Official Rules for the Hot Topic Billie Eilish 2026 Sweepstakes ("Sweepstakes")

No Purchase Necessary to Enter or Win. A Purchase Will Not Increase Your Chances of Winning.

ALL ENTRANTS (OR THEIR PARENT OR LEGAL GUARDIAN, IF AN ELIGIBLE MINOR) RESIDING IN THE UNITED STATES AGREE TO RESOLVE ANY DISPUTE BY BINDING ARBITRATION AND SHALL BE IN THE ENTRANT'S (OR ELIGIBLE MINOR'S PARENT OR LEGAL GUARDIAN'S) INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

1. **Eligibility.** The Sweepstakes is open only to legal residents of, and physically located within, the fifty (50) United States (excluding Rhode Island), the District of Columbia, or Puerto Rico, and Canada (excluding Québec), who reach the age of 16 or older at the time of entry.[1] Employees of Hot Topic, Inc. ("Sponsor") and its subsidiaries, as well as the immediate family (spouse, parents, siblings, and children) and household members of those employees, are not eligible to enter.

2. **Entry Period.** The Sweepstakes begins at 9:00 AM Pacific Time on April 27, 2026, and ends at 11:59 PM Pacific Time on May 3, 2026 (the "Entry Period"). Entries submitted before or after the Entry Period will not be eligible. Sponsor's computer is the official time-keeping device for the Sweepstakes.

3. **How to Enter.** During the Entry Period, for one (1) entry, you must:

   (A) Follow the @HotTopicMusic Instagram account,

   (B) Send a Direct Message ("DM") on Instagram that says "BILLIE" to the @HotTopicMusic Instagram account, and

   (C) Opt-in to receive DM's from the @HotTopicMusic and @HotTopic Instagram accounts and follow all response prompts via DM, as applicable, including confirming you meet the eligibility requirements as outlined in Section 1 above and providing the following information: (i) full name, (ii) email address, and (iii) whether you consent to receive future marketing emails from Hot Topic.[2]

[1] A winner is considered a minor unless he or she is the age of majority in his or her state or province of residence by the Sweepstakes start date. The age of majority varies by state or province. The age of majority is 18 for all United States except for: Alabama (19), Arkansas (18 or graduation from high school, whichever is later), Delaware (19), Mississippi (21), Nebraska (19), Nevada (18, or if still in high school at 18, 19 or graduation, whichever comes sooner), Ohio (18 or graduation from high school, whichever comes first), Tennessee (18 or graduation from high school, whichever is later), Utah (18 or graduation from high school, whichever is earlier), Wisconsin (18, or if still in high school at 18, 19 or graduation, whichever comes sooner), and Puerto Rico (21). The age of majority is 18 for all Canadian provinces except for the following provinces where the age of majority is 19: British Columbia, New Brunswick, Newfoundland and Labrador, North West Territories, Nova Scotia, Nunavut, and Yukon Territories.

[2] I hereby acknowledge that answering "yes" to this question via DM will subscribe my email address to future Hot Topic marketing and promotional emails. However, signing up for Hot Topic marketing and promotional emails is not a requirement to enter the Sweepstakes.

There is a limit of one (1) entry per Instagram account. All entries must be complete and subject to verification by the Sponsor, in its sole discretion. Entries with inappropriate comments or images may be disqualified at the sole discretion of Sponsor.

You may not use an agency or any automated system to enter, and Sponsor reserves the right to disqualify any entries received through those methods, as determined by Sponsor, in its sole discretion. You may not enter more than once by creating multiple Instagram accounts and any attempt to do so will result in disqualification.

By entering, you (or your parent or legal guardian, if a minor in your state/province of primary residency) indicate your full agreement to these Official Rules and Sponsor's decisions regarding the Sweepstakes, which are final and binding. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.

4. **Winner Selection.** On or about May 4, 2026, Sponsor will select one (1) grand prize winner in a random drawing of all eligible entries received. The odds of being selected depend on the number of eligible entries received during the Entry Period. Sponsor will attempt to notify the winner within three (3) business days of the drawing via Instagram Direct Message at the Instagram account used to enter. Up to three (3) attempts will be made to contact the selected winner following the draw. A selected winner that does not or cannot accept a prize may be forfeited and a new winner will be selected by random drawing of all remaining eligible entries received during the Entry Period, in Sponsor's sole discretion.

5. **Winner Requirements.** Except where prohibited, a selected winner (or a minor winner's parent or legal guardian) will be required to complete and return a declaration of eligibility and liability/publicity release. Additionally, any winner from Canada must correctly answer a mathematical skill-testing question If a selected winner fails to sign and return these documents within the required time period, or if a winner fails to correctly answer the skill-testing question, and time permits, an alternate winner may be selected in his/her/their place in a random drawing of all remaining eligible entries received during the Entry Period. Only one (1) alternate winner per prize may be contacted. Sponsor is not responsible for the failure for any reason whatsoever of a selected winner to receive notification or for the Sponsor to receive a selected winner's response. If a winner is a minor in his/her/their jurisdiction, then a parent or legal guardian must claim the prize. A winner will be required to provide a valid driver's license or valid government issued photo identification card to confirm eligibility. If the winner is a minor, then the minor winner must provide his/her/their parent or legal guardian's valid driver's license or valid government issued photo identification card. If applicable, a prize won by a minor may be awarded in the name of the minor's parent or legal guardian, as determined by Sponsor.

6. **Prizes.** The following prizes will be awarded:

   One (1) grand prize winner will receive the following –

   - One (1) AMC Private Screening at an AMC Theater located closet to winner's residence (as determined in Sponsor's sole discretion) (the "Private Screening")* for up to twenty (20) guests, including ten (10) bundles of one (1) large popcorn and two (2) large drinks (ARV $1,500 USD / $2,054.46 CAD); and

   - One (1) $250 Hot Topic Gift Card (ARV $250 USD / $342.41 CAD).

   *If the winner does not reside near an AMC Theater or is otherwise unable to attend Private Screening, the winner will forfeit that portion of the prize. No cash or other substitution will be provided. Sponsor may, in its sole discretion, conduct a random drawing from among all remaining eligible entries received during the Entry Period to select one (1) alternate winner for that portion of the prize. If the alternate winner is also unable to accept or attend the Private

Screening, that portion of the prize will not be awarded and no further substitution or compensation will be offered. The Private Screening is expected to take place between May 8, 2026 and May 12, 2026 (and in some cities through May 14, 2026), subject to AMC Theater availability and scheduling. All transportation, accommodations, and any other expenses associated with attending the Private Screening are the sole responsibility of the winner.

The total Approximate Retail Value ("ARV") of all prizes totals $1,750 USD / $2,396.87 CAD. For any gift card prizes, the value awarded to a winner from Canada will be calculated based on the exchange rate in effect at the time the prize is awarded. The winner is responsible for paying any applicable income taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by Sponsor, in its sole discretion. A prize may not be transferred prior to award and must be accepted as awarded. A winner may not request cash or a substitute prize; however, Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the advertised prize is not available for any reason, as determined by Sponsor, in its sole discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Sponsor is not responsible for any cancellations, delayed, diversions, or substitutions, or any act or omission whatsoever with respect to any prize.

7. **General Conditions.** By entering this Sweepstakes, you (or your parent or legal guardian, if an eligible minor) agree to Sponsor's Terms of Use**.** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way, Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Sweepstakes, violates these Official Rules, or acts in a disruptive or inappropriate manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication.

   In the event of a dispute as to the owner of an entry, the authorized account holder of the Instagram account used to enter will be deemed to be the owner. If the parties are unable to determine the authorized account holder of the Instagram account, Sponsor reserves the right to disqualify the entry.

   The Sweepstakes is subject to all applicable United States federal, state, and local laws and regulations, and Canadian federal, provincial, territorial, municipal, and local laws and regulations, and is void where prohibited. These Official Rules will prevail and control over all shortened versions of these Official Rules found elsewhere. Sponsor shall have the right to interpret and apply these Official Rules to individual circumstances in its reasonable discretion.

   Sponsor reserves the right, in its sole discretion, to amend or modify these Official Rules, or to modify, suspend, or cancel the Sweepstakes without prior notice to entrants, for any reason, including without limitation: technical malfunctions; fraud, misconduct, or unauthorized intervention; corruption or threatened corruption of the Sweepstakes; or the inability to properly administer the Sweepstakes due to acts of God, natural disasters, governmental orders, or other causes beyond Sponsor's reasonable control. If Sponsor cancels the Sweepstakes, it may, at its discretion, conduct a random drawing of the winner from all eligible entries received during the Entry Period up to the point of cancellation.

8. **Release and Limitations of Liability.** By entering, you (or your parent or legal guardian, if an eligible minor) agree to release the Sponsor, AMC Entertainment Holdings, Inc. ("AMC"), Instagram, and Meta, Inc. ("Meta") and each of their parents, subsidiaries, and affiliates, and each of their respective officers, directors, employees, and agents (collectively, the "Released Parties") from any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors that may affect the Sweepstakes; (c) printing errors; (d) lost,

late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes; or (f) injury or damage to persons or property. You further agree that in any cause of action, in no event shall the Released Parties be liable for attorneys' fees or other legal costs. **IN NO EVENT SHALL YOU (OR YOUR PARENT OR LEGAL GUARDIAN) BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, DIRECT, INDIRECT, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.**

9. **Privacy and Publicity.** Any information you submit as part of the Sweepstakes will used in accordance with Sponsor's Privacy Policy. Except where prohibited, participation in the Sweepstakes constitutes your consent to Sponsor's use of your name, likeness, social media handle, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further notice, payment, or consideration.

10. **Intellectual Property.** All intellectual property, including, but not limited to, trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans, and representations are owned by Sponsor. All rights reserved. Unauthorized copying or use of any of Sponsor's intellectual property without the express written consent of Sponsor is strictly prohibited.

11. **Governing Law, Arbitration, and Class Action Waiver.** IF YOU (OR YOUR PARENT OR LEGAL GUARDIAN) ARE A RESIDENT OF THE UNITED STATES, THESE OFFICIAL RULES AND THE INTERPRETATION OF THESE OFFICIAL RULES WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF CALIFORNIA, WITHOUT REGARD TO ITS CONFLICTS OF LAWS PRINCIPLES.

    IF YOU (OR YOUR PARENT OR LEGAL GUARDIAN) ARE A RESIDENT OF THE UNITED STATES, YOU (OR YOUR PARENT OR LEGAL GUARDIAN) UNDERSTAND AND AGREE THAT ALL CLAIMS, DISAGREEMENTS, DISPUTES, OR CONTROVERSIES BETWEEN YOU AND SPONSOR (AND ANY OTHER RELEASED PARTY), AND THEIR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AGENTS, PARENTS, AFFILIATES, SUBSIDIARIES, AND/OR RELATED COMPANIES ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, YOUR PARTICIPATION IN THE SWEEPSTAKES, ANY AWARDS, PRIZES OR OTHER BENEFITS OBTAINED THROUGH THE SWEEPSTAKES, THESE TERMS AND CONDITIONS, AND/OR TO THE APPLICATION, ENFORCEABILITY, SCOPE, OR INTERPRETATION OF THIS AGREEMENT TO ARBITRATE ("DISPUTES") SHALL BE RESOLVED BY FINAL AND BINDING ARBITRATION.

    ALL DISPUTES SHALL BE DETERMINED BY BINDING ARBITRATION: (1) ADMINISTERED BY THE JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC. ("JAMS"), PURSUANT TO THE JAMS STREAMLINED ARBITRATION RULES & PROCEDURES EFFECTIVE JUNE 1, 2021 (THE "JAMS RULES"), AND AS MODIFIED BY THIS AGREEMENT TO ARBITRATE; (2) CONDUCTED BY A SINGLE, NEUTRAL ARBITRATOR; AND (3) TAKE PLACE TELEPHONICALLY UNLESS AN IN-PERSON HEARING IS SPECIFICALLY REQUESTED BY EITHER PARTY, IN SUCH CASE IN-PERSON HEARINGS SHALL TAKE PLACE AT A MUTUALLY AGREED UPON LOCATION, OR IF THE PARTIES CANNOT MUTUALLY AGREE UPON A LOCATION, THE COUNTY WHERE YOU RESIDE. TO THE EXTENT THAT THIS AGREEMENT TO ARBITRATE CONFLICTS WITH THE JAMS POLICY ON CONSUMER ARBITRATIONS PURSUANT TO PRE-DISPUTE CLAUSES MINIMUM STANDARDS OF PROCEDURAL FAIRNESS (THE "MINIMUM STANDARDS"), THE MINIMUM STANDARD IN THAT REGARD WILL APPLY.

    DISPUTES MAY ALSO BE REFERRED TO ANOTHER ARBITRATION ORGANIZATION IF YOU AND SPONSOR AGREE IN WRITING, OR TO AN ARBITRATOR APPOINTED PURSUANT TO SECTION 5 OF THE FEDERAL ARBITRATION ACT.

The JAMS Rules are available on its website at http://www.jamsadr.com/rules-streamlined-arbitration/ or by calling JAMS at 800-352-5267. To commence an arbitration, a Demand for Arbitration is required to be executed and served on Sponsor. Service of the Demand for Arbitration on Sponsor can be mailed to Hot Topic, Inc., ATTN: Hot Topic Legal Department, 18305 E. San Jose Ave., City of Industry, CA 91748, pursuant to the instructions provided by JAMS to submit a Dispute for arbitration.

BECAUSE THE SWEEPSTAKES PROVIDED TO YOU BY SPONSOR CONCERNS INTERSTATE COMMERCE, THE FEDERAL ARBITRATION ACT ("FAA") GOVERNS THE ARBITRABILITY OF ALL DISPUTES. HOWEVER, APPLICABLE CALIFORNIA STATE OR U.S. FEDERAL LAW MAY ALSO APPLY TO THE SUBSTANCE OF ANY DISPUTES. YOU (OR YOUR PARENT OR LEGAL GUARDIAN) AND SPONSOR VOLUNTARILY AND KNOWINGLY WAIVE ANY RIGHT YOU OR SPONSOR HAVE TO A JURY TRIAL.

NO CLASS ACTIONS. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, YOU (AND YOUR PARENT OR LEGAL GUARDIAN) AND SPONSOR AGREE THAT ANY AND ALL DISPUTES WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS OR COLLECTIVE ACTION. NEITHER YOU (NOR YOUR PARENT OR LEGAL GUARDIAN) NOR SPONSOR SHALL BE ENTITLED TO JOIN OR CONSOLIDATE CLAIMS IN ARBITRATION BY OR AGAINST OTHER ENTRANTS/CONSUMERS, OR ARBITRATE ANY DISPUTE AS A REPRESENTATIVE OR MEMBER OF A CLASS. Further, unless both you (and your parent or legal guardian) and Sponsor expressly agree otherwise, the arbitrator may not consolidate more than one person's claim. If this prohibition of class, representative, or consolidated arbitration is found to be unenforceable, then the entirety of this arbitration provision shall be null and void.

In the event you commence arbitration, after Sponsor receives notice that you have initiated arbitration, Sponsor will promptly reimburse you for your payment of the filing fee and Sponsor will pay any case management fees associated with the arbitration and the professional fees for the arbitrator's services.

Canadian Residents Only. IF YOU (OR YOUR PARENT OR LEGAL GUARDIAN) ARE A RESIDENT OF CANADA, THESE OFFICIAL RULES AND THE INTERPRETATION OF THESE OFFICIAL RULES WILL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE PROVINCE OF ONTARIO, WITHOUT REGARD TO ITS CONFLICTS OF LAWS PRINCIPLES. YOU HEREBY CONSENT TO EXCLUSIVE JURISDICTION AND VENUE OF THE COURTS LOCATED IN ONTARIO, CANADA FOR ANY ACTION RELATING TO THESE OFFICIAL RULES OR THE SWEEPSTAKES.

12. **Winner's List.** To request the name of the winner, send a self-addressed, stamped envelope to Hot Topic, Inc., Attention: Social Media, 18305 E. San Jose Ave., City of Industry, California 91748. Requests must be received by May 4, 2027.

13. **Sponsor.** The Sweepstakes is sponsored by Hot Topic, Inc., 18305 E. San Jose Ave., City of Industry, California 91748.

This Sweepstakes is not sponsored by, endorsed by, administered by, or associated with Instagram or Meta. AMC is not a sponsor, co-sponsor, or administrator of this Sweepstakes.