**JERSEY SHOPS PROGRAM**
**PRESENTED BY CITIZENS**

**Important: Please read these official rules (these "*Official Rules*") before submitting an application for the New Jersey Devils' 2026-27 Jersey Shops Program (the "*Program*"). By participating in this Program, you accept and agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROGRAM AND A PURCHASE OR PAYMENT WILL NOT INCREASE THE CHANCE OF WINNING.**

Program void where prohibited by law. Subject to applicable federal, state, and local laws. This Program is powered by Wit Labs, Inc. ("***Wit***") on behalf of DAE and Co-Sponsor, and is administered via the Wit platform (the "***Platform***"). For the avoidance of doubt, Wit provides the Platform for the Program, but is not the sponsor for the Program.

**ELIGIBILITY:** THE PROGRAM IS OPEN ONLY TO BUSINESSES THAT MEET THE FOLLOWING REQUIREMENTS: (a) FOUNDED IN AND/OR OPERATING IN LOCAL MARKETS (E.G., NEW JERSEY); (b) INDEPENDENT AND NON-FRANCHISED; AND (c) FORMALLY INCORPORATED/FORMED. If any individual (the "**Participant**" or "**Entrant**") is entering as a representative of a business or other legal entity, or on behalf of his or her employer, these rules are binding on such Participant, individually, and the entity such person represents or is an employee of. If any Participant is acting within the scope of his or her employment, as an employee, contractor, or agent of another party, such Participant warrants that such party has full knowledge of his or her actions and has consented thereto, including his or her potential receipt of a prize. Such Participant further warrants that his or her actions do not violate his or her employer's or entity's policies and procedures.

Directors, officers, members, managers, and employees of the New Jersey Devils LLC, Devils Entertainment Arena LLC, The Prudential Center (collectively, "***DAE***" or "Sponsor"), Citizens Bank, N.A. (the "***Co-Sponsor***"), the National Hockey League and its member teams, and any of their respective parent companies, affiliate companies, subsidiaries, agents, professional advisors, advertising, promotional, public relations, and fulfillment agencies, consultants, legal counsel, website providers, web masters, and immediate family members (spouses, parent, child, sibling, grandparent, and "step" child, wherever they may live) of each are not eligible to win any prize. IF YOU DO NOT MEET ANY OF THESE REQUIREMENTS, OR ANY OTHER ELIGIBILITY REQUIREMENTS IN THESE OFFICIAL RULES, YOU ARE NOT ELIGIBLE TO WIN A PRIZE. To be eligible to win a prize, entries must be completed and received by DAE and Co-Sponsor in the manner and format designated below.

**1. Submission Period:** The submission of applications starts on November 12, 2026 at 9:00 a.m. Eastern Time ("***ET***") and ends at 11:59 p.m. ET on February 7, 2027 (the "***Submission Period***"). All applications must be received during the Submission Period and meet other requirements in these Official Rules to be eligible to win a prize. DAE's or its designee's computer is the official time-keeping device for the Program.

**2. How to Enter:** To enter, during the Submission Period visit newjerseydevils.com/jerseyshops and follow the instructions to enter the Program, including filling out the required fields and submitting the application. Upon completion of these steps, you will receive one entry into the Program. Limit one entry per business during Submission Period. Any attempts to obtain additional entries, including through multiple or duplicate accounts will result in disqualification.

FREE METHOD OF ENTRY. In addition to entering the Program via the above method, entrants may also enter the Program by mailing in a 3x5 index card listing the entrant's first name and last name, business name, and email to Devils Arena Entertainment LLC, 25 Lafayette Street, Newark, NJ 07102. Index cards must be received by 12:00 pm ET on February 10, 2027.

Limit one entry per business during Submission Period. For any entrants that submit an entry through the Free Method of Entry described above in addition to entering through the URL listed above, the Free Method of Entry and the entry through the URL shall count as one entry. Any attempts to obtain additional entries, including through multiple or duplicate accounts will result in disqualification. If participating in this Program via your mobile device (which service may only be available via select devices and participating wireless carriers and is not required to enter), you may be charged for standard data use from your mobile device according to the terms in your wireless service provider's data plan. Normal airtime and carrier charges and other charges may apply to data use and will be billed on your wireless device bill or deducted from your pre-paid balance. Wireless carrier rates vary, so you should contact your wireless carrier for information on your specific data plan.

**3. Identity of Entrant:** All entries must be submitted by the individual business or Participant on behalf of the business (each, an "***Entrant***"). Bulk or automated entries will be disqualified (including entries made using any script, macro, bot, or promotional service). Multiple Entrants are not permitted to share the same email account. Any attempt to obtain additional entries through fraud or other illegitimate means will result in disqualification, at DAE's discretion. A potential winner may be required to provide DAE and Co-Sponsor with proof that a potential winner is the authorized account holder of the account associated with the winning entry.

**4. Right to Withdraw:** If an Entrant no longer wishes to participate in the Program, such Entrant may withdraw from the Program by giving written notice to DAE, in which case such Entrant foregoes the opportunity to participate in the Program, the related event and any prizes or other features associated with winning the Program. Such notice may be sent to DAE and Co-Sponsor at the address provided in Section 14.

**5. Selection and Notification of Winner:** All Entrants will be judged based on the following criteria: (a) the degree to which the business aligns with DAE's values; (b) the degree to which the business clearly conveys its products and/or services; (c) the degree to which the business provides complete and thoughtful responses on its application; and (d) the degree to which the business is positioned to handle and take advantage of increased exposure through the Program. A select number of Entrants may be invited to an interview (phone or in-person) with DAE and/or Co-Sponsor. By February 10, 2027, DAE and Co-Sponsor will select the name of (i) four (4) winners for the Grand Prize and fifty (50) winners for the Prize. Decisions of DAE and Co-Sponsor are final and binding on all matters relating to the Program. All Entrants hereby release DAE and Co-Sponsor from any and all liability regarding those decisions. DAE and Co-Sponsor reserves the right to select fewer than the stated number of winners in the event an insufficient number of entries are received that meet the minimum judging criteria. To the fullest extent permitted by applicable law, DAE and Co-Sponsor may require each potential winner to sign and return, as specified by DAE, an Affidavit of Eligibility and Liability/Publicity Release in order to claim his/her prize. If (a) the attempted notification is returned as undeliverable without a forwarding address or the potential winner does not respond within 24 hours of being notified by DAE; (b) any required documents are not returned as specified by DAE, such as the Affidavit of Eligibility and Liability/Publicity Release; or (c) if potential winner is otherwise unable to accept the prize as stated, the prize will be forfeited and may be awarded to an alternate winner. Only three (3) alternate selections will be held for the Grand Prize, after which the remaining Grand Prizes will not be awarded. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, an alternate winner will be selected in accordance with the above selection process from among all eligible claimants making purportedly valid claims to award the prizes available.

**6. Prize:** Up to fifty (50) Participants will each receive: (a) Participant's business logo and link to the Participant's website posted to newjerseydevils.com/jerseyshops; (b) Devils Marketing Pack, to include, but not limited to, one (1) Made In Jersey window decal, six (6) Made In Jersey t-shirts and one (1) Made In Jersey Flag (the "***Devils Marketing Pack***"); and (c) ticket discount offers and invites to networking opportunities (the "***Prize***"). Approximate Retail Value ("***ARV***") of the prize: $100 USD.

**Grand Prize:** In addition to the Prize, four (4) winners will each receive, subject to the following paragraphs, one (1) sponsorship package (the "***Sponsorship Package***") to include, but not limited to: (a) a promotional video produced by the New Jersey Devils (the "***Team***"); and (b) $10,000 cash prize, subject to all federal, state, and local rules, laws, and other regulations associated with cash prizes, including requirements for withholdings by cash prize payers (the "***Grand Prize***" and collectively with the Prize, "***Prizes***").; Approximate Retail Value ("***ARV***") of the grand prize: $10,500 USD.

Except for applicable manufacturer's standard warranties, the prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, any implied warranty of merchantability or fitness for a particular purpose). All details with respect to the Sponsorship Package, including which marketing benefits shall be provided, shall be determined by DAE and Co-Sponsor in its sole discretion, and each Entrant acknowledges that ARV may increase or decrease as a result of any changes to the Sponsorship Package.

Prize Restrictions: ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER. Prizes are not transferable. No substitutions or exchanges of any prize (including for cash) will be permitted, except that DAE and Co-Sponsor reserves the right to substitute a prize of comparable or greater value for any prize.

Verification of Winner: EACH WINNER IS SUBJECT TO VERIFICATION OF ELIGIBILITY AND COMPLIANCE WITH THESE OFFICIAL RULES BY DAE, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROGRAM. EACH WINNER MAY ALSO BE SUBJECT TO ADDITIONAL DUE DILIGENCE (TO BE PERFORMED BY DAE AND CO-SPONSOR OR A THIRD PARTY DESIGNATED BY DAE) BEFORE ANY PRIZE IS AWARDED. DAE AND CO-SPONSOR RESERVES THE RIGHT TO DISQUALIFY A SUBMISSION BASED ON THE RESULTS OF SUCH DUE DILIGENCE IF DAE DETERMINES IN ITS SOLE DISCRETION THAT THE AWARDING OF THE PRIZE MAY REFLECT NEGATIVELY ON DAE AND CO-SPONSOR AND/OR ALL OTHER RELEASED PARTIES (AS DEFINED BELOW). A WINNER'S FAILURE TO PROVIDE ALL REQUIRED INFORMATION WITHIN THE STATED TIME PERIOD MAY RESULT IN SUCH WINNER'S FORFEITURE OF THE PRIZE.

**7. Disclaimer:** DAE, Co-Sponsor, and any of its respective parent companies, subsidiaries, affiliates, directors, officers, owners, partners, members, managers, professional advisors, consultants, contractors, legal counsel, public relations firms, employees and advertising, fulfillment and marketing agencies (collectively, the "***Released Parties***") will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; (b) phone, electronic, hardware, software, network, Internet, or other computer or communications-related malfunctions or failures beyond DAE or the Released Parties' reasonable control; (c) any Program disruptions, injuries, losses or damages, whether personal or property (including any injury related to any winner's use of a prize) caused by events beyond the reasonable control of DAE or the Released Parties by non-authorized human intervention; (d) any printing or typographical errors in any materials associated with the Program; (e) the incorrect or inaccurate capture of Entrant information or the failure to capture, or loss of, any such information; (f) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Program; or (g) submissions that are late, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Released Parties will not be responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails or telephone calls that are not received because of an Entrant's privacy or spam filter setting that may divert any winner notification or other Program related e-mails or telephone calls to a spam or junk folder.

**8. Limitations of Liability; Releases: By entering the Program, you release all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Program or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including claims, costs, injuries, losses and damages related to rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.**

ENTRANTS AGREE TO RELEASE, DEFEND, INDEMNIFY, DISCHARGE AND HOLD HARMLESS THE RELEASED PARTIES FROM ANY SUCH CLAIMS, ACTIONS, DEMANDS, LOSSES, LIABILITIES, DAMAGES, COSTS AND EXPENSES, INCLUDING, WITHOUT LIMITATION FROM ANY DAMAGE, INJURY, DEATH, LOSS OR OTHER LIABILITY EITHER AT LAW OR EQUITY WHETHER KNOWN OR UNKNOWN, ASSERTED OR NOT ASSERTED THAT MAY ARISE FROM OR IN ANY WAY RELATE TO (A) THE PROGRAM, INCLUDING, BUT NOT LIMITED TO, ANY PROGRAM-RELATED ACTIVITY OR ELEMENT THEREOF, AND YOUR SUBMISSION, PARTICIPATION, OR INABILITY TO PARTICIPATE IN THE PROGRAM; (B) ACCEPTANCE, ATTENDANCE AT, RECEIPT, TRAVEL RELATED TO, PARTICIPATION IN, DELIVERY OF, POSSESSION, DEFECTS IN, USE, NON-USE, MISUSE, INABILITY TO

USE, LOSS, DAMAGE, DESTRUCTION, NEGLIGENCE OR WILLFUL MISCONDUCT IN CONNECTION WITH THE USE OF ANY PRIZE (OR ANY COMPONENT THEREOF); (C) ANY CHANGE IN THE PRIZE (OR ANY COMPONENT THEREOF); OR (D) ANY ACT OR OMISSION ON THE PART OF ANY OF THE RELEASED PARTIES

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL DAE OR THE RELEASED PARTIES BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF USE, LOSS OF PROFITS OR LOSS OF DATA, WHETHER IN AN ACTION IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, ARISING OUT OF OR IN ANY WAY CONNECTED TO YOUR PARTICIPATION IN THE PROGRAM OR USE OR INABILITY TO USE ANY COMPONENT OR BENEFIT PROVIDED FOR USE IN THE PROGRAM OR ANY PRIZE, EVEN IF A RELEASED PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL THE AGGREGATE LIABILITY OF THE RELEASED PARTIES (JOINTLY) ARISING OUT OF OR RELATING TO YOUR PARTICIPATION IN THE PROGRAM OR USE OF OR INABILITY TO USE ANY COMPONENT OR BENEFIT PROVIDED FOR USE IN THE PROGRAM OR ANY PRIZE EXCEED $10. THE LIMITATIONS SET FORTH IN THIS SECTION WILL NOT EXCLUDE OR LIMIT LIABILITY FOR PERSONAL INJURY OR PROPERTY DAMAGE CAUSED BY PRODUCTS RENTED FROM DAE, OR FOR THE RELEASED PARTIES' GROSS NEGLIGENCE, INTENTIONAL MISCONDUCT, OR FOR FRAUD.

**9. Use of Winner's Name, Likeness, etc.:** BY PARTICIPATING IN THE PROGRAM, EACH ENTRANT HEREBY GRANTS DAE AND THE CO-SPONSOR THE UNLIMITED RIGHT THROUGHOUT THE WORLD TO USE, RECORD AND/OR DOCUMENT HIS, HER OR ITS (AS APPLICABLE) NAME, PHOTO, VOICE, STREAM, VIDEOTAPE, LIKENESS, STATEMENTS ATTRIBUTED TO ENTRANT, BIOGRAPHICAL, PROFESSIONAL AND OTHER RELATED INFORMATION IN CONNECTION WITH ANY INTERNAL OR EXTERNALPROMOTIONAL ACTIVITIES OF DAE OR THE CO-SPONSOR (E.G., WITHOUT LIMITATION, ANNOUNCEMENTS OF FINALISTS OR WINNERS), WITHOUT COMPENSATION OF ANY KIND TO ENTRANT. Each Entrant understands that these items may be broadcast, displayed, reproduced, stored, edited, exhibited, used, and distributed by DAE or the Co-Sponsor over the Internet and/or any other communication medium now existing or hereafter created, for promotional, revenue-producing, and/or any other purpose as DAE or Co-Sponsor determine in their sole and absolute discretion. Additionally, each Entrant acknowledges and agrees that DAE and/or the Co-Sponsor may contact any and all winners to request further name, photo, voice, stream, videotape, likeness, or statements attributed to and from each Entrant after the Program's conclusion and Prizes have been received. Entrant acknowledges and agrees that any such additional name, photo, voice, stream, videotape, likeness, or statements may be broadcast, displayed, reproduced, stored, edited, exhibited, used, and distributed by DAE or the Co-Sponsor over the Internet and/or any other communication medium now existing or hereafter created, for promotional, revenue-producing, and/or any other purpose as DAE or Co-Sponsor determine in their sole and absolute discretion.

**10. Privacy:** Personally identifiable information that is submitted by Entrant as part of this Program will be used to administer the Program, select and announce the winner. Entrant hereby waives any claims that Entrant may have or acquire against the Sponsor for libel, slander, invasion of privacy, copyright or trademark violation, moral rights, right of publicity, rights of privacy, or false light arising out of or in connection with the Sponsor's or anyone else's use of the Content. Entrant agrees that this waiver of privacy rights constitutes a valid consent to uses of any Personally Identifiable Information ("PII") as may be required under applicable data protection laws. Any PII that you provide in participating in the Program is subject to the privacy policies of the Sponsor, Co-Sponsor, and Wit. Please review the Sponsor privacy policy at https://www.nhl.com/devils/team/privacy-policy, the Co-Sponsor's privacy policy at https://www.citizensbank.com/account-safeguards/privacy.aspx?ctzMode=MKL-SEM--BNG--BRND--CTZ--BR--43700069826395625 and the Wit privacy policy at https://witcontests.com/terms. By entering the Program, you grant Sponsor, Co-Sponsor and Wit permission to share your email address and any other personally identifiable information with the other Program partners for the purpose of administration and prize fulfillment, including use in a publicly available winners list. Entrant hereby grants to Sponsor and Co-Sponsor the non-exclusive, worldwide, perpetual, assignable, sublicensable and irrevocable right to include Entrant's name, title, image, likeness, movements, voice, conversations, sounds and performances in connection with any use or publication of the Content by Sponsor and Co-Sponsor. In connection with Section 3, you consent to Sponsor and Co-Sponsor jointly collecting your given

information and/or contacting you for marketing purposes. You may opt out at any time by clicking "unsubscribe" within future emails from either Sponsor or Co-Sponsor as applicable. For the avoidance of doubt, an opt-in for marketing purposes is not required to enter this Program through the Free Method of Entry.

**11. Intellectual Property Notice:** All DAE-related trademarks are trademarks of DAE. The Program and all accompanying materials are copyright © 2026 by DAE. All rights reserved.

**12. Disputes:** THE PROGRAM AND THESE OFFICIAL RULES ARE GOVERNED BY THE LAWS OF THE STATE OF NEW JERSEY, WITHOUT REGARD TO CHOICE OF LAW OR CONFLICT OF LAW RULES. EACH ENTRANT AGREES THAT ANY DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROGRAM OR ANY PRIZE AWARDED, WHICH ARE NOT RESOLVED THROUGH DIRECT, INFORMAL DISPUTE RESOLUTION ATTEMPTS BETWEEN THE PARTIES, SHALL BE SUBMITTED PROMPTLY FOR ARBITRATION TO BE CONDUCTED IN NEWARK, NEW JERSEY, AND ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION (THE "***AAA***"). SUCH ARBITRATION PROCEEDINGS SHALL BE CONDUCTED BEFORE A SINGLE ARBITRATOR AND, EXCEPT AS OTHERWISE PROVIDED IN THESE OFFICIAL RULES, SHALL BE CONDUCTED IN ACCORDANCE WITH THE THEN-CURRENT RULES OF THE AAA REGARDING COMMERCIAL DISPUTES. THE ARBITRATOR SHALL BE SELECTED PURSUANT TO THE THEN-CURRENT RULES OF THE AAA. THE ARBITRATOR SHALL HAVE THE RIGHT TO AWARD OR INCLUDE IN HIS OR HER AWARD ANY RELIEF WHICH HE OR SHE DEEMS PROPER UNDER THE CIRCUMSTANCES, INCLUDING ATTORNEYS' FEES AND COSTS INCURRED BY THE PREVAILING PARTY. THE AWARD AND DECISION OF THE ARBITRATOR SHALL BE CONCLUSIVE AND BINDING UPON ALL PARTIES AND JUDGMENT UPON THE AWARD MAY BE ENTERED IN ANY COURT OF COMPETENT JURISDICTION. YOU WAIVE ANY RIGHT TO CONTEST THE VALIDITY OR ENFORCEABILITY OF SUCH AWARD.

**13. General Conditions:** Entrants agree to be bound by these Official Rules and by the decisions of DAE and Co-Sponsor, which are final and binding in all respects. DAE and Co-Sponsor reserve the right to change these Official Rules at any time, in its discretion, and to suspend or cancel the Program or any Entrant's participation in the Program should viruses, bugs, unauthorized human intervention or other causes beyond DAE's reasonable control affect the administration, security or proper judgment of the Program, or DAE and Co-Sponsor otherwise becomes (in its discretion) incapable of operating the Program as planned. Entrants who violate these Official Rules, violate any law, rule or regulation in connection with participation in the Program, tamper with the operation of the Program or engage in any conduct that is detrimental or unfair to DAE, Co-Sponsor, the Program or any other Entrant (as determined in DAE's and/or Co-Sponsor's discretion) are subject to disqualification from the Program. Any attempt by an Entrant or other individual to deliberately damage any website associated with this Program or undermine the legitimate operation of the Program may be in violation of criminal and civil law and DAE and Co-Sponsor reserves the right to prosecute and seek damages from any such person to the fullest extent permitted by applicable law. DAE and Co-Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Program. DAE and Co-Sponsor reserves the right to disqualify any entries received that contain inappropriate or offensive content. DAE's or Co-Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. The use of the terms "include" or "including" in these Official Rules is illustrative and not limiting. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Program materials and these Official Rules, these Official Rules will prevail, govern and control.

**14. DAE:** Devils Arena Entertainment LLC, 25 Lafayette Street, Newark, NJ 07102; **Co-Sponsor**: Citizens Bank, N.A., One Citizens Plaza, Providence, RI 02903.

**15. Winner List; Rules Request:** For a copy of the winner list, send a stamped, self-addressed, business-size envelope for arrival after February 10, 2026 and February 10, 2027 to the DAE address listed in Section 14 above, Attn: Jersey Shops Program Presented by Citizens. To obtain a copy of these Official Rules, visit newjerseydevils.com/jerseyshops or send a stamped, self-addressed business-size envelope to the address listed in Section 14 above, Attn: Jersey Shops Program Presented by Citizens. VT residents may omit return postage.