

bibi-GO-FOR-IT Contest
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

ESPN LA is conducting the bibi-GO-FOR-IT Contest during select professional basketball game broadcasts on ESPN LA. The bibi-GO-FOR-IT Contest (the "Promotion") will begin on Monday, February 9, 2026 and will end on Friday, April 10, 2026 ("Promotion Period"). During the Promotion Period, listeners will have the opportunity to call in during the *Mason & Ireland* show and predict which team will score the first three-point field goal in the professional basketball game airing on ESPN LA that evening or weekend. On applicable game dates airing on ESPN LA, Caller #7 selected by the on-air talent will be deemed the contestant. All on-air contestants will receive a participation prize consisting of promo codes for \$50 worth of *bibigo*[™] products and free shipping, redeemable at bibigousa.com. Contestants who correctly predict the team that scores the first three-point field goal will receive an additional promo code for \$50 worth of *bibigo*[™] products redeemable at bibigousa.com, for a total prize value of \$100, and will qualify for a random drawing for the Grand Prize. One (1) Grand Prize winner will be selected at random from all eligible qualifiers to receive a round-trip travel package for two (2) to attend a 2026 professional basketball championship game. The ARV of the Grand Prize is a maximum of \$5,000.

1. HOW TO ENTER

- a. These Official Rules govern the bibi-GO-FOR-IT Contest (the "Promotion") being conducted by ESPN LA – Good Karma Broadcasting, LLC, 800 W. Olympic Blvd., Suite #200, Los Angeles, CA 90015 ("GKB") during the Promotion Period described above.
- b. To participate in the Promotion, listeners must listen weekdays to *Mason & Ireland* on ESPN LA between 12:00 PM and 3:00 PM PT during the Promotion Period for the on-air prompt. Upon hearing the prompt, listeners must call the ESPN LA contest line at 213-799-0139. Caller #7 as selected by the on-air talent will be deemed the contestant and will be required, on air, to predict which team will score the first three-point field goal in the professional basketball game airing on ESPN LA that evening or weekend. For professional basketball games airing on ESPN LA during the weekend, predictions will be made during the most recent weekday broadcast of *Mason & Ireland* prior to the game, as determined by GKB. A total of thirty-one (31) contestants will be selected to participate in the Promotion during the Promotion Period. At the time of their call, contestants may be required to provide information requested by GKB, including their full name, phone number, email address, and date of birth, in order to confirm eligibility. If a selected caller is disconnected or determined to be ineligible, GKB may select an alternate caller at its discretion. All contestants selected to play on air will receive promo codes for \$50 worth of *bibigo*[™] products and free shipping, redeemable at bibigousa.com as a Participation Prize. Contestants who correctly predict the team that scores the first three-point field goal will receive an additional promo code for \$50 worth of *bibigo*[™] products redeemable at bibigousa.com as a Qualifying Prize and will qualify for the Grand Prize drawing. Incorrect predictions will not qualify for the Grand Prize drawing. GKB is not

responsible for telephone service outages, delays, busy signals, equipment malfunctions, or any other technological difficulties that may prevent an individual from completing a telephone call. Due to delays in online streaming of the broadcast signal, listeners to the online stream may be disadvantaged in participating. Show times are subject to change at the discretion of GKB.

- c. Limit one (1) entry per person per game. There is no limit to the number of times a listener may attempt to call in; however, a listener may only be selected as a contestant once per game.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who: (i) are 18 years of age or older; and (ii) are legal U.S. residents who currently reside within one of the following California counties: Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, San Luis Obispo, or Ventura (“Eligibility Area”). Employees of GKB and Schwan’s Shared Services, LLC (“Promo Code Provider”), and its and their subsidiary and affiliated entities, GKB’s and Promo Code Provider’s advertising and promotional agencies, GKB’s participating sponsors, and the members of GKB’s and Promo Code Provider’s immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Entrants are eligible to win a prize in a Promotion conducted by GKB only once every seven (7) days and only once every thirty (30) days if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion. Participants may receive only one (1) Participation Prize and one (1) Qualifying Prize, and no more than one (1) Grand Prize in this Promotion. Attending and entering at multiple event locations does not increase eligibility and will result in disqualification from additional prize consideration.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize.
- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. Subject to compliance with all the terms and conditions of these Official Rules, a total of thirty-one (31) Participation Prizes will be awarded in this Promotion.

Each contestant selected to participate on air will receive one (1) promo code for \$50 worth of *bibigo*™ products redeemable at bibigousa.com and one (1) promo code for free shipping. The Approximate Retail Value (“ARV”) of each Participation Prize is \$50. The Participation Prize will be awarded regardless of whether the contestant’s prediction is correct.

The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Participation Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize.

Contestants who correctly predict the team that scores the first three-point field goal in the applicable professional basketball game airing on ESPN LA that evening or weekend will receive one (1) additional promo code for \$50 worth of *bibigo*™ products redeemable at bibigousa.com as a Qualifying Prize. The ARV of the Qualifying Prize is \$50. When combined with the Participation Prize, the total ARV of prizes awarded to a contestant who makes a correct prediction is \$100. Correct predictions will also qualify the contestant for entry into the Grand Prize drawing.

- b. Subject to compliance with all of the terms and conditions of these Official Rules, one (1) winner will be eligible to receive the Grand Prize (the “Prize”) consisting of:
1. Two (2) tickets to attend a 2026 professional basketball championship game (the “Prize Experience”). The Prize Experience is expected to take place during the 2026 professional basketball championship series, tentatively beginning on or about June 4, 2026, with the potential for later games through approximately June 14, 2026, subject to scheduling and availability. The specific game selected will be determined by GKB in its sole discretion.
 2. U.S. domestic or international round-trip coach class airfare for the winner and one (1) guest departing from either Los Angeles International Airport (LAX) or San Diego International Airport (SAN), as determined by GKB in its sole discretion, to the city hosting the Prize Experience;
 3. One (1) double-occupancy hotel room for the winner and the winner’s guest for two (2) nights, at a hotel to be determined by GKB in its sole discretion. Dates of stay to be determined by GKB in its sole discretion.

The Approximate Retail Value (“ARV”) of the Grand Prize is a maximum of \$5,000.

If the winner cannot attend the Prize Experience on the date(s) specified by GKB or its prize providers, the winner may be disqualified and an alternate winner may be selected in GKB’s sole discretion. Travel arrangements must be made through GKB or its designated travel provider. Prize is subject to availability.

Each winner’s guest must be at least eighteen (18) years of age and must not be prohibited from participating in the Promotion or Prize Experience. Certain travel restrictions may apply.

All other costs and expenses not specifically stated herein, including but not limited to taxes (if applicable), meals, gratuities, ground transportation, baggage fees, travel documentation (including passports or visas/ESTA, if required), and incidental hotel expenses, are the sole responsibility of the winner and the winner’s guest. The winner and the winner’s guest must travel on the same itinerary and are responsible for obtaining all required travel documentation. The

winner may be required to present a valid credit card upon hotel check-in to cover incidental expenses. The winner and the winner's guest may be required to sign a Publicity, Liability Waiver, and Travel Release prior to travel. If the selected Prize Experience is cancelled, postponed, rescheduled, or otherwise unavailable for any reason beyond the control of GKB, GKB's sole obligation will be to award the remaining available portion of the Prize, if any, and no additional substitution or compensation will be provided.

GKB reserves the right to remove or deny entry to the winner and/or guest if either engages in disruptive behavior or acts with intent to annoy, abuse, threaten, or harass any other person during the Prize Experience.

- c. Winners will be notified via email at the conclusion of the Promotion. Winners must respond and claim the prize within forty-eight (48) hours of notification, or the prize will be forfeited and an alternate winner may be selected. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. Neither Promo Code Provider nor GKB is responsible for the safe arrival of a prize.
- d. There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. A total of thirty-one (31) contestants will be selected to participate on air during the Promotion Period, which begins on Monday, February 9, 2026 and ends on Friday, April 10, 2026. Contestants will be selected by the on-air talent during the Mason & Ireland show.

The odds of being selected to participate and receive a Participation Prize depend upon the number and timing of calls received and the discretion of the on-air talent.

- c. All contestants selected to participate on air will receive a Participation Prize. Contestants who correctly predict which team scores the first three-point field goal in the applicable professional basketball game airing on ESPN LA that evening or weekend will be deemed Qualifiers and will receive a Qualifying Prize.

The odds of receiving the Qualifying Prize depend upon the contestant's ability to correctly predict the team that scores the first three-point field goal.

The final eligible professional basketball game for prediction will air on Sunday, April 12, 2026.

- d. One (1) Grand Prize winner will be selected in a random drawing conducted by GKB following the conclusion of the final eligible game on Sunday, April 12, 2026, from

among all eligible qualifiers. The odds of winning the Grand Prize depend upon the total number of eligible qualifiers received.

- e. Entrants must listen to ESPN LA to participate. Contestants and the Grand Prize winner need not be present at any specific location to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within forty-eight (48) hours of winning or prize will be forfeited. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize and GKB will draw another winner.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. , By participating in the Promotion, each entrant waives all right to, and agrees to hold harmless, GKB, Promo Code Provider, and their subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns ("Released Parties") from and against any and all claims, liabilities, losses, damages (including punitive, incidental, and consequential damages), or expenses (including attorneys' fees) arising out of or in connection with, directly or indirectly, such entrant's participation in this Promotion or the acceptance, use, or misuse of any prize. Each winner shall bear all risk of loss or damage to the winner's prize after it has been delivered. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO CERTAIN ENTRANTS.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random

drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).

- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.
- f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
- g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Monday, February 9, 2026 – Official Rules," Attn: Promotions, GKB ESPN LA – Good Karma Broadcasting, LLC, 800 W Olympic Blvd., Suite #200, Los Angeles CA, 90015 ("GKB")." For the names of the prize winners send a self-addressed stamped envelope for receipt by June 9, 2026, to the above address marked "bibigo-FOR-IT Contest – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB and may be posted online at espnla.com.

Administrator: ESPN LA – Good Karma Brands 800 W Olympic Blvd. Los Angeles CA, 90015, Suite #200

Promo Code Provider: Schwan's Shared Services, LLC. 115 West College Drive, Marshall, MN 56258