencies (including Administrator), alcohol beverage suppliers, importers, wholesalers, distributors or retailers. All federal, state and local laws apply.

6. General Conditions: Limit of one (1) prize per family, household or address. Entry in the Sweepstakes constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. No substitution of prize except at Sponsor's sole discretion. Prize is non-transferable except at the sole discretion of the Sponsor. By accepting the prize, winner waives the right to assert as a cost of winning said prize, any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking to redeem said prize. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize.

Entrants hereby agree to indemnify and hold Sponsor, Administrator, Tape Project, Inc., as well as Meta Platforms, Inc. harmless from and against any third-party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses, including attorney fees and court costs, arising out of any breach or alleged breach of any of the warranties and representations set forth above.

SPONSOR MAKES NO REPRESENTATION, GUARANTEE OR WARRANTY OF ANY KIND REGARDING PRIZE, INCLUDING THE WARRANTY OF MERCHANTABILITY OR FITNESS FOR THE INTENDED PURPOSE.

In consideration of their receipt of any prize, prize winner for himself or herself, heirs, personal representatives and assigns shall voluntarily and knowingly completely and forever release, waive and discharge Sponsor and all related parties, Administrator, Tape Project, Inc., as well as Meta Platforms, Inc. from and against any and every kind of claim, demand, injury, costs, attorney fees, right, liability or cause of action or other liabilities of whatever kind or nature, known or unknown, absolute or contingent, and whether or not fixed, which the prize winner ever had, now has or might in the future have arising in any way or related to this Sweepstakes, including, but not limited to, prize winner's participation in the Sweepstakes; prize winner's Sweepstakes entry; use of prize winner's name, likeness, biographical information, signature, image or likeness; prize winner's receipt, use or inability to use any prize or part thereof, including but not limited to injury or loss sustained in any travel related to the prize; financial claims; physical and/or emotional injury; and/or any other legal claim that may arise, whether under contract, tort, warranty or any other theory or claim.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion at any time without notice or further obligation.

7. Electronic Entries: In the event of a dispute, on-line entries will be deemed made by the authorized account holder of the e-mail address associated with the Instagram handle used for Sweepstakes participation. The authorized account holder is the natural person who is assigned to the e-mail address by an Internet access provider, on-line service, or other organization that is responsible for assigning e-mail addresses. Sponsor is not responsible for lost, late, damaged, illegible, misdirected, or incomplete entries, or for on-line entries not received due to lost, failed, delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries. (The preceding includes but is not limited to filtering by or other operation of the functionality of Instagram). Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by Instagram users or by any human or technological error that may occur in the processing of entries. Sponsor reserves the right, in its sole discretion, to cancel or suspend all or a portion of the Sweepstakes, should viruses, bugs or other causes beyond control of the Sponsor corrupt the administration, security or proper operation of the Sweepstakes.

CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE/MOBILE WEBSITE, SEEK TO DEFRAUD SPONSOR OR ADMINISTRATOR, OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS 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.

8. Winners' List: For winners' list, please send a self-addressed stamped envelope to DIA10434186W Ketel One x TAPE Social Sweepstakes P.O. Box 1008, Rocky Hill, CT 06067-1008. All requests for the winners' list must be postmarked by December 22, 2026 and received by January 7, 2027.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.

Sponsor: Diageo Americas, Inc., New York, NY.

KETEL ONE Vodka. Distilled from Grain. 40% Alc/Vol. © Double Eagle Brands, B.V. Imported by Ketel One USA, Aliso Viejo, CA.

Sweepstakes is not sponsored or offered by Tape Project, Inc. Diageo Americas, Inc. is the sole sponsor of the Sweepstakes.