

AMC MOVIE SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. A VALID EMAIL ACCOUNT IS REQUIRED. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED.

BY ENTERING THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SWEEPSTAKES ENTITIES FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

ONLY OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND WASHINGTON, D.C., 18 YEARS OR OLDER. VOID WHERE PROHIBITED.

The AMC Movie Sweepstakes ("Promotion" or "Sweepstakes") begins April 1, 2026 at 12:00:00 a.m. Eastern Time ("ET") and ends on April 30, 2026 at 11:59:59 p.m. ET (the "Promotion Period").

1. HOW TO ENTER: In select AMC theaters during the Promotion Period, a pre-show segment featuring winners from the AMC Ultimate A-Lister Contest ("Contest") will appear on movie screens featuring a quick response ("QR") code. Moviegoers will be prompted to enter the Sweepstakes by scanning the QR code from their "smart phone," which will direct them to a Sweepstakes microsite ("Microsite") to enter. Entry will require a participant to complete an official online entry form on the Microsite by providing first name, last name, daytime phone number, a valid email address and agreement to these Official Rules and NCM's Privacy Policy. (Scanning the QR Code alone will NOT result in entry.)

Receipt of online entries may be acknowledged; but such acknowledgement does not constitute any representation by Sponsor as to Sweepstakes eligibility.

Limit one (1) entry per e-mail address during the Promotion Period. If more than one (1) entry is received from an e-mail address, all entries from that e-mail address may be void and such person may be disqualified. Use of any automated program or like means to enter the Sweepstakes is prohibited, and any attempt to do so will void all that entrant's entries and that entrant will be disqualified from the Sweepstakes.

Check your phone capabilities for specific QR scanning instructions. Message and data rates may apply to the use of mobile device for Sweepstakes entry. You may be charged by your wireless carrier for entering via mobile device. Be sure to check your wireless carrier's pricing plan before entering via mobile device. Wireless internet is not available in all areas.

You may also enter the Sweepstakes by accessing the official online entry form on the Microsite at <https://www.AMCMovieSweeps.com>.

Alternate Method of Entry. You may also enter the Sweepstakes and not have your entry information used by Sponsor for developing profiles/creating segments, delivering targeted ads, and measuring campaign success by sending an email with the Subject Line “AMC Movie Sweepstakes” to amcmoviesweeps@ncm.com and providing your first name, last name, and daytime phone number in the email.

For the sake of clarity, limit of one (1) entry per email address during the Promotion Period applies regardless of entry method. Sponsor may collect or receive your information from you by other means or from other sources, and Sponsor may use such information in accordance with the NCM Privacy Policy, as described in Section 6.

Sponsor and its agencies are not responsible for late, lost, garbled/undecipherable, misdirected, incomplete or invalid entries, which will be disqualified. In the event of a dispute as to identity of an online entrant, the authorized account holder of the e-mail address used to enter will be deemed the entrant. The “authorized account holder” of an e-mail address is the natural person assigned the e-mail address by an internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address.

2. ELIGIBILITY: Promotion open only to legal residents of the fifty (50) United States and Washington, D.C. who are eighteen (18) years of age or older. Void where prohibited. Employees of American Multi-Cinema, Inc. (“AMC”), National CineMedia, LLC (“Sponsor”), AMC Card Processing Services, Inc., and (as applicable) their exhibitors, advertising, public relations and promotion agencies, web site providers, webmasters, prize providers, and each of their respective parent companies, affiliates, subsidiaries (collectively, “Sweepstakes Entities”) and their immediate family members and/or those living in the same household of each whether related or not are not eligible to enter or win.

3. SELECTION OF WINNERS:

Three (3) Grand Prize Winners and twenty-five (25) First Prize Winners (collectively “Prize Winners”) will be selected in a random drawing conducted within five (5) business days after the Sweepstakes end date from among all eligible entries received during the Promotion Period. Random drawing will be conducted by NCM’s agency, Berlin Productions, Inc., an independent judging organization. Potential Prize Winners will be notified via the e-mail address submitted at the time of entry which will be the only means of winner notification. Potential Prize Winners will be required to respond to such notification within forty-eight (48) hours after initial notification attempt.

Potential Prize Winners (or parent/legal guardian if potential Prize Winner is a minor in their jurisdiction of residence) will be required to (i) attest to having read and complied with these Official Rules (a copy of which will be provided) and (ii) provide a valid mailing address.

Noncompliance within this time period or return of prize notification as undeliverable may result in disqualification without further notice and selection of an alternate winner from among all remaining eligible entries received.

Verification of Potential Winners: POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A PRIZE WINNER UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

Odds of winning a prize will depend upon the total number of eligible entries received during the Promotion Period.

4. PRIZES AND APPROXIMATE RETAIL VALUES:

Grand Prize: Three (3) Grand Prize Winners will each receive a \$500 AMC Movie Gift Card, valid for purchasing goods and services (excluding gift cards) at any AMC Theatres® location or www.amctheatres.com.

First Prizes: Twenty-five (25) First Prize Winners will each receive an AMC movie night prize consisting of two (2) adult movie tickets, plus concession certificates good for one (1) regular popcorn and two (2) regular fountain drinks at any AMC Theatres® location. Approximate Retail Value ("ARV") of each First Prize: \$50.00

ARV of all prizes combined: \$2,750.00

FOR ALL PRIZES: Grand Prize is subject to AMC Gift Cards Terms & Conditions at www.amctheatres.com/gift-card-terms. First Prize is NOT a gift card and subject to terms and conditions of use which may include expiration date as well as restrictions of redemption (such as, advanced notice requirement or limited dates/times of use). Any costs associated with prize receipt and/or use that are not expressly stated above are the sole responsibility of each prize winner. Any unclaimed and/or unused prize/prize component will be forfeited by prize winner (for First Prize, except as otherwise may be specified in the terms and conditions of use). Prizes are non-transferable, non-assignable and have no cash value. No prize substitution or cash redemption allowed by prize winner, with the sole exception of cash redemption of Grand Prizes where required by law. Sponsor reserves the right to substitute the prize or any element thereof for a prize or element of equal or greater value. No portion of prize may be sold, bartered or exchanged by prize winner. If awarded, prizes will be provided without any warranty from Sponsor of any kind.

Limit one prize per person/household/email address.

Acceptance of Prize constitutes permission for the Sponsor and its designees (including American Multi-Cinema, Inc.) to use Winner's name and/or likeness for purposes of advertising and trade in connection with the Sweepstakes, in any and all media now known or hereafter developed, worldwide, in perpetuity, without further compensation, including on a winners' list, unless prohibited by law.

5. GENERAL RULES: All federal, state and local laws and regulations apply.

By entering the Sweepstakes, each entrant agrees (or if entrant is a minor in his/her residence of jurisdiction, has obtained permission from a parent/legal guardian to agree and does agree):

(i) to be bound by these Official Rules and by all applicable laws and decisions of Sponsor/prize provider/independent judging organization, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action, or proceeding against any of the Sweepstakes Entities in connection with the Sweepstakes; and (iv) to forever and irrevocably release, discharge, indemnify, and hold harmless each of the Sweepstakes Entities and their respective officers, directors, employees, agents, shareholders, representatives, successors and assigns (collectively the "Releasees"), from any liability (including, but not limited to, liability for defamation, libel, slander, invasion of privacy, infringement of publicity or any intellectual property rights, security of personally identifiable information, any property loss, damage, personal injury, bodily injury, death, expense, accident, delay, inconvenience or irregularity, and any indirect, incidental, consequential, special, punitive or exemplary damages of any kind even if the Releasees have been advised of the possibility of such loss or damages), for damages, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entry or participation or inability to participate in the Sweepstakes, (b) the violation of any third party privacy, personal, publicity or proprietary rights and/or the infringement of any copyright, trademark or other intellectual property rights of any third party, (c) typographical errors in these Official Rules or any Sweepstakes promotional materials, (d) acceptance, attendance at, participation in, possession, travel related to, defects in, use, misuse or inability to use Prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond Sponsor's control, (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Sweepstakes Entities, or any of their agents or employees, (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), or (h) the collection, use and/or sharing of entrant's personally identifiable information by Sponsor or its designees. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or use or redemption of any Prize.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Sweepstakes Entities are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the Prize Winners. Sweepstakes Entities are not responsible if Sweepstakes cannot take place due to acts of God, acts of war, natural disasters, weather, acts of terrorism, pandemic, endemic, or any other causes outside of Sweepstakes Entities' reasonable control.

NOTICE TO ENTRANTS: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS 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 INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Releasees are not responsible for faulty, incorrect or mis-transcribed phone, Internet, or email transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer or mobile phone related to or resulting from participating in or experiencing any materials in connection with the Promotion, defect, interruption or irregularity in the functioning of QR-code reader, web page, and/or related technology, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer or phone transmission that may limit a user's ability to participate in the Promotion. Sponsor reserves the right to cancel or modify the Promotion if fraud, misconduct, technical failure, computer virus, bug, or other problem corrupts or affects the integrity, administration or security of the Promotion as determined by Sponsor, in its sole discretion. In such event, Sponsor will make the Prizes available to be won in a manner determined by Sponsor in its sole discretion to be fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted on www.amcmoviesweeps.com.

Any damages to the Sweepstakes site by a participant will be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any entries which are suspected of being fraudulent or not permitted (including those using robotic, automatic, programmed or similar methods of participation) will be disqualified, based on determinations made solely by Sponsor and/or its agency. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the account holder fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

6. PRIVACY POLICY: All information collected by Sponsor in connection with entry will be subject to Sponsor's Privacy Policy available at <http://www.noovie.com/privacy>. Entrant acknowledges and agrees that information provided for entry may be used by Sponsor for a variety of purposes, including for (i) selecting the winners, awarding the prizes, and complying with applicable laws relating to announcing the winners and tax reporting, and (ii) developing profiles and creating advertising segments; delivering personalized targeted advertising, including on behalf of NCM clients; and measuring the success of advertising campaigns. (But, if entrant participated via the Alternate Method of Entry, his/her information will only be used for (i)). See Privacy Policy for opt out and other rights.

7. WINNERS' LIST: For the first name, last initial and state of the Prize Winners, send an email with Subject Line: *AMC Movie Sweepstakes* to WinnersList@berlinproductions.com. Requests must be received by 5:00:00 p.m. ET, May 15, 2026.

8. DISPUTES: The Sweepstakes, including construction, validity, interpretation and enforceability of these Official Rules, shall be (1) governed by the internal laws of the State of Colorado without regard to choice of law or conflict of law principles (whether of the State of Colorado or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Colorado; (2) any dispute, claims and causes of action

arising out of or connected in any way with the Sweepstakes or the award of Prize shall be resolved individually, without resort to any form of class action, and brought exclusively in a state court in Arapahoe County, Colorado; (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but shall in no event include attorneys' fees; and (4) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses (if any), and waives any and all rights to have damages multiplied or otherwise increased.

9. NO INJUNCTIVE RELIEF: EACH ENTRANT (OR PARENT/LEGAL GUARDIAN IF ENTRANT IS A MINOR IN HIS/HER JURISDICTION OF RESIDENCE) UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR ANY OTHER PRODUCTION OR PROJECT OF SPONSOR, ITS LICENSORS OR ANY OF THEIR RESPECTIVE PARENTS, SUBSIDIARIES OR AFFILIATES.

SPONSORED BY: National CineMedia, LLC ("NCM"), 6300 South Syracuse Way, Suite 300, Centennial, CO 80111

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