

**SOONHARI FRIENDSGIVING SWEEPSTAKES  
OFFICIAL RULES**

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

**THE SWEEPSTAKES IS INTENDED FOR AGE 21+ VIEWING IN THE FIFTY (50) UNITED STATES AND  
DISTRICT OF COLUMBIA ONLY, AND WILL BE GOVERNED BY UNITED STATES LAW.**

**VOID WHERE PROHIBITED.**

**1. SWEEPSTAKES PERIOD:** The SOONHARI Friendsgiving Sweepstakes ("Sweepstakes") sponsored by Lotte Beverage America Corp. ("Sponsor") begins at 10:00 AM Pacific Time ("PT") on October 29, 2025, and ends at 11:59 PM PT on November 12, 2025 (the "Sweepstakes Period").

**2. ELIGIBILITY:** The Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia (the "Eligibility Area") who are age 21 years or older. Employees, officers, and directors of Sponsor, alcohol beverage vendors, licensed alcohol beverage distributors and retailers, or any of the respective parent companies, affiliates, or subsidiaries of the foregoing, or any company or individual involved with the design, production, execution or distribution of the Sweepstakes ("Barred Entrants"), as well as members of Barred Entrants' immediate families (parents, step-parents, children, step-children, siblings, step-siblings and spouse) and households (people who share the same residence at least three [3] months out of the year) are not eligible to participate in the Sweepstakes. Void outside the Eligibility Area and where prohibited or restricted by law. Sponsor's determinations of eligibility are final and may be made at any time.

**3. PARTICIPATION AGREEMENT:** BY PARTICIPATING IN THE SWEEPSTAKES, EACH PARTICIPANT REPRESENTS AND WARRANTS THAT THEY: [A] HAVE READ THESE OFFICIAL RULES, AND AGREE TO BE BOUND BY THEM, AND BY THE INTERPRETATIONS OF THESE OFFICIAL RULES BY THE SPONSOR AND ITS DESIGNEES, AND BY THE DECISIONS OF THE SPONSOR AND ITS DESIGNEES, WHICH ARE FINAL AND BINDING IN ALL MATTERS RELATING TO THIS SWEEPSTAKES; [B] AGREE TO RELEASE AND HOLD HARMLESS THE RELEASEES AS FURTHER DETAILED IN SECTION 7; [C] ACKNOWLEDGE COMPLIANCE WITH THESE OFFICIAL RULES; [D] WARRANT THAT ALL INFORMATION PROVIDED BY PARTICIPANT IN CONNECTION WITH THE SWEEPSTAKES IS TRUE, ACCURATE AND COMPLETE; AND [E] AGREE TO COMPLY WITH ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.

**4. TO ENTER:** No purchase or consumption of alcoholic beverages is required to participate, nor will purchase or consumption of alcoholic beverages increase your chances of winning a prize. There are two (2) ways to enter the Sweepstakes:

1. Visit <https://soonhariusa.com/friendsgiving> during the Sweepstakes Period, locate the entry form, follow the form's instructions to provide the required entry information, and submit the entry form so it is received no later than 11:59 PM PT on November 12, 2025, -OR-
2. Click the "Learn More" (or similar) action button on one of Sponsor's social media posts advertising the Sweepstakes, follow the form's instructions to provide the required entry information, and submit the entry form so it is received no later than 11:59 PM PT on November 12, 2025.

**There is a limit of one (1) entry per person/email address, regardless of method of entry.** Entries will be disqualified if they are late, incomplete and/or in excess of the stated entry limit. Sponsor's computer will be the official time clock for the Sweepstakes. The use of any device or technique to automate participation in this Sweepstakes, including but not limited to, participation using any bot, macro, script, hack, on-line sweepstakes service or form-filling software (or any other devices or techniques intended to automate any part of participation in the Sweepstakes) is prohibited. Participation by any means which subvert the participation process as described herein will be void. If Sponsor or its designee, in its sole discretion, determines that any participant has used any device or technique to automate or subvert the participation process or participation limits, all participation by that participant will be void and future participation attempts by the participant at issue may be blocked. Any attempt by a person to use multiple accounts or identities to gain more entries than permitted by these Official Rules shall result in disqualification at the discretion of Sponsor or its designee(s). Entry information becomes the property of Sponsor upon submission. Sponsor is under no obligation to correspond about entries, nor is Sponsor required to acknowledge its receipt of entries. Multiple entrants are not permitted to share the same email account. Proof of submission of entry does not constitute proof of receipt of entry. In the

event of a dispute as to the identity of the entrant associated with an entry, the authorized account holder of the email account associated with the entry, at the time of submission, will be deemed to be the entrant. The "authorized account holder" is the natural person assigned to the applicable email account by the email service provider. A potential winner may be required to show proof of being the authorized account holder. In the event a dispute regarding the identity of the person who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Normal Internet access and usage charges imposed by your online service will apply. Note that free internet access is available at most public libraries. If you participate from your mobile phone, such activity will be subject to the charges pursuant to your wireless service provider's rate plan. You further agree that by providing your mobile phone number as part of your entry information, you are consenting to Sponsor or its designees contacting you via a live call or text message to your mobile phone if you are a potential winner, which will be subject to the charges pursuant to your wireless service provider's rate plan. Please consult your wireless service provider for more information. Entrants are solely responsible for any related equipment, application, and internet access charges, if any. Sponsor's computer is the official timekeeping device for this Sweepstakes.

**5. RANDOM DRAWING/PRIZE DESCRIPTION/ODDS:** On or about November 13, 2025, an independent judging organization will conduct a random drawing from among all eligible entries to select one (1) potential Grand Prize winner. The verified Grand Prize winner will receive a prize package consisting of the following items: one (1) Soonhari branded Instax™ camera + film with custom Soonhari frames; one (1) Soonhari branded apple-scented candle; one (1) Soonhari branded deck of cards; one (1) Soonhari branded ice bucket; and one (1) set of Estelle colored glasses. The total approximate retail value of the Grand Prize is \$510. Any prize details and restrictions not specified herein will be determined by Sponsor in its sole discretion. See Section 6 below for additional prize restrictions and winner notification details. Odds of winning depend on the number of eligible entries received.

**6. WINNER NOTIFICATION AND GENERAL PRIZE RESTRICTIONS:** The name and city/state of the potential winner may be announced online prior to verification; however, any such announcement is not a guarantee of eligibility. The potential winner will be notified by Sponsor or Sponsor's designee by email at the email address provided at the time of entry. Any such notification email will instruct the potential winner to reply with their full name, complete address, telephone number, proof of age/eligibility (in the form of a copy of government-issued photo identification) and written acceptance of all terms of these Official Rules, within three days after the time that the notification email was sent. A potential winner must reply as instructed to confirm their eligibility/ability to accept the prize and to provide any requested information or documentation within such three-day period, or they will be disqualified. In Sponsor's sole discretion, a potential winner may further be required to complete and return a declaration of eligibility, a liability release, a publicity release (where legal), any of which must be returned within the time period specified by Sponsor or its designee at the time of such request. Proof of identity, age, and legal residence may be required to claim a prize. Further, a winner of a prize valued at or above \$600 will be required to provide a properly completed IRS W-9 form as a condition of winning, and such winner will receive an IRS Form 1099 issued in their name for the fair market value of prize(s) received. Any winner or potential winner may be disqualified in Sponsor's sole discretion if: (a) they fail to reply or to provide any required information or properly completed documents within the required time period; (b) they fail to comply with any of the terms of these Official Rules; or (c) if any prize or prize notification is returned as undeliverable. In the event of disqualification of a winner, at Sponsor's sole discretion the prize may be awarded to an alternate winner selected from among the remaining eligible entries via the means of winner determination described herein, pending verification of eligibility. No responsibility is assumed for any incorrect or missing contact information associated with an entry/prize claim, or any change of such contact information after submission. No prize may be transferred. No prize substitution except at Sponsor's sole discretion due to unavailability, in which case a prize of equal or greater value will be awarded. All other costs and expenses associated with acceptance and use of a prize not specified as being awarded are the sole responsibility of the applicable winner. Any lost, damaged or stolen prizes will not be replaced. Gift cards, gift codes, and gift certificates, if any, are subject to the terms and conditions of the issuer, including those printed/referenced on the cards/certificates or accompanying materials. All taxes (including without limitation Federal, state and local taxes) in connection with a prize, and the reporting consequence thereof, are the sole responsibility of the applicable winner. Sponsor makes no representations regarding the tax liability associated with any prize. Unless otherwise indicated in any applicable manufacturer's warranty information, all prizes are awarded as-is and without warranty of any kind, implied or express. Any difference between the approximate value and actual value of a prize will not be awarded. Winners should expect to receive their prizes within approximately 4 to 8 weeks following winner verification. Physical prizes (if any) will only be shipped to a valid physical address within the 50 United States or D.C. Under no circumstances will alcoholic beverages be provided as part of a prize.

**7. RELEASE AND LIMITATIONS OF LIABILITY:** By participating in the Sweepstakes, participants agree to release and hold harmless Sponsor, Meta Platforms, Inc. and any other social media platform used to host or

promote the Sweepstakes, any alcohol beverage vendors, any licensed alcohol beverage distributors and retailers, any company or individual involved with the design, production, execution or distribution of the Sweepstakes, and all of the respective parent companies, affiliates, or subsidiaries of the foregoing, together with all of the respective officers, directors, shareholders, employees, and agents of each (aforementioned individuals and organizations collectively, the "Releasees") from and against any and all losses, damages, rights, claims and actions arising out of participation in the Sweepstakes or receipt or use/misuse of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors or any errors made in the advertisement of the Sweepstakes; (d) errors in the administration of the Sweepstakes or the processing of entries or prize claims; (e) changes to social media platform policies and procedures that may interfere with the operation of the Sweepstakes; (f) content filtering or any malfunction/error/failure which may impact the accessibility of entries or the transmission or receipt of winner verification notices (or other communications with Sweepstakes entrants); (g) claims based on publicity rights, defamation and/or invasion of privacy and the collection, use and/or sharing by Sponsor of personally identifiable information of the participants; or (h) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant's participation in the Sweepstakes or receipt of any prize (including, without limitation, any personal injuries or wrongful death that may arise in connection with, or relate in any way to, exposure to or contraction of a communicable and/or infectious disease). By participating in the Sweepstakes, each participant further represents that their agreement to these Official Rules shall be binding upon their successors in interest, heirs, assignees, executors, and administrators.

**8. INDEMNITY:** By participating, each participant agrees to indemnify and hold the Releasees harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Releasees due to or arising out of such participant's entry, or such participant's conduct in participating in or otherwise in connection with their participation in this Sweepstakes, including but not limited to: claims for trademark infringement or copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation.

**9. GENERAL:** Releasees and Internet/wireless access providers are not responsible for: (a) incomplete, lost, late, misdirected, damaged, garbled, or illegible entries; (b) any technical malfunction, human error, typographical error, lost/delayed data transmission, omission, interruption, deletion, defect or line failure in connection with any telephone/cellular network, data network, computer equipment, software or any combination thereof; (c) inaccessibility of any website in whole or in part for any reason; (d) any injury or damage to entrant's or any other person's computer, mobile device or other equipment related to or resulting from participation in the Sweepstakes; and/or (e) any condition caused by events that may cause the Sweepstakes to be disrupted or corrupted. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, irregular in any way or otherwise not in compliance with these Official Rules. Although Sponsor attempts to ensure the integrity of the Sweepstakes, Releasees are not responsible for the actions of entrants or other individuals in connection with the Sweepstakes, including entrants' or other individuals' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. In the event of any conflict between any details contained in these Official Rules and the details contained in any Sweepstakes advertising materials, the details as set forth in these Official Rules shall prevail. If, for any reason, the Sweepstakes (or portion thereof) is not capable of running as planned by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, by reason of any acts of God, disease, pandemic terrorist acts, earthquake, war, fire, flood, unusually severe weather, strikes or legal disputes (whether legal or illegal), industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine or otherwise affect the administration, security, fairness, integrity, viability or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole and absolute discretion to either: (i) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; (ii) award the prize(s) from among the applicable eligible entries received up to the time of the impairment; or (iii) proceed in such a manner as may be deemed fair and equitable by Sponsor in its sole discretion. Sponsor's failure to enforce any portion of these Official Rules does not affect or waive Sponsor's right to enforce any portion of these Official Rules at any time. When terms such as "may" are used in the Official Rules, Sponsor has sole and absolute discretion. Entrants agree to waive any rights to claim ambiguity of these Official Rules.

Entrants further understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any jurisdiction within the Eligibility Area that may be applicable with respect to the foregoing release are hereby expressly and forever waived. Entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING

THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY.” The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

**10. CONDUCT:** Sponsor reserves the right, at any time and at its sole discretion, to disqualify and/or deem ineligible to participate in this Sweepstakes or any future Sponsor promotions, any individual it suspects: (a) to be tampering with the entry process or the operation of the Sweepstakes or any website; (b) to be acting in violation of these Official Rules or Sponsor’s privacy policy or other terms, conditions or guidelines; (c) to be acting in bad faith or in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (d) to have failed to agree to these Official Rules; or (e) to be in violation of these Official Rules. CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE PARTICIPANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION CRIMINAL PROSECUTION.

**11. PUBLICITY:** By participating in the Sweepstakes, you grant to Sponsor and its affiliated companies the right, except where prohibited by law, to use your name, Instagram “handle” (if provided), likeness, picture, address (city and state), voice, biographical information, entry, any recordings/images/video you provide to Sponsor in connection with the Sweepstakes/prize, and any of your written or oral statements about the Sweepstakes/prize or Sponsor’s products/services (collectively, the “Materials”), for advertising and promotional purposes in promoting or publicizing Sponsor, its affiliated companies, and the products or services of each, in any and all media without limitation as to time or territory, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of the Materials.

**12. DISPUTES/CHOICE OF LAW:** Except where prohibited, by participating in the Sweepstakes you agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state and federal courts with jurisdiction over Los Angeles, California; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes (if any) but in no event attorneys’ fees; (c) under no circumstances will you be permitted to obtain awards for and you hereby waive all rights to claim punitive, incidental and consequential damages, any and all rights to have damages multiplied or otherwise increased, and any other damages, other than for actual out-of-pocket expenses; and (d) your remedies are limited to a claim for money damages (if any) and you irrevocably waive any right to seek injunctive or equitable relief. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant’s rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California. WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING ANY WEBSITE AND ALL PRIZES, ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**13. COLLECTION AND USE OF PERSONAL INFORMATION:** By entering the Sweepstakes, participants agree and consent to Sponsor’s (and Sponsor’s designee’s) collection, use and retention of their personal information provided in their entries or prize claims for all purposes related to the Sweepstakes (including, without limitation, processing and administering entries or prize claims, sharing an participant’s personal information with Sponsor’s service providers, contractors, prize partners, etc. as necessary to conduct and operate the Sweepstakes, communicating with participants and awarding prize(s) to winner(s), making public announcements about winners, and advertising, promoting and publicizing the Sweepstakes), as well as in accordance with Sponsor’s Privacy Policy published at <https://soonhariusa.com/privacy-policy/> provided that

in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of these Official Rules shall prevail. **Please review Sponsor's Privacy Policy before participating.** If you object to the above or anything stated in Sponsor's Privacy Policy, do not participate in the Sweepstakes. Note further that if you are verified as a prize winner, your first name, last initial, city, and state will be included in a publicly available winner's list.

**14. SEVERABILITY/HEADINGS:** If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference, and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.

**15. WINNER'S LIST:** For the first name, last initial, city and state of the winner(s), send an email with the words "SOONHARI Friendsgiving Sweepstakes Winner List" in the subject to [cela.cashel@moosylvania.com](mailto:cela.cashel@moosylvania.com) no later than January 12, 2026. You will receive a reply email with the winner list once winner verification is complete. Do not send any other form of correspondence to this email address. Winner(s) may also be announced on the Sponsor's website and/or social media accounts, at Sponsor's sole discretion.

**SPONSOR:** Lotte Beverage America Corp., 3600 Wilshire Blvd Ste 836, Los Angeles, CA 90010.

By participating in the Sweepstakes, entrants acknowledge that the Sweepstakes is in no way sponsored, endorsed, administered by or associated with Meta Platforms, Inc., Facebook, Instagram, or other social media platforms used to promote the Sweepstakes. Participants should contact Sponsor with any questions or comments related to the Sweepstakes, and not Meta Platforms, Inc., Facebook, Instagram, other social media platforms used to promote the Sweepstakes.

Any third-party trademarks, service marks and trade names referenced herein are the property of their respective owners, are used for descriptive purposes only, and do not imply any sponsorship or endorsement of the Sweepstakes.

SOONHARI endorses responsible, moderate drinking.

Alcohol with natural flavor and/or artificial flavors, with artificial sweeteners, Alc. 12% by vol.

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