

**2021 YESWAY “FUEL UP YOUR SUMMER FOR WINNING” GAME**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. PARTICIPANTS MUST BE: (1) A LEGAL RESIDENT OF IOWA, MISSOURI, NEW MEXICO, KANSAS, TEXAS, OKLAHOMA, NEBRASKA, SOUTH DAKOTA, OR WYOMING; (2) THE AGE OF MAJORITY IN THE JURISDICTION OF RESIDENCE AND (3) A REGISTERED YESWAY OR ALLSUP’S REWARDS MEMBER. CERTAIN RESTRICTIONS APPLY. VOID WHERE PROHIBITED BY LAW.**

1. **ACCEPTANCE OF OFFICIAL RULES:** By participating in the 2021 Yesway “Fuel Up Your Summer For Winning” Game (the “Game”), you hereby accept and agree to these official rules (the “Official Rules”) and the decisions of BW Gas & Convenience Retail, LLC d/b/a Yesway (“Yesway”), its parents, affiliated companies, subsidiaries, licensees, distributors, dealers, and retailers, in connection with the Game, which decisions are final.
  
2. **ELIGIBILITY:** The Game is offered and open to persons who at the time of participation: (a) reside in Iowa, Missouri, New Mexico, Kansas, Texas, Oklahoma, Nebraska, South Dakota or Wyoming; and (b) are the age of majority in the state of residence. Employees, officers, and directors, including immediate family members (spouse, parent, child, and sibling, and their respective spouses, regardless of where they reside), and any person residing in their same households, whether or not related, of Yesway and any Promotion Party are not eligible to participate in the Game or win a prize. “Promotion Party” means Yesway’s vendors or distributors, administrator, and their respective parents, subsidiaries and affiliates, their promotion partners, advertising or promotion agencies, promotion materials suppliers, website developers, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Game, and all their employees, officers, and directors. Yesway will make the final determination as to whether entrants are eligible to take part in the Game.
  
3. **GAME PERIOD:** The game starts at 12:00:01 a.m. CT on April 28, 2021, and continues through 11:59:59 p.m. CT on August 24, 2021 (the “Game Period”), and Yesway will keep the official clock for the Game.
  
4. **HOW TO PLAY:** The Game utilizes Digital Game Tickets (“Digital Ticket(s)”) that can be opened on a computer, tablet or smartphone. You may obtain a Digital Ticket during the Game Period, while supplies last, in either of the following ways:
  - a. ***REWARDS CARD – IN STORE METHOD:*** Swipe your registered Rewards Card and enter 1+ your phone number or have the store associate scan your code from your mobile app, when making a purchase of a qualifying product (a “Participating Product(s)”) during the Game Period, at Participating Locations, to receive your Digital Game Ticket. See Table 1 below for a list of Participating Products. At Participating Locations, you can also scan a QR (Quick Response) code to see a full list of Participating Products. Digital Game Tickets are automatically delivered to the authorized email address or SMS phone number provided at the time of your qualifying Rewards Card purchase. If you have not registered for a Rewards Card, obtain one from a participating Yesway or Allsup’s store (a “Participating Location”) and register it online at [www.yesway.com/rewards](http://www.yesway.com/rewards) or [www.allsup.com/rewards](http://www.allsup.com/rewards). You can also register without a card by following the directions online or through our Yesway or Allsup’s mobile app available at Google Play or the iTunes App Store. A Rewards Card must be registered before making a purchase to generate a valid Digital Game Ticket – please allow up to seven (7) days for a Rewards Card to register. For information on Participating Locations, visit [www.yesway.com](http://www.yesway.com) or [www.allsup.com](http://www.allsup.com).

**TABLE 1 - LIST OF PARTICIPATING PRODUCTS:**

<b>PARTICIPATING PRODUCTS – ELIGIBLE FOR DIGITAL GAME TICKETS</b>	<b>SIZE/PACKAGE</b>
Pepsi or Mountain Dew	Any 20oz
Gatorade	28oz
Gatorade Zero Sugar Protein	
Rockstar	16oz
Lifewtr	1LT
Monster	16oz
Reign	16oz
Hydro	20oz
Red Bull	12oz
Coca-Cola	Any 20oz
Smartwater	700ml
Powerade	28oz
Blue Bunny Novelty Ice Cream Bars	
Frito-Lay	Any \$1.99 Bag
Baken-ets, Matador or Tostitos	
Chips Ahoy, Oreo, Nutter Butter or Ritz,	
Trident	15ct
Sour Patch Kids	Bag
Swedish Fish	Bag
Core Water	30.4oz
Sunkist, 7up, Canada Dry, Squirt or A&W	Any 20oz
M&Ms or Snickers	
Rowdy Energy	
Old Trapper	10oz
Mentos or Mentos Gum	
Kinder Bueno or Joy	
Chex Mix or Bugles	
Kind Bars	
Body Armor	28oz
Icelandic	1LT

**b. MAIL-IN METHOD:** To obtain a free mail-in entry, clearly print by hand, your name, complete residential address, telephone number, date of birth, registered Yesway or Allsup’s Rewards Card number and valid email address on a 3” x 5” card. Mail in an envelope with proper postage to “Fuel Up Your Summer Digital Ticket Request,” 600 Main Street, #300, Tonawanda, New York 14151-0888. If you have not registered for a Rewards Card, obtain one from a participating Yesway or Allsup’s store (a “Participating Location”) and register it online at [www.yesway.com/rewards](http://www.yesway.com/rewards) or [www.allsup.com/rewards](http://www.allsup.com/rewards). You can also register without a card by following the directions online or through our mobile app available at Google Play or the iTunes App Store. To find Participating Locations, visit [www.yesway.com](http://www.yesway.com) or [www.allsup.com](http://www.allsup.com). There is no purchase or fee required to register your Rewards card. Please allow up to seven (7) days from the day that you

register your new Rewards card to receive any digital game tickets. Mail-in entries must be legible, complete, and prepared by entrant. One entrant per entry and one entry per envelope. The use of mechanical reproduction, computer generation, form filling, automation, or any other method of copying is strictly prohibited, and mail-in entries made in any fashion other than by handwriting are void. Please allow reasonable time for postal processing. Mail-in entries must be postmarked and received during the Game Period to qualify. Yesway is not responsible for lost, late, damaged, misdirected, mutilated, illegible, incomplete, or postage-due mail-in entries.

On receipt of your Digital Game Ticket, follow the instructions in the Digital Ticket to reveal your game messages. **All Digital Tickets must be opened by 11:59:59 PM ET on September 1, 2021.**

If you do not receive your Digital ticket via email or SMS, you can access via the Game website by logging into your account at [www.fuelupyoursummer.com](http://www.fuelupyoursummer.com) and clicking on “View My Tickets”. To update your email address or SMS number on your Rewards membership account go to [www.yesway.com/rewards](http://www.yesway.com/rewards) or [www.allsup.com/rewards](http://www.allsup.com/rewards), log in to your account and update your email preferences.

Each digital ticket will include two ways to win, including: **a) Instant Win**, and **b) Digital Sweepstakes**.

- a. INSTANT WIN:** Every Digital Ticket will contain a message stating “You’ve Won” followed by a description of the prize won (“Instant Win Prize”). Instant Win Prizes are products sold in Participating Locations. See Rule 5 b) below for a complete list of all Instant Win Prizes.
- b. DIGITAL ONLINE SWEEPSTAKES:** There are two (2) ways to earn ballot entries (“Ballots”) for chances to win prizes in our Digital Online Sweepstakes.
  - i. By entering Bonus Codes** that are included on our social media posts and advertising. Throughout the Contest Period, Game Sponsor may offer Bonus Codes on certain social media or advertising platforms including but not limited to Facebook and Instagram. Game Sponsor will post a Bonus Codes, along with additional instructions, on their social media pages that customers can then enter at [www.fuelupyoursummer.com](http://www.fuelupyoursummer.com). Customers must view the social post for full details and instructions. Customers will receive one (1) Bonus Entry per valid Bonus Code entered. Bonus Codes can only be entered once. All Bonus Entries are valid for the Digital Sweepstakes Prizes only (see chart, below). The Digital Game is in no way sponsored, endorsed, administered by, or associated with Facebook or Instagram or any other social media platforms.
  - ii. By receiving a Digital Ticket** containing a message stating that a participant has received two (2) up to ten (10) ballot entries (“Ballots”) for a chance to win in our Digital Sweepstakes. Odds for the denomination of Ballots received are listed below.

DIGITAL SWEEPSTAKES BALLOT DENOMINATIONS		
BALLOT DENOMINATION	NUMBER OF DIGITAL TICKETS AVAILABLE	ODDS OF RECEIVING DENOMINATION
2	100,200	1 in 5
3	71,700	1 in 6
4	71,700	1 in 6
5	43,000	1 in 10
6	43,000	1 in 10

7	28,700	1 in 15
8	28,700	1 in 15
9	21,500	1 in 20
10	21,500	1 in 20
<b>Total Ballot Odds</b>	<b>430,000</b>	<b>1 in 1</b>

5. **PRIZES:**

a. **ONLINE SWEEPSTAKES GRAND PRIZES:** One hundred (100) Online Sweepstakes Grand Prizes consisting of one-thousand dollars (\$1,000.00) in Yesway Gift Cards will be awarded following Table 2 below. Yesway Gift Cards can be used for the purchase of goods and services at Participating Locations. Yesway Gift Cards are not redeemable for cash except where required by law. Lost or stolen Yesway Gift Cards cannot be replaced. There are no service fees or expiration dates connected with the use of Yesway Gift Cards. To check a card balance see a store cashier at a Participating Location, check your receipt, or call the number on the back of the gift card. The Grand Prize Winners will be issued an IRS 1099 tax form for the actual value of the Grand Prize. The total approximate retail value of the Online Sweepstakes Grand Prizes is \$100,000.00 (One hundred thousand dollars).

b. **INSTANT PRIZES:** Four-hundred thirty thousand (430,000) Instant Prizes (“Instant Prize(s)”) will be available from the list in Table 2 below having approximate retail values ranging from \$0.22 to \$2.99, all subject to availability (each, an “Instant Prize”). Upon participation in the Game, through any of the methods set forth in Section 4, the entrant will receive a digital game ticket (“Digital Ticket”) at the email address or SMS telephone number associated with the entrant’s Rewards Card or set forth on the entrant’s mail-in entry. **Digital Tickets must be opened no later than 11:59:59 PM CT on September 1, 2021**, and every ticket will reveal a message stating “You’ve Won,” followed by a description of the Instant Prize. A credit will be automatically loaded onto the Rewards Card allowing the bearer to redeem the Instant Prize at Participating Locations. Instant Prize messages may not be reproduced and cannot be combined with any other coupons or promotional offers. **There is no expiry date on Yesway Rewards Points and Smile Prizes, but all other Instant Prizes must be redeemed by the close of business of any Participating Location on September 8, 2021.** Not all Instant Win Prizes may be claimed or redeemed. Instant Prize Winners will not be issued an IRS 1099 tax form unless the estimated actual value of the Instant Prize at the time of delivery exceeds \$600.00 (Six Hundred U.S. Dollars). The total approximate retail value of the Instant Prizes is \$762,824.00 (seven-hundred and sixty two thousand, eight-hundred and twenty-four dollars).

**TABLE 2: LIST OF INSTANT PRIZES:**

DESCRIPTION	SIZE/VARIETIES	QUANTITY AVAILABLE	ODDS TO RECEIVE
Red Bull	8.4oz	42,100	1 in 11
Gold Peak Tea	18.5oz	48,100	1 in 9
Snapple	16oz	66,200	1 in 7
Monster Ultra		42,100	1 in 11

Gatorade Zero Sugar Protein		60,200	1 in 8
Blue Bunny Novelty Ice Cream Bars		19,900	1 in 22
Oreo, Chips Ahoy, Nutter Butter	Single serve	33,100	1 in 13
Swedish Fish, Sour Patch Kids	Bag	15,000	1 in 29
Frito-Lay	\$1.99 bag	22,600	1 in 20
Fountain Drink	32oz	20,000	1 in 22
Coffee	20oz	15,000	1 in 29
50 Yesway & Allsup's Rewards Points		30,700	1 in 15
100 Yesway & Allsup's Rewards Points		10,000	1 in 43
1 Smile		5,000	1 in 86
<b>TOTAL INSTANT PRIZES:</b>		<b>430,000</b>	<b>1 in 1</b>

c. **TOTAL PRIZES:** The total approximate retail value of all prizes in the Game is \$862,824.00 (Eight-hundred and sixty two thousand, eight-hundred and twenty-four dollars).

6. **SELECTION OF WINNERS/DRAWING:**

a. **GRAND PRIZES:** Grand Prizes will be awarded by random drawing. The odds of winning the Grand Prize depend on the number of eligible entries received prior to each drawing, during the Game Period. The drawing for the potential Grand Prize Winners will take place following the schedule as detailed in Table 3 below, from among all eligible entries received prior to each drawing during the Game Period. Non-winning entries will remain eligible for any subsequent drawings. All drawings will be conducted by Yesway, and its decisions on all matters relating to this Game are final and binding in all respects. All entries become the property of Yesway and may not be acknowledged or returned. False or deceptive entries or acts will render the entrant ineligible. Yesway reserves the right in its sole discretion to disqualify any entry at any time which in Yesway's opinion does not comply with these Official Rules. Automated entries or entries generated by robots or scripts are prohibited and will result in immediate disqualification of any and all associated entrants. Limit one (1) Grand Prize winner per person or household.

**TABLE 3 - GRAND PRIZES DRAWINGS:**

GRAND PRIZE	QUANTITY PER DRAWING	TOTAL DRAWINGS	DRAW DATE(S) (ALL DATES IN YEAR 2021)
\$1,000.00 Yesway Gift Card	2	1	Wednesday, May 19
\$1,000.00 Yesway Gift Card	7	13	Wednesday, May 26 Wednesday, June 2 Wednesday, June 9 Wednesday, June 16 Wednesday, June 23 Wednesday, June 30 Wednesday, July 7 Wednesday, July 14 Wednesday, July 21 Wednesday, July 28 Wednesday, August 4 Wednesday, August 11 Wednesday, August 18

\$1,000.00 Yesway Gift Card	7	1	Thursday, September 2
<b>TOTALS</b>	<b>100</b>	<b>15</b>	

- b. INSTANT PRIZE WINNERS:** Instant Prize Winners will be awarded on a rolling basis throughout the Game Period according to the availability of Instant Prizes and the odds set forth in Table 2, above. A credit will be automatically loaded onto the Rewards Card allowing the bearer to redeem the Instant Prize at Participating Locations.
7. **ODDS TO WIN:** The odds of winning any Online Sweepstakes Grand Prize depends on the number of eligible entries received prior to each draw. The overall odds of winning an Instant Prize is 1 in 1. The individual odds to receive any specific Instant Prize is detailed in Table 2, above.
8. **LIMITATIONS OF LIABILITY:** Participants in the Game hereby: (a) release Yesway and its respective parent companies, subsidiaries, affiliated companies, officers, directors, employees, agents, representatives, and Promotion Parties (collectively, the “Released Parties”) from any and all liability for any loss, harm, damages, costs, or expenses, including without limitation property damages, personal injury, illness, and death arising out of participation in this Game or any Game-related activity, or the acceptance, possession, use, or misuse of any prize, and claims based on publicity rights, defamation, invasion of privacy, and merchandise delivery; and (b) indemnify, hold harmless, and defend the Released Parties from and against any and all liability or loss and against all claims or actions identified in the foregoing Section 8(a) or relating thereto. The Released Parties assume no responsibility for human or technical error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials or Digital Tickets, or for technical, network, wireless, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmissions of or failure to receive entry information or send Digital Tickets by Yesway on account of technical problems, spam filters, or traffic congestion on the internet or via mobile device transmission or any combination thereof, or other technical or human error related to the promotion, execution or administration of the Game. No responsibility is assumed for any injury or damage to any entrant’s or any other person’s computer/mobile device related to or resulting from downloading any materials in the Game, for any unavailability of telephone lines, connections, or cellular telephone service, or for any other technical malfunctions that may interfere with any entrant’s attempt to enter. Any attempt to deliberately damage any service or website or to undermine the legitimate operations of the Game may be a violation of civil or criminal laws, and Yesway reserves the right to disqualify and seek damages from any such person to the fullest extent of the law. Yesway reserves the right in its sole discretion to modify, suspend, or terminate the Game in whole or in part at any time for any reason without prior notice. THE GAME AND PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCEPTANCE, POSSESSION, USE, OR MISUSE OF ANY PRIZES OR ACCESS TO OR USE OF THE GAME OR INFORMATION RELATING TO ANY OF THE FOREGOING.
9. **GENERAL CONDITIONS:** All federal, state, local, and other tax obligations arising from this Game, including without limitation winning any Grand Prize or Instant Prize, will be the sole responsibility of each prize winner. Prizes are non-transferable, and no substitution, cash redemption, assignment, or transfer of any prize is permitted. Yesway reserves the right to change the Grand Prize and Instant Prizes at any time without incurring any obligations but in such event will make every effort to provide

a prize of equal or greater value. Unclaimed prizes may be awarded to alternate entrants. Potential Grand Prize winners will be notified initially by email, SMS or telephone call. Once contacted, potential winners will be sent a potential winner packet via email and may be required to submit identification and to complete, sign, and return an Affidavit of Eligibility, Publicity Release, and Liability Waiver within five (5) days of attempted notification or the prizes may be forfeited. Except where prohibited by law, any winner's acceptance of a prize constitutes permission for Yesway to use the prize winner's name, photograph, likeness, statements, biographical information, voice, and address (city and state) worldwide and in all forms of media, in perpetuity, without further compensation. All potential winners are subject to verification, including without limitation verification of eligibility, compliance with these Official Rules, and completion of release forms. In addition, Yesway reserves the right to require a confidential background check upon a potential winner to help ensure that the use of any such person in advertising or publicity for the Game will not bring Yesway into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Game or Yesway, as determined by Yesway in its sole discretion, and that the awarding of the prize to the potential winner will not violate applicable U.S. laws or regulations. If a potential winner fails to submit the information for the background check as instructed by Yesway, or Yesway determines in its sole discretion that the awarding of the prize may violate applicable U.S. laws or regulations, Yesway may disqualify the potential winner. If attempted notification is returned as undeliverable, if a potential winner is not verified as eligible or cleared via the background check, or if a potential winner is otherwise determined to be ineligible to receive a prize, the prize will be forfeited and may be awarded to an alternate winner in Yesway's sole discretion. The Game is void outside of Iowa, Missouri, Kansas, Texas, Oklahoma, Nebraska, New Mexico, South Dakota, or Wyoming, and where prohibited by law and is subject to all applicable federal, state, and local laws and regulations. If the Game is challenged by any legal or regulatory authority, Yesway reserves the right to discontinue or modify the Game, or to disqualify entrants residing in the affected geographic areas. In such event, the Released Parties will not have any liability to any entrants who are disqualified due to such action.

10. **DISPUTES**: THIS GAME AND THESE OFFICIAL RULES WILL BE GOVERNED BY THE LAWS OF THE STATE OF TEXAS. IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. VENUE FOR ANY PROCEEDINGS SHALL BE IN COLLIN COUNTY, TEXAS. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE OFFICIAL RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR OTHER COSTS, OR INJUNCTIVE OR OTHER EQUITABLE RELIEF. BY ENTERING THE GAME, YOU AGREE THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE GAME, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) YOUR REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND YOU IRREVOCABLY WAIVE ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF.
11. **WINNERS' LIST/RULES**: For Game winner information (available after September 11, 2021), or an additional copy of the Official Rules, send a self-addressed, stamped #10 envelope specifying "Winners List" or "Official Rules" to: The Yesway Fuel Up Your Summer Game, 600 Main Street, #300, Tonawanda, New York 14151-0888. Requests must be received by August 25, 2021.
12. **SPONSOR**: The Game is presented by BW Gas & Convenience Retail, LLC, d/b/a Yesway, Beverly, MA 01915, which, at its sole discretion, may delegate any of its duties and responsibilities under these Official Rules to its printers, advertising and promotion agencies, and any and all other companies

associated with the presentation of the Game, including without limitation the administrator, WSP International Limited, Markham, Ontario L3R 1H5.

13. **PRIVACY POLICY**: Personal information collected from participation in the Game is subject to Yesway's Privacy Policy as set forth at <https://yesway.com/privacy-policy/>, which is incorporated herein by reference

©2020 BW Gas & Convenience Retail, LLC, d/b/a Yesway. All Rights Reserved. YESWAY® is a registered trademark owned by BW Gas & Convenience Holdings, LLC. All trademarks used on the Grand Prize and Instant Prizes, or elements thereof, are the intellectual property of their respective owners and Yesway and the Game are not necessarily affiliated, sponsored, or endorsed by or with any such intellectual property rights holders. The Game is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram, Twitter, or any other social media website, which are used only to advertise the Game.