NEW YORK COMIC CON 2026 PLAY NYCC SWEEPSTAKES
(the "Sweepstakes")
Official Sweepstakes Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR EVENT BADGE WILL NOT INCREASE YOUR CHANCES OF WINNING.

This Sweepstakes is being held in connection with New York Comic Con 2026, scheduled to take place at the Jacob K. Javits Convention Center in New York, New York, from October 8, 2026, through October 11, 2026 (the "Event").

1. SWEEPSTAKES PERIOD: The instant-win games offered during the Event begin at 10:00 a.m. Eastern Time ("ET") on Thursday, October 8, 2026, and end at 5:00 p.m. ET on Sunday, October 11, 2026 (the "Event Game Period"). The post-show "Spin to Win" game begins at 12:00 PM ET on Thursday, October 8, 2026 and ends at 5:00 PM ET on Sunday, October 11, 2026 (the "Post-Show Game Period"). The Event Game Period and Post-Show Game Period are collectively the "Sweepstakes Period." Sponsor's clock is the official timekeeper.

2. HOW TO ENTER: Each person who enters the Sweepstakes through either method below and satisfies Section 6 is a "Participant." The Sweepstakes includes each Play NYCC game that offers a chance to win a Prize identified in Section 3 (each, a "Participating Game").

A. APP ENTRY METHOD: During the applicable portion of the Sweepstakes Period, an eligible Participant may enter through the official New York Comic Con mobile application (the "App") by: (i) downloading or opening the App; (ii) registering and activating a valid badge to the Event; (iii) accessing the Play NYCC feature; and (iv) completing a Participating Game. Each valid completed play constitutes one entry into the Prize pool associated with that Participating Game and earns ten (10) promotional loyalty points, subject to the entry limits below.

A Participating Game may be played more than once for additional points and entries, subject to the stated entry limits. A Participant's skill, score, speed, number of correct answers, or other game performance does not affect the number of points awarded for a valid completed play and does not improve the Participant's odds of winning.

Points determine a Participant's Play NYCC loyalty tier as follows:

Tier 1 "Coney Island Royalty": 500 points or more

Tier 2 "Major Award Winner": 300 to 499 points

Tier 3 "Midway Regular": 100 to 299 points

Tier 4 "Ticket Holder": 50 to 99 points

Tier 5 "Coney Curious": 10 to 49 points

A Participant who reaches a higher tier retains the benefits associated with each lower tier. Points have no cash value, are not transferable, may not be sold or combined, and expire at the end of the Sweepstakes Period. Sponsor's records will control a Participant's point balance and tier. Sponsor may correct point balances affected by error, fraud, unauthorized activity, or technical malfunction.

Each Participating Game is associated with one or more specific Prize categories. Except for the Post-Show Spin to Win game, Participating Games are available to Participants in Tiers 1 through 5, subject to any game-specific requirements stated in Section 3. The Post-Show Spin to Win game is available only to Participants who reach Tier 4, Tier 3, Tier 2, or Tier 1. Reaching a tier establishes eligibility for the corresponding Prize pool but does not itself award a Prize or increase the Participant's odds within that Prize pool.

B. ALTERNATIVE FREE METHOD OF ENTRY: No App, game play, Event badge, Event attendance, purchase, or payment is required to use this method. To enter by mail, a Participant must legibly hand-print their full name, residential address,

email address, date of birth, and the Participating Game or Prize pool for which entry is sought on a standard-size postcard and mail it, with proper postage, to:

Play NYCC 2026 Sweepstakes AMOE
ReedPop
401 Merritt 7
Norwalk, CT 06851

Each postcard must be mailed separately, must be postmarked by October 11, 2026, and must be received by October 23, 2026. Each timely received and otherwise valid postcard constitutes one (1) entry into the Participating Game or Prize pool identified on the postcard and receives a ten (10)-point equivalent credit solely for determining eligibility for a tier-restricted Prize pool. A mail-in Participant whose valid postcards generate at least fifty (50) point-equivalent credits will be eligible for the Post-Show Spin to Win Prize pool on the same basis as an App Participant who reaches Tier 4 or above.

Mail-in entries are subject to the same per-person and per-Prize-pool entry limits applicable to entries submitted through the App Entry Method. Mechanically reproduced, automated, bulk-mailed, incomplete, illegible, inaccurate, or untimely entries are void. Sponsor is not responsible for postcards that are lost, late, damaged, delayed, misdirected, postage-due, or otherwise not received by the applicable deadline.

C. ENTRY LIMITS: The maximum number of entries permitted per person is 1 per Post-Show Spin to Win Game throughout the entire Event, and 1 per day of the Event for all other games. Entries submitted through both methods will be aggregated and will not increase the applicable limit. Any entry in excess of the applicable limit is void. Use of multiple identities, registrations, email addresses, accounts, devices, or any robotic, automated, scripted, macro, or other method designed to circumvent an entry limit is prohibited and may result in disqualification.

All entries must be received during the entry period applicable to the selected Participating Game. Entries become Sponsor's property and will not be acknowledged or returned, except that the App, entry page, or Sponsor may provide an entry or winner confirmation. Incomplete, inaccurate, late, misdirected, corrupted, or noncompliant entries are void. Any Participant may withdraw before the end of the Sweepstakes Period by contacting Sponsor at NYCCinfo@reedpop.com.

In the event of a dispute over the identity of a Participant, an entry will be deemed submitted by the authorized account holder of the email address associated with the entry. "Authorized account holder" means the natural person assigned the email address by the applicable internet access provider, online service provider, or other organization responsible for assigning email addresses for the relevant domain.

3. PRIZES: The Prize awarded through each Participating Game, the number available, its approximate retail value ("ARV"), and any applicable tier requirement are set out below.

A. Empire Stage Fast Passes, Main Stage Fast Passes, Photo Op and Autographing Fast Passes: Awarded through the "Scratch and Win Daily" Participating Game. Available to Participants in Tier 5 or above.

D. Show Store Fast Passes, 10% discount coupons for the Event's official merchandise store, "Mystery Window" item from the Event's official merchandise store: Awarded through the "NYCC Merch Scratch & Win" Participating Game. Available to Participants in Tier 5 or above.

C. VIP ticket(s) to New York Comic Con 2027, four-day ticket(s) to New York Comic Con 2027, one (1)-month Popverse membership, one (1)-year Popverse Superfan membership: Awarded through the "Post-Show Spin to Win" Participating Game. Available to Participants in Tier 4 or above.

A. 100 winner(s) will receive one (1) fast pass to a panel on the Empire Stage at the Event (ARV: US$0 each; US$0 total);

B. 100 winner(s) will receive one (1) fast pass to a panel on the Main Stage at the Event (ARV: US$0 each; US$0 total);

C. 1000 winner(s) will receive one (1) fast pass to the Event's official merchandise store (ARV: US$0 each; US$0 total);

D. 50 winner(s) will receive one (1) fast pass to the Photo Op and Autographing area at the Event (ARV: US$0 each; US$0 total);

E. 500 winner(s) will receive one (1) ten percent (10%) discount coupon for the Event's official merchandise store (ARV: US$0 each; US$0 total);

F. 100 winner(s) will receive one (1) "Mystery Window" item from the Event's official merchandise store (ARV: US$25 each; US$25 total);

G. 10 winner(s) will receive two (2) four-day ticket(s) to New York Comic Con 2027 (ARV: US$321.17 each; US$321.17 total);

H. 1 winner will receive two (2) VIP ticket(s) to New York Comic Con 2027 (ARV: US$990.75 each; US$990.75 total);

I. 1000 winner(s) will receive a one (1)-month Popverse membership (ARV: US$6 each; US$6 total); and

J. 10 winner(s) will receive a one (1)-year Popverse Superfan membership (ARV: US$125 each; US$125 total).

Prize categories G through J comprise the Post-Show Spin to Win Prize pool and are available to Tier 4, Tier 3, Tier 2, and Tier 1 Participants and free-entry Participants with at least fifty (50) valid point-equivalent credits. Prize categories A through F comprise the During Show Prize pool and are available to all Participants regardless of tier and free-entry Participants with at least fifty (50) valid point-equivalent credits.

Each item described above is a "Prize," and collectively they are the "Prizes." Prizes do not include travel, accommodations, personal expenses, or any other item not expressly stated as included. A Participant who enters without purchasing an Event badge will not be required to purchase Event admission to receive a Prize. If an Event-specific Prize cannot reasonably be used without paid Event admission, Sponsor will, at its option, provide the admission or access reasonably necessary to use the Prize at no charge or substitute a Prize of equal or greater ARV that does not require Event admission.

All expenses associated with accepting and using a Prize that are not expressly included are the winner's responsibility. If a Prize or any portion becomes unavailable, Sponsor may substitute a prize of equal or greater value. If a winner or guest is unable or unwilling to accept or use any portion of a Prize, that portion will be forfeited. Prizes are not transferable, may not be resold, and may not be redeemed for cash, except at Sponsor's sole discretion. Limit one (1) Prize per person and household. Each winner is responsible for all applicable taxes.

A winner and any guest must follow all Prize-related instructions and all Event terms, policies, and codes of conduct. If a winner or guest engages in unlawful, threatening, unsafe, disruptive, or otherwise inappropriate conduct, as determined by Sponsor in its reasonable discretion, Sponsor may terminate their participation in a Prize-related activity and take other appropriate action without further liability or obligation.

4. WINNER SELECTION AND NOTIFICATION: Each valid entry will be processed by Sponsor or its administrator using a computerized randomization system designed to determine whether that entry is a potential winning entry for the Prize pool associated with the selected Participating Game. App entries and entries submitted through the Alternative Free Method of Entry will have an equal chance of winning within the same Prize pool. The number of potential winners will not exceed the number of Prizes stated in Section 3. Sponsor's decisions are final and binding on all matters relating to the Sweepstakes.

Odds of winning a particular Prize depend on the number and timing of eligible entries received for the applicable Participating Game and the number of Prizes available in that Prize pool. Game performance, accumulated points above the minimum tier threshold, and the method of entry do not improve the odds of winning.

Potential winners may be notified through the App, on the free-entry page, and/or by email or other contact information provided at entry. A potential winner of an Event-specific Prize must claim the Prize within forty-eight (48) hours after notification. A potential winner of a post-show or digitally delivered Prize must claim the Prize within forty-eight (48) hours

after notification. After a timely claim, the potential winner will receive redemption instructions. A potential winner is not a winner unless and until Sponsor verifies eligibility and compliance with these Official Rules.

Each potential winner and any guest may be required, in Sponsor's discretion, to execute and return an affidavit of eligibility, release of liability, and publicity release within the period specified by Sponsor. Sponsor may also require a reasonable background check where appropriate to the nature of the Prize, and the potential winner and guest must reasonably cooperate.

A potential winner may be disqualified and the Prize forfeited if the potential winner: (a) cannot be reached after reasonable efforts; (b) fails to respond or claim the Prize within the applicable period; (c) declines or cannot accept, receive, or use the Prize; (d) is ineligible; (e) fails to comply with these Official Rules; or (f) fails to complete any required winner documentation. Sponsor may award the Prize to an alternate eligible entrant using the same random process, time permitting. Sponsor reserves the right not to award a Prize if there are insufficient eligible entries or no eligible entrant timely claims it, subject to applicable law.

5. GENERAL RULES: The Sweepstakes is governed by these Official Rules and is subject to all applicable U.S. federal, state and local laws. The Sweepstakes is void where prohibited. By entering the Sweepstakes, each Participant unconditionally accepts and agrees to comply with and abide by these Official Rules, all of the representations, warranties and agreements contained herein, and all of the decisions that Sponsor makes in connection with the Sweepstakes, including, without limitation, all decisions regarding the interpretation and implementation of these Official Rules and the administration of the Sweepstakes. All such decisions made by Sponsor shall be final and binding in all respects and not subject to challenge or appeal. Sponsor reserves the exclusive right to address and resolve any aspects of the Sweepstakes or incidents that affect the Sweepstakes that may not be expressly outlined in these Official Rules, and any such decisions shall be final and binding and not subject to challenge or appeal. Except as otherwise expressly set forth herein, all of Sponsor's rights pursuant to these Official Rules relate to and are exercisable against all Participants as a whole and against each individual Participant.

If there is a discrepancy or inconsistency between disclosures and other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules will prevail, govern and control. Neither the failure of Sponsor to insist upon or enforce strict performance of any provision of these Official Rules nor the failure, delay or omission by Sponsor in exercising any right with respect to any term of these Official Rules, will be construed as a waiver or relinquishment to any extent of Sponsor's right to assert or rely upon any such provision or right in that or any other instance.

The invalidity or unenforceability of any provision in these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Official Rules solely for convenience and ease of reference and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.

6. ELIGIBILITY: The Sweepstakes is open only to Participants who, at the time of entry, are (i) legal residents of the 50 United States or the District of Columbia and (ii) at least eighteen (18) years of age or the age of majority in their jurisdiction of residence, whichever is greater. To enter through the App Entry Method, a Participant must also hold a valid, registered, and activated badge (or other authorized means of entry) to the Event and be in attendance at the Event when submitting the applicable entry. No Event badge or Event attendance is required to enter through the Alternative Free Method of Entry.

All Participants must be able to provide proof of identity and eligibility if requested by Sponsor. A Participant who wins an Event-specific Prize must be able to use it at the time and place specified by Sponsor, subject to Sponsor's obligation in Section 3 to provide necessary Event access or an appropriate substitute to a no-purchase entrant.

Employees of RELX Inc. and each of its parents, subsidiaries, divisions, affiliates, and advertising or promotional agencies, and the immediate family and household members of all such individuals, are not eligible to enter or win. Registered exhibitors at the Event, and their immediate family and household members, are not eligible to enter or win. "Immediate family" means spouse, parent, child, sibling, and their respective spouses, regardless of where they reside. "Household members" means persons who share the same residence for at least three (3) months in a calendar year, whether or not related.

If a Participant is determined to be ineligible at any time or for any reason, Sponsor may immediately disqualify the Participant and the Participant will forfeit any Prize or right to a Prize.

Except for any Event access expressly included with a Prize under Section 3, each Participant is solely responsible for all travel, travel documentation, accommodations, and other costs or expenses needed to attend the Event, participate in the Sweepstakes, or use a Prize.

7. USE OF DATA: Each Participant's information will be collected and used by Sponsor in accordance with the Privacy Policy (the "Privacy Policy") posted on https://privacy.rxglobal.com, which is incorporated herein by this reference. By entering the Sweepstakes, each Participant agrees and acknowledges that he or she has read, understood and agrees to be bound by (i) these Official Rules; and (ii) the Privacy Policy, each as may be amended by Sponsor. All Participants are expected to review the Privacy Policy carefully before participating in the Sweepstakes and each Participant acknowledges that, in the event of a conflict or inconsistency between the terms of these Official Rules and the terms of the Privacy Policy, the terms of the Privacy Policy shall prevail, govern and control. In addition, Sponsor may engage third party entities to administer certain aspects of the Sweepstakes, including without limitation, the collection of Participant information. Notwithstanding anything to the contrary in the Privacy Policy, Sponsor may share Participant's information with third party entities to the extent needed to perform their duties and functions in connection with the Sweepstakes or otherwise in accordance with their own independent privacy practices.

8. PUBLICITY: Except where legally prohibited, a winner's acceptance of a Prize constitutes such winner's grant of permission (and agreement to confirm such grant in writing) for the Released Parties to use such winner's name, voice, likeness, photograph, video, testimonials, biographical information, and/or statements made by winner in all media now known or hereafter discovered, worldwide without additional notice, approval, or compensation and in perpetuity. Each winner's name may be included in a publicly available winners list.

9. LIMITATION ON LIABILITY; FORCE MAJEURE: Each Participant agrees that Sponsor shall not be responsible or liable for, and are hereby released from, any and all claims, costs, injuries, losses or damages of any kind, relating to any of the following: (a) incomplete, inaccurate, lost, late, misdirected or illegible entries, winner notifications, Prize claims, or Winner Forms or the failure to receive same due to any cause, including without limitation human or technical problems, failures, or malfunctions of any kind, whether originating with Participant, Sponsor, or otherwise, that may prevent or limit any Participant's ability to participate in the Sweepstakes or send or receive messages requiring action or response by such Participant; (b) any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, hacks, unauthorized access, delayed computer transmissions or network connections in connection with the Sweepstakes; (c) any problems or technical malfunction of any network or lines, servers or providers, equipment or software, including any injury or damage to Participant or Participant's property resulting from participation in the Sweepstakes; (d) the awarding, acceptance, possession, use, misuse, loss or misdirection of any Prize or participation in any Prize related activities or any inability of any winner to accept a Prize for any reason; (e) any Participants who do not comply with or who violate the Official Rules or who have committed fraud or deception in participating in the Sweepstakes or in claiming a Prize; or (f) any delays or disruptions as a result of a Force Majeure (as defined herein).

Sponsor reserves the right to modify, suspend, extend or terminate the Sweepstakes or any part thereof if Sponsor determines, in its sole discretion, that the Sweepstakes is not capable of operating as Sponsor intended, or that any error, omission, fraud, technical failure or problem, tampering, corruption, infection by computer virus, bug, unauthorized malfunction or other cause or factor beyond Sponsor's reasonable control impairs or may impair the administration, security, fairness, integrity or feasibility of the Sweepstakes or any portion thereof as contemplated herein, subject to any

applicable law or regulation. In the event Sponsor is prevented from continuing with the Sweepstakes or awarding any Prizes by any event beyond its control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend, extend or terminate the Sweepstakes at its sole discretion and to select a winner from entries received prior to such Force Majeure or as otherwise deemed fair and appropriate by Sponsor. Sponsor also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of this Sweepstakes.

Although Sponsor shall attempt to ensure the integrity of the Sweepstakes, Sponsor is not responsible for the actions of Participants in connection with the Sweepstakes, including any Participant's attempt to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity, or proper conduct of the Sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify any Participant and/or revoke any Prize award to any Participant Sponsor finds to be (a) tampering with the entry process or the operation of the Sweepstakes, or with any website promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Sweepstakes through the use of any methods deemed to be fraudulent in Sponsor's sole discretion.

10. LIST OF WINNERS: To obtain a copy of any legally required winners list, send a stamped, self-addressed envelope to: New York Comic Con 2026 Play NYCC Sweepstakes, 401 Merritt 7 Corporate Park, Norwalk, CT 06851, Attn: Derrick Weiss. All requests must be received within ninety (90) days after the end of the Sweepstakes.

11. RELEASE OF LIABILITY; GOVERNING LAW; DISPUTES: Each Participant knowingly consents to participate in the Sweepstakes under their own free will and without duress or undue influence of any third party. By entering and/or otherwise participating in the Sweepstakes, each Participant, on behalf of themselves and their heirs, assumes all risk incidental to participation in the Sweepstakes and hereby waives, releases, discharges, and agrees to hold harmless Sponsor and its parents, subsidiaries, affiliates, divisions and partners, the owners of the venue where the Event is being held, the city in which the Event is being held if the city owns the Venue, and each of their respective representatives, agents, successors, assigns, employees, officers and directors (the "Released Parties"), from and against any and all actual or potential, known or unknown, claims, demands, causes of action, costs, losses, injuries, expenses, liabilities or damages of any kind or nature whatsoever, including without limitation mental and/or physical injuries or death and/or damages to or loss of personal property, which may occur in whole or in part, directly or indirectly, in connection with preparation for, or participation in, the Sweepstakes; or possession, acceptance and/or use or misuse of the Prize; or participation in any Sweepstakes-related or Prize-related activity; or for any claims or causes of action based on publicity rights, defamation or invasion of privacy and merchandise delivery. The Released Parties assume no responsibility or liability for any damages, losses, or injury to any Participant or to any Participant's property, regardless of how caused, relating to or resulting from the Sweepstakes and/or the acceptance or use of any Prize.

ALL PARTICIPANTS ACKNOWLEDGE THAT SPONSOR MAKES NO WARRANTIES, EXPRESS OR IMPLIED, CONCERNING ANY PRIZE FURNISHED IN CONNECTION WITH THE SWEEPSTAKES. WITHOUT IN ANY WAY LIMITING THE GENERALITY OF THE FOREGOING AND WITHOUT ABROGATING THE PRIVACY POLICY, SPONSOR HEREBY DISCLAIMS ALL WARRANTIES AND CONDITIONS, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, WITH REGARD TO THE OPERATION OF THE SWEEPSTAKES, INCLUDING, WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NONINFRINGEMENT, AND THEIR EQUIVALENTS, UNDER THE LAWS OF ANY JURISDICTION RELATIVE TO THE SWEEPSTAKES AND/OR TO THE PRIZE(S). ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

Except where prohibited, by participating in this Sweepstakes each Participant agrees that: (1) any and all disputes, claims, and 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 shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York and hereby irrevocably consents to the personal jurisdiction of said courts and waives any claim of forum non convenient or lack of personal jurisdiction that they may have; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; (3) no indirect, punitive, incidental, special, consequential, or other damages, including without limitation lost profits may be awarded (collectively, "Special Damages"); and (4) Participant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.

12. TAXES: All applicable federal, state, provincial, territorial, and local taxes of all applicable jurisdictions, as well as any transaction fees or other expenses not specified herein, are winner's sole responsibility. An IRS 1099-MISC may be issued to each winner reflecting the actual value of any Prizes received. PLEASE NOTE, THE WINNER MAY INCUR A TAX LIABILITY. Participants should consult a tax professional to determine their tax liability; Sponsor is not able to give tax advice.

13. SPONSOR: The "Sponsor" of this promotion is Reed Exhibitions, a division of RELX Inc., 401 Merritt 7, Norwalk, CT 06851. The Sweepstakes is not sponsored, endorsed, administered by, or associated with Apple Inc., Google LLC, or any other mobile application marketplace or platform. Any third-party trademarks mentioned in these Official Rules are the property of their respective owners.