

TAJÍN® AND PRINCESS CRUISE LINES SWEEPSTAKES OFFICIAL RULES

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.
A PURCHASE DOES NOT IMPROVE CHANCES OF WINNING.**

OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND WASHINGTON D.C. VOID IN PUERTO RICO, AND ALL OTHER U.S. TERRITORIES, ELSEWHERE OUTSIDE THE UNITED STATES AND WHERE RESTRICTED OR PROHIBITED.

1. Promotion Period. Tajín® and Princess Cruise Lines Sweepstakes (the “Promotion”) will begin on June 3, 2024 at 7:00 am CT and will conclude on July 14, 2024 at 11:59 pm CT (the “Promotion Period”).

2. Eligibility. The Promotion is open to legal residents of the United States and Washington D.C., excluding Puerto Rico, and all other U.S. territories, and where restricted or prohibited by law, who have reached the age of (21) twenty-one in their state of residence by June 3, 2024. Employees of Tajin International Corporation (“Sponsor”), Princess® Cruise Lines, Ltd., or any other company involved in the execution of the Promotion, their parent companies, subsidiaries, franchisees, affiliates, advertising, and promotion agencies, together with the immediate families and those persons living in the same household as such employees, are not eligible.

3. How to Enter. During the Promotion Period, visit www.tajinsprinklesomelove.com (“Website”) & follow instructions to complete & submit the online Entry form (“Online Entry” or “Entry”), to enter the Sweepstakes. Online Entries must be received by 11:59 P.M. CT on July 14, 2024. Limit one Online Entry per person/email address per day.

4. Grand Prize Drawing/Notification/Odds of winning. One (1) Grand Prize winner will be selected, via a random drawing from all eligible entries received on or before July 14, 2024 (the “Entry Deadline”). On or about July 23, 2024, at or about 1:00 p.m. CT, an independent judging organization will randomly select one potential Grand Prize winner of this sweepstakes from all eligible Entries received by Sponsor in the Sweepstakes. The Potential Winner will be contacted via email or telephone (in Sponsor’s discretion) at the phone number or email address for the Entrant on file with the Sponsor. The potential winner will be required to complete a winner’s affidavit, a liability release, and (where lawful) a publicity release prior to receiving the prize. In the event that the Potential Winner cannot be reached after a third attempt, or in the event that the Potential Winner fails to provide the requested information within ten (10) business days following notification, or is ineligible, then the Grand Prize will be forfeited. Failure to promptly respond to Sponsor’s notification, and/or failure to meet the eligibility criteria set forth in these official rules, may result in forfeiture of the Grand Prize and selection of an alternate potential winner in Sponsor’s sole discretion. Odds of winning depend on the number of eligible entries received. One (1) Grand Prize will be awarded.

5. Grand Prize One (1) verified winner will receive a \$3,100.00 digital Princess® Cruises promotional card/voucher that may be used for winner and guest towards a Princess Cruise Lines, Ltd. (“Princess Cruises”) cruise. Cruises are subject to availability and Princess Cruises’ booking and cancellation policies are found at www.princess.com. The promotional card expires on (date based one year from fulfillment) and must be used on a cruise that completes its sailing before (date based one year from fulfillment). If the card is not used by the expiration date listed above, then such card (in its entirety) shall expire, and recipient shall have no ability or right to use the card or any such unused portion. If the promotional card does not cover the entire cruise fare selected by the winner(s), such winner(s) will be solely responsible for covering any additional costs or fees in excess of the value of the promotional card. All expenses and costs accrued in connection with a cruise trip that are not covered by or cannot be covered by the promotional card shall be the sole responsibility of the winner(s) including, without limitation, taxes, fees, port expenses, airfare, pre and post cruise accommodations, transportation to/from the point of embarkment/disembarkment, gratuities, incidentals, shore excursions, spa treatments, premium dining, beverage packages and Wi-Fi. Promotional cards may be subject to additional terms, conditions, and restrictions. Lost, stolen or damaged promotional cards will not be replaced or exchanged. Any booked cruise is subject to the applicable Princess Cruises passenger contract available at https://www.princess.com/legal/passage_contract/plc.html.

Grand Prize winner will also receive a \$1,800.00 Visa® Rewards Physical Gift Card. Visa® Rewards Card (“Rewards Card”) is issued by U.S. Bank National Association, pursuant to a license from Visa® U.S.A. Inc. Rewards Card cannot be reloaded with additional funds, nor can it be used at an ATM. No cash access. Terms and conditions and fees apply. For complete terms and conditions, see the “U.S. Bank Rewards Card Cardholder Agreement” available at www.usbankrewardscard.com.

All expenses and incidental travel costs not expressly stated in the Official Rules as part of the Grand Prize are the sole responsibility of the winner. Prize details and availability are subject to change, in which case Sponsor may substitute a prize of equal or greater value. Travel companions will be required to execute a liability/publicity release as well. All elements of the Grand Prize must be

used during the same trip. The winner is responsible for all local, state, and federal taxes and fees. Prize is non-transferable, except at Sponsor's sole discretion. No substitutions or cash redemptions, except at Sponsor's sole discretion. By entering this Sweepstakes and accepting the prize, each winner agrees to maintain his/her behavior in accordance with all applicable laws and generally accepted social practices in connection with participation in any prize-related activity. Winner understands and agrees that Sponsor and the applicable prize providers have the right, in their sole discretion, to disqualify and remove such winner or his/her guests from any activity at any time if the winner's or his/her guest's behavior is at any point uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor.

Grand Prize Approximate Retail Value ("ARV") \$4,900.00. Grand Prize winner be asked to complete a W9 tax form from Sponsor for the total ARV of the Grand Prize.

6. Prize Conditions. The winner is subject to verification. The winner is responsible for all federal, state, municipal and local taxes on their prize. Releasees are not responsible for loss of a prize after the prize has been awarded. The winner acknowledges that the prize is awarded as-is. Releasees make no warranties of any kind, either express or implied, including, but not limited to, implied warranties of merchantability, legal compliance with respect to applicable laws or noninfringement as regards to any prize or any components thereof. Void where prohibited, as some jurisdictions may not allow limitations of exclusion of liability for incidental or consequential damages or exclusion of implied warranties.

7. General. ALL FEDERAL, STATE, MUNICIPAL AND LOCAL LAWS AND REGULATIONS APPLY. By entering Promotion, entrants hereby waive and release and agree to indemnify, defend and hold harmless the Sponsor, TSC, Princess Cruises, prize providers and each of their respective parents, subsidiaries, affiliates, licensors, licensees, franchisees, contractors, distributors, suppliers, sales representatives, retailers, advertising or promotion agencies, and each of their respective officers, directors, employees, representatives and agents (collectively, "Releasees") from any and all losses, damages, rights, claims, and actions of any kind (including, without limitation, personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy) in connection with the Promotion, including, without limitation, those arising, in whole or in part, directly or indirectly, out of participation in the Promotion, or from acceptance, possession, use, or misuse of any prize or prize activity awarded in connection with the Promotion. Releasees are not responsible for: (i) entries that are lost, late, stolen, incomplete, damaged, garbled, destroyed, misdirected, or not received by the Sponsor or its agents for any reason, (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries, (iii) failed or unavailable hardware, network, software or telephone, cable or satellite transmissions, cellular equipment towers, damage to entrants' or any person's computer, wireless phone/handset and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion or (iv) any entries submitted in a manner that is not expressly allowed under these rules. Releasees assume no responsibility for canceled, delayed, suspended, or rescheduled events (including flights and/or cruises) beyond their control. All incomplete or non-conforming entries will be disqualified. Releasees are further not responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the transmission, receipt, or processing of the entries. By participating in this Promotion, entrants agree to abide by and be bound by these Official Rules and understand that the results are final in all respects. By accepting the prize, winner grants to Sponsor and its advertising and promotions agencies the right to use his/her name, likeness, city/state, and biographical information, for any lawful purpose (including but not limited to advertising and promotion), in perpetuity, in any media now known or hereafter developed, without further permission or compensation, except where prohibited by law. By accepting a prize, each winner releases Releasees from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death, arising out of participating in this program, or the acceptance, possession, use or misuse of any prize, prize activity, or while preparing for, participating in and/or traveling to or from any prize related activity and claims based on rights of publicity, rights of privacy, defamation or prize delivery. Sponsor reserves the right to cancel the entire Promotion or modify the Promotion, if it determines that the integrity of the Promotion has been jeopardized. Any attempt by an entrant to deliberately undermine the legitimate operation of the Promotion 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 entrant to the fullest extent permitted by law.

8. Governing Law; Disputes: By entering the Promotion, each entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion or the Prize award shall be resolved individually, without resort to any form of class action, and exclusively by the federal and state courts located in Colling County, Texas; and (ii) in addition to the limitations in Section 8 of these Official Rules, any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event attorneys' fees or incidental, consequential, special, exemplary, indirect, or punitive damages. Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the entrant and Sponsor, shall be construed and governed by the laws of the State of Texas, without regard to conflicts of law rules that may cause the application of a law other than the law of the State of Texas.

9. Winner List. To obtain the names of the prize winner, send a stamped, self-addressed envelope (VT and WA residents may omit self-addressed postage but include self-addressed envelope) after August 1, 2024, and no later than December 1, 2024 to: Tajin and Princess Cruise Lines Sweepstakes Winner List, P.O. Box 809004, Houston TX 77280-9921.

10. Sponsor. Tajin International Corporation, 818 Town & Country Blvd, Suite 250, Houston, TX 77024

11. Administrator. TSC, 7140 W Sam Houston Parkway N Houston, TX 77040

12. Privacy Policy: Any personally identifiable information collected during an Entrant's participation in this Promotion will be collected by Sponsor or its agent and used by Sponsor, Administrator and their affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <https://www.tajin.com/us/privacy-policy>.

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