

ALLEGRA MORNING ROUTINE SWEEPSTAKES OFFICIAL RULES

THE FOLLOWING SWEEPSTAKES IS INTENDED FOR LEGAL RESIDENTS OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST THE AGE OF MAJORITY IN ENTRANT'S STATE OF RESIDENCE.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW. BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES ("RULES"). THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH META PLATFORMS OR INSTAGRAM.

The Allegra Morning Routine Sweepstakes (the "Sweepstakes") will commence on June 1st, 2026, at 12:00:00 PM Eastern Time ("ET") and ends on July 17th, 2026, at 11:59:59 PM ET (the "Sweepstakes Period").

1. SPONSOR/ADMINISTRATOR. The Sweepstakes is sponsored by Chattem, Inc. d/b/a Opella, 21 South Street, Morristown, NJ 07960 ("Sponsor") and is administered by Twelve Thirty, LLC ("Administrator").

2. ELIGIBILITY: The Sweepstakes is open only to individuals who are legal U.S. residents of one of the 50 United States or the District of Columbia, excluding residents of American Samoa, Puerto Rico, Guam, U.S. Virgin Islands and all other U.S. territories, 18 years of age (19 in AL or NE) or older at the time of entry.

The following persons are not eligible to participate: Employees, contractors, directors and officers of Sponsor and Administrator, their parents, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Sweepstakes Parties"), including its affiliates and agents, and their respective immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes). The Sweepstakes is subject to all applicable federal, state, and local laws, regulations, and ordinances.

3. HOW TO ENTER: There are three (3) ways to enter the Sweepstakes: (a) via online form ("Online Form") accessible via www.allegramorningroutinesweepstakes.com (the "Website") or through Sponsor's digital promotional materials ("DPM"), (b) via video submission ("Video Submission") on the Instagram platform, and (c) via Alternate Method via mail-in.

- a) **ONLINE FORM:** To enter via Online Form, during the Sweepstakes Period, either (i) visit the Website and follow the instructions to complete and submit the form which may include but not limited to, submitting entrant's first and complete last name (no initials), email, street address (no P.O. Boxes will be allowed), city, state, ZIP Code, and checking the required consent boxes presented. Once entrant has completed the foregoing, entrant will have earned one (1) entry ("Online Form Entry") into the Sweepstakes. Or (ii) locate and click on Sponsor's DPM referencing this Sweepstakes on the Instagram platform, and follow the instructions to complete and submit the Online Form which may include but not

limited to, submitting entrant's first and complete last name (no initials), email, street address (no P.O. Boxes will be allowed), city, state, ZIP Code, and checking the required consent boxes presented. Once entrant has completed the foregoing, entrant will have earned one (1) entry ("Online Form Entry") into the Sweepstakes. Any Online Form Entry that is submitted after 11:59:59 PM ET on July 17th, 2026, will be disqualified and that entry attempt will not be eligible for a prize random drawing.

Limit: An entrant may receive at most one (1) Online Form Entry throughout the Sweepstakes Period regardless of method of entry used.

- b) **VIDEO SUBMISSION:** To enter via Video Submission, (i) upload a video of your morning routine on the Instagram platform using the Allegra Jingle Audio, (ii) tag @AllegraAllergy on Instagram, and (iii) use #AllegraMorningRoutine and #Sweepstakes in the post. Entrant's Instagram account must be made public by its account settings. Once entrant has completed the foregoing, entrant will have earned five (5) entries ("Video Submission Entry") into the Sweepstakes. Submission of additional Video Submissions will not grant further entries. Any Video Submission Entry that is submitted after 11:59:59 PM ET on July 17th, 2026, will be disqualified and that entry attempt will not be eligible for a prize random drawing.

Limit: An entrant may receive at most five (5) Video Submission Entries throughout the Sweepstakes Period regardless of number Video Submissions submitted.

Video Submission Criteria: To be valid and entered into the Sweepstakes, the Video Submission must abide by the following restrictions:

- The Video Submission must be your original work, created solely by you and all rights owned solely by you, and must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright or trademark infringement;
- The Video Submission must not contain sexually explicit content, violence or objectionable material that Sponsor or Administrator determines in its sole discretion is inappropriate, indecent, obscene, abusive, hateful, tortuous, defamatory, slanderous, libelous or offensive;
- The Video Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
- The Video Submission must not contain material that is unlawful, in violation of or contrary to any applicable laws, rules or regulations;
- The Video Submission must not contain any personally identifiable information of any person other than you. Should you include personally identifiable information about yourself in your Entry, you acknowledge and agree that such information will be disclosed publicly and you are solely responsible for any consequences thereof;
- The Video Submission must not contain any commercial content or logos for which the entrant does not have the rights to grant Sponsor's unlimited use of the content;
- The Video Submission may not have been previously published and must not have won previous awards; and
- The Video Submission must abide by, and entrant agrees to abide by, the Sponsor's Terms of Use and Privacy Policy, as determined in Sponsor's sole

discretion. Links to each of these policies are located at: <https://www.opella.com/en/legal-notice> and <https://www.opella.com/en/privacy-center/documents/website-privacy-notice-en-us>.

By entering, each entrant represents and warrants that the Video Submission will not infringe on any rights of any third parties. Providing a Video Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Video Submissions in whole or in part, on a worldwide basis, in perpetuity, and to incorporate it into other works, in any form, media or technology now known or later developed, for any purpose whatsoever, including for promotional or marketing purposes.

- c) **ALTERNATE METHOD:** To enter the Sweepstakes without completing the form or posting on Instagram, an eligible entrant must hand-write his/her complete first and complete last name (no initials), email address, telephone number, street address (no P.O. Boxes will be allowed), city, state, ZIP Code, and date of birth (MM/DD/YYYY) on a 3½"x5" card ("Mail-In Entry") and mail it with sufficient postage to: Allegra Morning Routine Sweepstakes, 47 W Division St., #374, Chicago, IL 60610. All Mail-In Entries must be postmarked no later than July 17, 2026, and received on or before July 23, 2026, in order to be eligible. Each Mail-In Entry is worth six (6) entries into the Sweepstakes. An Entrant may not submit via the Alternate Method in addition to the other Entry Methods mentioned above.

Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries mailed in an envelope or sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries

Total Entry Limit: Limit of one (1) Online Form Entry and five (5) Video Submission Entries, or six (6) Alternate Method Entries per person/email address during the entire Sweepstakes Period. All Entries, regardless of method of submission are collectively referred to as "Entry." By submitting your Entry, you confirm that you are eligible to participate and are in compliance with these Rules.

To be eligible for a Prize (defined below), the Entry must be in English and be in complete compliance with these Rules. Entrants participating via Video Submission Entry must be following @allegraallergy on Instagram in order to receive a winner notification. Neither Sponsor nor Administrator are responsible for lost, late, incomplete, tampered or damaged Entries or Entries that are lost or misdirected to any Junk folder or SPAM filter. All such Entries will be ineligible. Such Entries will not be acknowledged or returned. Entries become the property of Sponsor. For purposes of the Sweepstakes, an entrant's residential address and e-mail address will be the physical address, if any, and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

Use of multiple email addresses or multiple identities, phone numbers and/or mailing addresses, and/or the manipulation of such information for the purpose of obtaining more than the stated number of entries and/or Prizes is prohibited and such persons will be disqualified and all Entries submitted by violators shall be deemed invalid and any Prize such entrants might have been entitled to win will not be awarded and may be revoked or awarded to an alternate entrant, as determined in the sole discretion of the Sponsor. Any use of robotic, repetitive, automatic,

programmed or similar participation methods or agents will void such participation in the Sweepstakes. In the event of a dispute over who an Entry corresponds to, the authorized account subscriber of the cellular account or email address used to enter the Sweepstakes as of the actual time that such information was received by Administrator, will be deemed to be the entrant. The “authorized account subscriber” is defined as the natural person who is assigned the cellular telephone number or email address by the cellular telephone network associated with the cellular phone number or by the internet service provider associated with the email address used to enter the Sweepstakes. Administrator may require an entrant to show proof of being the authorized account subscriber. Sponsor and/or Administrator are not responsible for cellular carrier or cell tower glitches or outages that result in the non-receipt of any entrant’s Entry attempts. Sponsor and/or Administrator is not responsible for Entries that are garbled, corrupted, or otherwise unascertainable or incomprehensible. Entrants may be required to indicate their acceptance to the Rules where indicated at the time of Entry; provided, however, that any entrant’s participation in the Sweepstakes constitutes, and is deemed, such entrant’s full and unconditional agreement to the Rules and any and all decisions of Sponsor and Administrator, which are final and binding in all respects. All entrants agree to waive any right to claim ambiguity in the Sweepstakes and/or these Official Rules. Entries not in compliance with these Rules may be disqualified in Sponsor or Administrator’s sole discretion. If you choose to enter via a mobile device, STANDARD MESSAGE RATES AND DATA CHARGES APPLY. Please consult the terms and conditions of your individual service plan prior to participating via a mobile device. A mobile device is not required to enter the Sweepstakes.

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4. WINNER SELECTION AND NOTIFICATION: On or about July 24, 2026, five (5) winners will be selected in a random drawing from among all eligible Entries received during the Sweepstakes Period.

The odds of winning depend on the number of eligible Entries received during the Sweepstakes Period. The random drawing will be conducted by Sponsor and Administrator, whose decisions are final in all matters relating to this Sweepstakes.

Limit: an entrant may win at most one (1) Prize (defined below).

Prize Notification: A potential Winner who entered via Online Form Entry or Alternate Method Entry will be notified by email, and a potential Winner who entered via Video Submission Form will be contacted by @AllegraAllergy via Instagram direct messaging (“DM”), within ten (10) days of the random drawing (a “Prize Notification”), and may be required to complete, sign, witness, and return a PRIZE CLAIM, DECLARATION AND RELEASE FORM (the “Release Form”), inclusive of a publicity release, within three (3) days of the Prize Notification. Sponsor shall have no liability for any Prize Notification that is lost, intercepted, or not received by the potential Winner for any reason. In order to claim a prize, the potential Winner may be required to verify for Sponsor his or her permanent address and social security or taxpayer identification number, for purposes of compliance with tax regulations.

Failure to respond to the Prize Notification, return all required forms within 3 days, or comply with any other provision of these Rules may result in a winner being disqualified and an alternate winner may be selected. If a Prize Notification or a prize is returned as undeliverable for any reason, an alternate Winner may be selected by random draw from all remaining eligible Entries at the Sponsor’s discretion. All of Sponsor’s decisions are final.

If by reason of a printing, typographical, administrative or other error, more Prizes are claimed than the number set forth in these Rules, all persons making purportedly valid claims may be included in a random drawing to award the number of Prizes available. No more than the number of Prizes listed in these Rules will be awarded.

5. PRIZE DETAILS:

Prizes (5): Subject to the terms and conditions of these Rules, there will be at most a total of five (5) Prize winners in the Sweepstakes.

Each prize will consist of one (1) \$500 digital gift card to an online ticket platform and an Allegra morning routine product kit inclusive of one (1) Day Awakening Shower Steamers by Glow Mood, one (1) Sunny Side Granola by Bearclaw Kitchen, one (1) Cup of Sunshine Tea by Big Heart Tea, one (1) Ground Coffee by Coffee City, one (1) Sunrise Alarm Clock by Wellable, and one (1) 20oz Stainless Steel Insulated Coffee Mug (the "Prize"). The approximate retail value ("ARV") of each Prize is \$605.50. The max ARV for all Prizes that may be awarded in the Sweepstakes is \$3,027.50. Sponsor and the Administrator are not responsible for any legal, or other restrictions on winner's use of the Prize. Use of gift cards is subject to issuer's additional rules and limitations.

E-gift cards or physical gift card components in the Prize, as applicable, may only be used at participating businesses or online as given in each e-gift card's terms and conditions. Each entrant's acceptance and use of any gift card component of the prize or the gift card are subject to all eligibility criteria, expiration dates, service or dormancy fees, use restrictions, and all other terms and conditions (if any) imposed by the issuer of the gift card. Neither Sponsor nor any of its respective parents, subsidiaries, or affiliates, is the issuer or provider of any gift card or e-gift card prize, and no issuer or provider of any gift card or e-gift card prize is responsible for establishing those terms and conditions, for disclosing or explaining any of those terms and conditions to the entrants, or for any prize winner's failure to comply with any of them. If a prize winner does not comply with all of those terms and conditions, including execution of the requested release, or if a prize winner does not have access to a participating location, the prize winner may not be able to obtain the maximum value, or any value, from his or her or their prize.

Each Prize will be emailed to the winner's verified email address and physical items will be mailed to the address provided upon submission of the Online Form or verification of Prize Notification. Incidental expenses and all other costs and expenses which are not specifically listed as part of the Prize in these Rules and which may be associated with the award, acceptance, receipt and use of all or any portion of the awarded Prize are solely the responsibility of the winner. If any part of the Prize becomes unavailable for any reason, Sponsor will not be responsible for awarding that part of the Prize. Sponsor reserves the right to substitute the Prize with a prize of equal or greater value in its sole discretion. Any difference between the actual value of the Prize and the approximate retail value set forth in these Rules may not be claimed and will not be awarded. The value of the Prize may be taxable to a winner as income. Winner is solely responsible for any and all applicable fees and taxes associated with receipt and use of the Prize. PRIZE IS AWARDED "AS IS," "WHERE IS," WITH NO WARRANTY OR GUARANTEE EXPRESS OR IMPLIED. Prize is nonassignable, nonsubstitutable, and nontransferable. Notwithstanding the foregoing, Sponsor may, at its sole discretion, substitute cash or a prize of equal or greater monetary value.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Sweepstakes Parties resulting from entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by the Sponsor or the Sweepstakes Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software

errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors or limitations of any Internet providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the Website or Instagram in whole or in part for any reason; traffic congestion on the Internet or Website or Instagram; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of Prizes or these Rules, or any inaccurate or incorrect data contained on the Website. Use of Website is at user's own risk. Sponsor and Sweepstakes Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Sweepstakes. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; PROVIDED THAT SUCH LIMITATION OR EXCLUSION OF LIABILITY SHALL NOT RESULT IN THE IMPUTATION OF ANY WARRANTY WITH RESPECT TO THE ITEM(S) IN THE PRIZE; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

All trademarks are the property of their respective owners. The use of certain companies' products and services as Prizes does not imply participation in, approval of, or endorsement of this Sweepstakes by such companies.

7. RELEASE OF LIABILITY: By participating in the Sweepstakes, entrants agree (a) to release Sponsor and Sweepstakes Parties, Meta Platforms, and Instagram, and each of their respective parent companies, subsidiaries, affiliates, officers, directors, employees, governors, owners, distributors, retailers, agents, assignees, advertising/promotion agencies, representatives, and agents ("Released Parties") from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes; (b) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Sweepstakes, or any Prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

By accepting a Prize, recipients (a) agree that Released Parties will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of any Prize, including travel thereto, (b) ACKNOWLEDGE THAT SPONSOR SHALL NOT BE LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES ARISING FROM OR RELATED TO THE WINNER'S FAILURE TO USE ANY PRIZE PRODUCT IN ACCORDANCE WITH ITS APPLICABLE DRUG FACTS LABEL OR USAGE INSTRUCTIONS; (c) grant (and agree to confirm grant in writing promptly upon request) to Sponsor and its designees and assigns the right to use his/her name, photograph, likeness, voice, image, statements, biographical information at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation or consideration, unless prohibited by law. Released Parties are not liable in the event that any portion of the Sweepstakes (including any Prize) is canceled due to pandemics or epidemics, outbreaks of infectious disease or any other public health crisis including quarantine measures of any government authority or other restrictions, weather, fire, strike, acts of war or terrorism, or

any other condition beyond their control (a “Force Majeure Event”).

8. GENERAL CONDITIONS: Winners are solely responsible for any taxes on the Prize. No substitution of Prize is offered, except at the sole discretion of the Sponsor. No transfer of Prize is permitted. Unclaimed Prizes will not be awarded. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to (a) disqualify any individual who is responsible or who tampers with the entry process, and (b) cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will randomly award the prizes among all eligible, non-suspect entries received prior to cancellation. This Sweepstakes is offered only in the United States and is governed by the laws of the state of New Jersey, and all claims must be resolved in the federal or state courts located in Morris County, New Jersey.

Please see Sponsor’s privacy notice located at <https://www.opella.com/en/privacy-center/global-notices/contests-en-gl> for details of our policy regarding the personal information collected in connection with this Sweepstakes. Additionally, any communication between entrant and Sponsor or its agencies regarding this Sweepstakes (e.g. phone calls, text messages, chats, email, etc.) may be recorded for quality assurance and training purposes.

9. LEGAL NOTE: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

As a condition of participating in the Sweepstakes, you agree that any and all disputes, claims and causes of action arising out of or in connection with this Sweepstakes shall be resolved individually, without resort to any form of class action, exclusively by arbitration. You further agree that under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, any damages whatsoever, including without limitation punitive, consequential, direct or indirect, or any other damages. Sponsor and Sweepstakes Parties reserve the right to modify these Rules in their discretion. All issues and questions concerning the validity, construction, interpretation, performance, and enforcement of the Sweepstakes and these Rules, or the rights and obligations you, Sponsor, or Sweepstakes Parties shall be governed by and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than the State of New Jersey.

10. SOCIAL MEDIA PLATFORMS: This Sweepstakes may be advertised on or accessed through one or more social media platforms. However, the Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, any such platforms. Entrants agree to comply with all terms and policies governing such platforms in connection with the Sweepstakes.

11. WINNERS LIST: The winner list will be posted after winner confirmation is complete, and available for sixty (60) days thereafter. For a list of prize winners, please [click here](#).

All trademarks used herein are the property of their respective owners.

This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with

Meta Platforms or Instagram.

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