VISIT PHILADELPHIA®

"On a Positive Note Newsletter" Survey Sweepstakes Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

1. OVERVIEW. The "On a Positive Note Newsletter" Survey Sweepstakes (the "Sweepstakes") is sponsored by Greater Philadelphia Tourism Marketing Corporation d/b/a VISIT PHILADELPHIA® ("VISIT PHILADELPHIA" or "Sponsor"). The Sweepstakes begins on October 30th, 2026 at 10:00 a.m. Eastern Time ("ET") and ends on Thursday, December 31, 2026 at 11:59:59 p.m. ET (the "Sweepstakes Period"). Sponsor's clock is the official clock of the Sweepstakes.

2. TO ENTER. During the Sweepstakes Period, you may enter the Sweepstakes by using one (1) of the following methods:
    a. **Survey Entry:** Eligible individuals may (1) visit http://visitphilly.com/positive-note-sweeps and complete and submit the On a Positive Note Newsletter reader survey available on VISIT PHILADELPHIA's website (the "Survey"); and (2) provide a valid email address and ZIP code in the fields provided in the Survey. All other Survey questions are optional. Survey submissions without a valid email address and ZIP code will not be eligible. Completing the Survey is free of charge. Signing up for VISIT PHILADELPHIA's email newsletter is optional and is not required to enter or win. Completing and submitting the Survey

with a valid email address and ZIP code in accordance with these Official Rules will grant eligible individuals one (1) entry into the Sweepstakes. Those who do not follow all of the instructions, provide the required information, or abide by these Official Rules or other instructions of Sponsor may be disqualified. Any use of robotic, automatic, programmed or similar entry methods will void all such entries by such methods.

b. **Email Entry:** To enter without completing the Survey, send an email to questions@visitphilly.com with the subject line "On a Positive Note Newsletter Survey Sweepstakes Entry" and include your complete name, email address, and ZIP code in the body of the email (an "Email Entry"). Any Email Entry with incomplete information will be considered void. All Email Entries must be received during the Sweepstakes Period. Email Entries have the same chance of winning as Survey entries. Once submitted, all entries/entry information become the exclusive property of Sponsor and will not be acknowledged or returned. Only the potential winner will be notified by email. **Regardless of entry method, there is a limit of one (1) entry per person throughout the Sweepstakes Period.** If an entrant enters by both methods, only the first entry received will count.

3. BINDING AGREEMENT. In order to enter the Sweepstakes, you must agree to these Official Rules. Therefore, please read these Official Rules prior to entry to ensure you understand them and agree to be bound by these terms. You agree that submission of an entry in the Sweepstakes constitutes an agreement to be bound by these Official Rules. You may not submit an entry to the Sweepstakes and are not eligible to receive the prize described in these Official Rules unless you agree to these Official Rules. These Official Rules form a binding legal agreement between you and VISIT PHILADELPHIA with respect to the Sweepstakes.

4. ELIGIBILITY. The Sweepstakes is open only to legal residents of any of the fifty (50) United States and the District of Columbia (excluding Puerto Rico and U.S. territories) who, as of the date of entry, are twenty-one (21) years of age or older. Employees, contractors, directors, and officers of VISIT PHILADELPHIA and its parent, affiliates, subsidiaries, distributors, sales representatives, advertising agencies, promotion, fulfillment and all other service agencies involved with the Sweepstakes, and the immediate family members (spouse, parent, child, sibling and their respective

spouse) and/or household members of any such persons or entities are not eligible to participate in the Sweepstakes. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited or restricted by law. Winning the prize is contingent upon fulfilling all requirements set forth herein.

5. ODDS OF WINNING AND WINNER SELECTION. On or about Tuesday, January 13, 2027, VISIT PHILADELPHIA will select one (1) winner by random draw, using a random number generator, from among all eligible entries received during the Sweepstakes Period. **Odds of winning depend on the number of eligible entries received.** VISIT PHILADELPHIA, in its sole discretion, reserves the right at any time to disqualify any entry or entrant that fails to comply with these Official Rules. VISIT PHILADELPHIA's determination of the winner is final and binding. The potential prize winner must meet all eligibility requirements and fully comply with these Official Rules.

6. WINNER NOTIFICATION. The potential prize winner will be notified by VISIT PHILADELPHIA via e-mail using the contact information provided during entry on or about Tuesday, January 13, 2027. Potential winner is subject to verification, including verification of age. Except where prohibited by law, the potential winner will be required to respond to the notification within five (5) days of notification, may be required to sign and return an affidavit of eligibility and publicity/liability release within that same period, and must provide any additional information that may be required by VISIT PHILADELPHIA. VISIT PHILADELPHIA shall have no liability for any potential prize-winning notification that is lost, intercepted or not received by any potential winner for any reason. If a potential winner cannot be contacted, does not timely respond, is ineligible, fails to claim a prize and/or where applicable an affidavit of eligibility and publicity/liability release is not timely received, is incomplete or modified, the prize may be forfeited and an alternate winner may be selected from remaining valid, eligible entries timely submitted. Multiple entrants are not permitted to share an email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified from the entire Sweepstakes. In the event of a dispute regarding who submitted an entry, the entry will be deemed submitted by the authorized account holder of the e-mail address connected with the completed Sweepstakes entry. "Authorized account holder" is defined as the natural person who is assigned to an

e-mail address by an Internet service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor is not responsible for any change of email address, mailing address, and/or telephone number of entrants.

7. PRIZE. One (1) winner will receive the following:

- **One (1) $250 gift card to Honeysuckle**

The prize has an approximate retail value ("ARV") of $250. **Limit: one (1) Prize per person**. The Honeysuckle gift card will be provided to the winner after the winner's eligibility is verified. The gift card is subject to Honeysuckle's terms and conditions, including any restrictions on use, and is not redeemable for cash except where required by law. Honeysuckle is providing the gift card but is not a sponsor or administrator of the Sweepstakes. VISIT PHILADELPHIA is not responsible for any lost, stolen, or misdirected gift card, or for any failure of Honeysuckle to honor the gift card. The prize winner is solely responsible for all expenses not listed in these Official Rules, including, without limitation, any gratuity, travel expense and parking, and for payment of any applicable federal, state, and/or local taxes. The prize winner is also responsible for compliance with any applicable federal, state, and/or local laws and/or regulations, including during the use of the prize. The prize is not transferable. In the event that the prize cannot be awarded due to circumstances outside VISIT PHILADELPHIA's control, an alternate prize of equal value may be substituted at the sole discretion of VISIT PHILADELPHIA. Exchange or substitution of the prize is not allowed, except at the sole discretion of VISIT PHILADELPHIA.

8. GENERAL RULES. VISIT PHILADELPHIA is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the sweepstakes or by any technical or human error which may occur in the processing of the entries. VISIT PHILADELPHIA is not responsible for (i) late, lost, delayed, damaged, incomplete, illegible, misdirected or undeliverable entries, responses, or other correspondence, whether by e-mail or postal mail or otherwise; (ii) theft, destruction, unauthorized access to or alterations of entry materials; (iii) phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties; or (iv)

any fees charged by any Internet Service Provider. By participating in the Sweepstakes, entrants agree to waive, release, indemnify, defend and hold harmless VISIT PHILADELPHIA and its directors, officers, employees, VISIT PHILADELPHIA's agents, including advertising and sweepstakes agencies, and assigns, and any other organizations related to the Sweepstakes (together, the "Indemnified Parties"), from and against, any claims, injuries (including death), loss, expenses or damages and/or liabilities of any nature that in any way arise in whole or in part from the acceptance, possession, use or enjoyment of a prize or parts thereof, participation in the Sweepstakes, or in any prize-related activity, including, without limitation, any (i) claim of copyright and/or trademark infringement, and/or for the unauthorized use of a name, individual or likeness, (ii) any condition or occurrence that may cause the Sweepstakes to be disrupted or corrupted, (iii) injuries, losses, or damages (compensatory, direct, incidental, consequential or otherwise) of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Sweepstakes, (iv) printing or typographical errors in any materials associated with the Sweepstakes, or (v) electronic, network or computer failures or malfunctions, or other hardware, software or technical errors of any kind, including any injury or damage to any person's computer related to, or resulting from, participation in the Sweepstakes or for other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, that the Indemnified Parties may suffer, incur or be required to pay, to the extent arising out of or in relation to, or brought on behalf of any third party. Further, entrants shall hold the Indemnified Parties harmless from any claims and/or damages for any injuries to any person (including but not limited to entrant or any support staff, agent, employee or contractor of entrant) or property (including but not limited to entrant's personal property, and equipment, whether owned or rented) resulting from or occurring during entrant's participation in this Sweepstakes or any use of the prize. IN NO EVENT WILL VISIT PHILADELPHIA BE LIABLE TO ENTRANTS FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH ENTRANTS' PARTICIPATION IN THE SWEEPSTAKES OR USE OF THE PRIZE, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE),

STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT VISIT PHILADELPHIA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above limitation or exclusion may not apply to you.

9. ADDITIONAL CONDITIONS. Except where prohibited by law, by winning any prize, winner consents to the use of their name, photo and/or likeness, biographical information, entry materials and statements attributed to winner for advertising and promotional purposes in all media and in all manner, including without limitation, inclusion in VISIT PHILADELPHIA's newsletters, VISIT PHILADELPHIA's social media channels and VISIT PHILADELPHIA's website at www.visitphilly.com, without additional compensation. VISIT PHILADELPHIA reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Sweepstakes is compromised, without liability to the entrant. In the event of cancellation, VISIT PHILADELPHIA reserves the right to select the potential winner by a random drawing from among all eligible, non-suspect entries received prior to cancellation. VISIT PHILADELPHIA reserves the right in its sole and absolute discretion to disqualify any individual that (i) tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; (ii) violates these Official Rules; or (iii) 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 Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, VISIT PHILADELPHIA reserves the right to seek damages from any such person to the fullest extent permitted by law. VISIT PHILADELPHIA's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. By participating in the Sweepstakes, you acknowledge that you have read these Official Rules and agree to abide by them and by the decisions of VISIT PHILADELPHIA, which are final and binding on all matters pertaining to the Sweepstakes.

10. LAWSUITS. This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. This Sweepstakes is governed by the laws of the Commonwealth of Pennsylvania, without giving effect to any choice of law or conflict of law rules or

provisions. In the event of any dispute regarding this Sweepstakes, entrants agree that such disputes shall be resolved by arbitration in Philadelphia, Pennsylvania.

11. PERSONAL INFORMATION. VISIT PHILADELPHIA may collect personal data about entrants online, in accordance with its privacy policy and as may be more specifically set forth in these Official Rules. Please review these Official Rules and VISIT PHILADELPHIA's privacy policy at https://www.visitphilly.com/privacy-policy/. By participating in the Sweepstakes, entrants hereby agree to VISIT PHILADELPHIA's collection and use of their personal information and acknowledge that they have read and accepted VISIT PHILADELPHIA's privacy policy. VISIT PHILADELPHIA will use Survey responses to evaluate and improve its content. If an entrant chooses to opt in to VISIT PHILADELPHIA's email newsletter, such opt-in will indicate that the entrant understands and agrees that any information collected by VISIT PHILADELPHIA will be subject to VISIT PHILADELPHIA's privacy policy at https://www.visitphilly.com/privacy-policy/, and the entrant may unsubscribe at any time using the link provided in any newsletter. If you are selected as a winner, your information may also be included in a publicly available winner's list.

12. WINNERS LIST. For the name of the prize winner, e-mail questions@visitphilly.com with the subject "On a Positive Note Newsletter Survey Sweepstakes Winner." Requests received after March 31, 2027 will not be honored.

13. SPONSOR'S INFORMATION. Additional information may be obtained upon request directed to the principal place of business of VISIT PHILADELPHIA, 2005 Market Street, Suite 3700, Philadelphia, Pennsylvania 19103-4006; E-mail: questions@visitphilly.com.