

**2023 YESWAY “FUEL UP YOUR SUMMER FOR WINNING” DIGITAL GAME**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. PARTICIPANTS MUST BE: (1) A LEGAL RESIDENT OF IOWA, KANSAS, MISSOURI, NEBRASKA, NEW MEXICO, OKLAHOMA, SOUTH DAKOTA, TEXAS, OR WYOMING; (2) THE AGE OF MAJORITY IN THE JURISDICTION OF RESIDENCE AND (3) A REGISTERED YESWAY & ALLSUP’S REWARDS MEMBER. CERTAIN RESTRICTIONS APPLY. VOID WHERE PROHIBITED BY LAW.**

1. **ACCEPTANCE OF OFFICIAL RULES:** By participating in the 2023 Yesway “Fuel Up Your Summer for Winning” Digital Game (the “Game”), you hereby accept and agree to these official rules (the “Official Rules”) and the decisions of BW Gas & Convenience Retail, LLC d/b/a Yesway (“Yesway”), its parents, affiliated companies, subsidiaries, licensees, distributors, dealers, and retailers, in connection with the Game, which decisions are final.
  
2. **ELIGIBILITY:** The Game is offered and open to persons who at the time of participation: (a) reside in Iowa, Kansas, Missouri, Nebraska, New Mexico, Oklahoma, South Dakota, Texas, or Wyoming; and (b) are the age of majority in the state of residence as of May 3, 2023. Note: age of majority in states listed above is 18 years, with the exception of Nebraska, which is 19 years. Employees, officers, and directors, including immediate family members (spouse, parent, child, and sibling, and their respective spouses, regardless of where they reside), and any person residing in their same households, whether or not related, of Yesway are also eligible to participate in the Game or win a prize. Any Promotion Party, Game administrators, website developers and other parties engaged in the promotion, administration or execution of the game, and all their employees, officers, and directors are not eligible to participate in the game or win a prize. “Promotion Party” means Yesway’s vendors or distributors, administrator, and their respective parents, subsidiaries and affiliates, their promotion partners, advertising or promotion agencies, promotion materials suppliers, website developers, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Game, and all their employees, officers, and directors. Yesway will make the final determination as to whether entrants are eligible to take part in the Game.
  
3. **GAME PERIOD:** The game starts at 12:00:01 a.m. CT on May 3, 2023, and continues through 11:59:59 p.m. CT on July 4, 2023 (the “Game Period”), and Yesway will keep the official clock for the Game.
  
4. **HOW TO PLAY:** The Game utilizes Digital Spin to Win opportunities (“Spin(s)”) that can be played on a computer, tablet or smartphone. Three-hundred and seventy-nine thousand, eight hundred (379,800) Spins will be available. Every Spin reveals your choice of a Product or Yesway Rewards prize or varying amounts of cents off per gallon for a future fuel fill-up. You earn Spins during the Game Period, in either of the following ways:
  - a. ***REWARDS CARD – IN STORE METHOD:*** Swipe your registered Rewards Card, enter your phone number or have the store associate scan your code from your mobile app, when making a purchase of a qualifying product (a “Participating Product(s)”) during the Game Period, at Participating Locations, to earn your Spin. See Table 1 below for a list of Participating Products. Opportunities to Spin are automatically delivered to the authorized email address or SMS phone number provided at the time of your qualifying Rewards Card purchase. If you have not registered for a Rewards Card, obtain one from a participating Yesway or Allsup’s store (a “Participating Location”) and register it online at [www.yesway.com/rewards](http://www.yesway.com/rewards) or [www.allsup.com/rewards](http://www.allsup.com/rewards). You can also register without a card by following the directions online or through our Yesway or

Allsup’s mobile app available at Google Play or the Apple App Store. A Rewards Card must be registered before making a purchase to generate a valid Spin. For information on Participating Locations, visit [www.yesway.com](http://www.yesway.com) or [www.allsup.com](http://www.allsup.com). There is a limit of ten (10) Spins available per person, per transaction. There is a total of five hundred (500) Spins per person for the entire Game Period.

**TABLE 1 - LIST OF PARTICIPATING PRODUCTS:**

<b>PARTICIPATING PRODUCTS – ELIGIBLE FOR DIGITAL SPINS</b>	<b>SIZE/PACKAGE</b>
Pepsi or Mountain Dew	Any 20oz
Red Bull	Any Size or Type
Starbucks Ready-to-Drink Beverages	Any Size or Type
Cheetos	Any Size or Type
Funyuns	Any Size or Type
Jolly Ranchers	Any Size or Type
Reese’s Products	Any Size or Type

- b. MAIL-IN METHOD:** To request a free mail-in SPIN, clearly print by hand your name, complete residential address, telephone number, date of birth, registered Yesway & Allsup’s Rewards Card number and valid email address or SMS phone number on a 3” x 5” card. Mail in an envelope with proper postage to “Yesway Fuel Up Your Summer Digital Spin Request,” 600 Main Street, #300, Tonawanda, New York 14151-0888. If you have not registered for a Rewards Card, obtain one from a participating Yesway or Allsup’s store (a “Participating Location”) and register it online at [www.yesway.com/rewards](http://www.yesway.com/rewards) or [www.allsup.com/rewards](http://www.allsup.com/rewards). You can also register without a card by following the directions online or through our mobile app available at Google Play or the Apple App Store. To find Participating Locations, visit [www.yesway.com](http://www.yesway.com) or [www.allsup.com](http://www.allsup.com). There is no purchase or fee required to register your Rewards card. Mail-in entries must be legible, complete, and prepared by the entrant. One request per person (or email / SMS number) and one request per envelope. The use of mechanical reproduction, computer generation, form filling, automation, or any other method of copying is strictly prohibited, and mail-in requests made in any fashion other than by handwriting are void. Please allow reasonable time for postal processing. Mail-in entries must be postmarked and received during the Game Period to qualify. Yesway is not responsible for lost, late, damaged, misdirected, mutilated, illegible, incomplete, or postage-due mail-in entries.

You will receive an email or text notifying that your Spin(s) are available. Follow the instructions to complete your Spin(s) and reveal your game messages. There is a limit of a maximum of thirty (30) Spins per day, per email address or SMS number. **All Spins must be taken by 11:59:59 PM ET on Tuesday, July 11, 2023.**

If you do not receive your Spin notification via email or SMS, you can access via the Game website by logging into your Yesway & Allsup’s Rewards account at [www.yeswaycontest.com](http://www.yeswaycontest.com) and clicking on “Play to Win”. To update your email address or SMS number on your Rewards membership account go to [www.yesway.com/rewards](http://www.yesway.com/rewards) or [www.allsup.com/rewards](http://www.allsup.com/rewards), log in to your account and update your email preferences.

5. **PRIZES:** Every Spin will result in your choice of: A) A Product prize or Yesway Reward Points, OR B) varying amounts of cents off per gallon savings (“cpg savings”) for a future fuel fill-up. See the list

in Table 2 below for all available prizes and your option for cpg savings (“prize options”). Product or Reward prizes have approximate retail values ranging from \$0.25 to \$74.70. Cpg savings range from \$0.01 to \$3.00 off per gallon, to a maximum of 30 gallons. Product prizes are subject to availability. The value of any redeemed cpg savings varies depending on the amount of fuel purchased. All Product prizes that include more than one (1) of the specific Product are awarded as multiple prizes (example: If you choose 10 Free Pepsi 20 oz. as your prize, you will be awarded 10 prizes of Pepsi 20 oz.). Product prize messages may not be reproduced and cannot be combined with any other coupons or promotional offers. **Free Pepsi 20 oz., 30 Free Red Bull 8.4 oz. expire August 31, 2023. All other Products must be redeemed by the close of business of any Participating Location on July 18, 2023.** Not all Product prizes, Reward prizes and cents off per gallon selections may be claimed or redeemed.

**TABLE 2: LIST OF PRODUCT AND REWARD PRIZES AND OPTIONS FOR CENTS OFF PER GALLON:**

CHOICE OF PRIZE DESCRIPTION	APPROXIMATE RETAIL VALUE	# OF WINNERS AVAILABLE	ODDS TO RECEIVE
<b>Your choice of:</b> 30 Free Pepsi 20oz	\$74.70	1,000	1 in 380
<b>or:</b> \$3.00 off Per Gallon Fuel Savings (Max. 30 gal.)	\$90.00		
<b>Your choice of:</b> 30 Free Red Bull 8.4oz	\$74.40	1,000	1 in 380
<b>or:</b> \$3.00 off Per Gallon Fuel Savings (Max. 30 gal.)	\$90.00		
<b>Your choice of:</b> 10 Free Pepsi 20oz	\$24.90	1,500	1 in 254
<b>or:</b> \$1.00 off Per Gallon Fuel Savings (Max. 30 gal.)	\$30.00		
<b>Your choice of:</b> 10 Free Red Bull 8.4oz	\$24.80	1,500	1 in 254
<b>or:</b> \$1.00 off Per Gallon Fuel Savings (Max. 30 gal.)	\$30.00		
<b>Your choice of:</b> 5 Free Pepsi 20oz	\$12.45	2,000	1 in 190
<b>or:</b> \$0.50 off Per Gallon Fuel Savings (Max. 30 gal.)	\$15.00		
<b>Your choice of:</b> 5 Free Red Bull 8.4oz	\$12.40	2,000	1 in 190
<b>or:</b> \$0.50 off Per Gallon Fuel Savings (Max. 30 gal.)	\$15.00		
<b>Your choice of:</b> 5 Starbuck's Energy Shots	\$12.40	2,000	1 in 190
<b>or:</b> \$0.50 off Per Gallon Fuel Savings (Max. 30 gal.)	\$15.00		
<b>Your choice of:</b> 2 Free Pepsi 20oz	\$4.98	8,000	1 in 48
<b>or:</b> \$0.20 off Per Gallon Fuel Savings (Max. 30 gal.)	\$6.00		
<b>Your choice of:</b> 2 Free Red Bull 8.4oz	\$4.96	8,000	1 in 48
<b>or:</b> \$0.20 off Per Gallon Fuel Savings (Max. 30 gal.)	\$6.00		
<b>Your choice of:</b> 3 Starbuck's Energy Shots	\$7.44	8,000	1 in 48
<b>or:</b> \$0.30 off Per Gallon Fuel Savings (Max. 30 gal.)	\$9.00		
<b>Your choice of:</b> 3 Jolly Rancher peg bag	\$7.47	4,000	1 in 95
<b>or:</b> \$0.30 off Per Gallon Fuel Savings (Max. 30 gal.)	\$9.00		
<b>Your choice of:</b> 3 Reese's reg size	\$7.47	4,000	1 in 95
<b>or:</b> \$0.30 off Per Gallon Fuel Savings (Max. 30 gal.)	\$9.00		
<b>Your choice of:</b> 3 Funyuns Grab Bag	\$7.47	4,000	1 in 95
<b>or:</b> \$0.30 off Per Gallon Fuel Savings (Max. 30 gal.)	\$9.00		

<b>Your choice of:</b>	3	Cheetos Grab Bag	\$7.47		
<b>or:</b>	\$0.30	off Per Gallon Fuel Savings (Max. 30 gal.)	\$9.00	4,000	1 in 95
<b>Your choice of:</b>	1	Funyuns Grab Bag	\$2.49		
<b>or:</b>	\$0.10	off Per Gallon Fuel Savings (Max. 30 gal.)	\$3.00	5,000	1 in 76
<b>Your choice of:</b>	1	Cheetos Grab Bag	\$2.49		
<b>or:</b>	\$0.10	off Per Gallon Fuel Savings (Max. 30 gal.)	\$3.00	5,000	1 in 76
<b>Your choice of:</b>	1	Jolly Rancher peg bag	\$2.49		
<b>or:</b>	\$0.10	off Per Gallon Fuel Savings (Max. 30 gal.)	\$3.00	5,000	1 in 76
<b>Your choice of:</b>	1	Reese's reg size	\$2.49		
<b>or:</b>	\$0.10	off Per Gallon Fuel Savings (Max. 30 gal.)	\$3.00	5,000	1 in 76
<b>Your choice of:</b>	1	32oz Fountain Drink	\$1.89		
<b>or:</b>	\$0.10	off Per Gallon Fuel Savings (Max. 30 gal.)	\$3.00	7,500	1 in 51
<b>Your choice of:</b>	1	20oz Coffee	\$1.99		
<b>or:</b>	\$0.10	off Per Gallon Fuel Savings (Max. 30 gal.)	\$3.00	7,500	1 in 51
<b>Your choice of:</b>	1	Burrito	\$2.99		
<b>or:</b>	\$0.10	off Per Gallon Fuel Savings (Max. 30 gal.)	\$3.00	7,500	1 in 51
<b>Your choice of:</b>	50	Yesway Rewards Points	\$0.25		
<b>or:</b>	\$0.01	off Per Gallon Fuel Savings (Max. 30 gal.)	\$0.30	178,800	1 in 3
<b>Your choice of:</b>	100	Yesway Rewards Points	\$0.50		
<b>or:</b>	\$0.02	off Per Gallon Fuel Savings (Max. 30 gal.)	\$0.60	100,000	1 in 4
<b>Your choice of:</b>	250	Yesway Rewards Points	\$1.25		
<b>or:</b>	\$0.05	off Per Gallon Fuel Savings (Max. 30 gal.)	\$1.50	7,500	1 in 51

**TOTAL PRIZES:** The total approximate retail values are based on 50% of prizes awarded as Product or Rewards and 50% awarded as cpg savings. Based on the 50% - 50% choice, the approximate retail value of all available Products is \$329,017.50 (three hundred and twenty-nine thousand, seventeen dollars and fifty cents). Based on the 50% - 50% choice, the total approximate retail value of all available Reward Points is \$52,037.50 (fifty-two thousand, thirty-seven dollars and fifty cents). Based on the 50% - 50% choice and a maximum fill-up of 30 gallons, the total value of all cpg savings would be \$462,195.00 (four hundred, sixty-two thousand, one-hundred and ninety-five dollars). However, for all Spins, only one Product or Reward OR one cpg savings can be selected and the final prize value is dependent upon the prize option selected.

- 6. NOTIFICATION AND REDEMPTION:** Upon participation in the Game, through any of the methods set forth in Section 4, the participant will receive notification of their SPIN at the email address or SMS telephone number associated with the entrant's Rewards Card or set forth on the entrant's mail-in entry. Email or SMS notifications must be opened **no later than 11:59:59 PM CT on July 11, 2023**. Credit will be automatically loaded onto the Rewards Card allowing the bearer to redeem the Instant Prize or Reward points at Participating Locations. Cpg savings will be automatically loaded onto the winners Rewards Card and the discount available on a future fill-up. Multiple cpg savings can be stacked.

7. **SELECTION OF WINNERS**: Prize options resulting from Spins will be awarded on a rolling basis throughout the Game Period according to the availability of Instant Prizes and the odds set forth in Table 2, above.
8. **ODDS TO WIN**: The overall odds of winning a prize option are 1 in 1. The individual odds to receive any specific prize option is detailed in Table 2, above.
9. **LIMITATIONS OF LIABILITY**: Participants in the Game hereby: (a) release Yesway and its respective parent companies, subsidiaries, affiliated companies, officers, directors, employees, agents, representatives, and Promotion Parties (collectively, the “Released Parties”) from any and all liability for any loss, harm, damages, costs, or expenses, including without limitation property damages, personal injury, illness, and death arising out of participation in this Game or any Game-related activity, or the acceptance, possession, use, or misuse of any prize, and claims based on publicity rights, defamation, invasion of privacy, and merchandise delivery; and (b) indemnify, hold harmless, and defend the Released Parties from and against any and all liability or loss and against all claims or actions identified in the foregoing Section 8(a) or relating thereto. The Released Parties assume no responsibility for human or technical error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials or Digital Tickets, or for technical, network, wireless, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmissions of or failure to receive entry information or send Digital Tickets by Yesway on account of technical problems, spam filters, or traffic congestion on the internet or via mobile device transmission or any combination thereof, or other technical or human error related to the promotion, execution or administration of the Game. No responsibility is assumed for any injury or damage to any entrant’s or any other person’s computer/mobile device related to or resulting from downloading any materials in the Game, for any unavailability of telephone lines, connections, or cellular telephone service, or for any other technical malfunctions that may interfere with any entrant’s attempt to enter. Any attempt to deliberately damage any service or website or to undermine the legitimate operations of the Game may be a violation of civil or criminal laws, and Yesway reserves the right to disqualify and seek damages from any such person to the fullest extent of the law. Yesway reserves the right in its sole discretion to modify, suspend, or terminate the Game in whole or in part at any time for any reason without prior notice. THE GAME AND PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCEPTANCE, POSSESSION, USE, OR MISUSE OF ANY PRIZES OR ACCESS TO OR USE OF THE GAME OR INFORMATION RELATING TO ANY OF THE FOREGOING.
10. **GENERAL CONDITIONS**: All federal, state, local, and other tax obligations arising from this Game, including without limitation winning any Instant Prize, will be the sole responsibility of each prize winner. Prizes are non-transferable, and no substitution, cash redemption, assignment, or transfer of any prize is permitted. Yesway reserves the right to change the Instant Prizes at any time without incurring any obligations but in such an event will make every effort to provide a prize of equal or greater value. All potential winners are subject to verification, including without limitation verification of eligibility and compliance with these Official Rules. In addition, Yesway reserves the right to require a confidential background check upon a potential winner to help ensure that the use of any such person in advertising or publicity for the Game will not bring Yesway into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Game or Yesway, as determined by Yesway in its sole discretion, and that the awarding of the prize to the potential winner will not violate applicable U.S.

laws or regulations. If a potential winner fails to submit the information for the background check as instructed by Yesway, or Yesway determines in its sole discretion that the awarding of the prize may violate applicable U.S. laws or regulations, Yesway may disqualify the potential winner. If attempted notification is returned as undeliverable, if a potential winner is not verified as eligible or cleared via the background check, or if a potential winner is otherwise determined to be ineligible to receive a prize, the prize will be forfeited and may be awarded to an alternate winner in Yesway's sole discretion. The Game is void outside of Iowa, Missouri, Kansas, Texas, Oklahoma, Nebraska, New Mexico, South Dakota, or Wyoming, and where prohibited by law and is subject to all applicable federal, state, and local laws and regulations. If the Game is challenged by any legal or regulatory authority, Yesway reserves the right to discontinue or modify the Game, or to disqualify entrants residing in the affected geographic areas. In such an event, the Released Parties will not have any liability to any entrants who are disqualified due to such action.

11. **DISPUTES**: THIS GAME AND THESE OFFICIAL RULES WILL BE GOVERNED BY THE LAWS OF THE STATE OF TEXAS. IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. THE VENUE FOR ANY PROCEEDINGS SHALL BE IN COLLIN COUNTY, TEXAS. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE OFFICIAL RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR OTHER COSTS, OR INJUNCTIVE OR OTHER EQUITABLE RELIEF. BY ENTERING THE GAME, YOU AGREE THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE GAME, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) YOUR REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND YOU IRREVOCABLY WAIVE ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF.
12. **WINNERS' LIST/RULES**: For Game winner information (available after August 12, 2023), or an additional copy of the Official Rules, send a self-addressed, stamped #10 envelope specifying "Winners List" or "Official Rules" to: Yesway Fuel Up Your Summer Digital Game, 600 Main Street, #300, Tonawanda, New York 14151-0888. Requests must be received by July 20, 2023.
13. **SPONSOR**: The Game is presented by BW Gas & Convenience Retail, LLC, d/b/a Yesway, 2301 Eagle Parkway, Suite 100, Fort Worth, Texas 76177, which, at its sole discretion, may delegate any of its duties and responsibilities under these Official Rules to its printers, advertising and promotion agencies, and any and all other companies associated with the presentation of the Game, including without limitation the administrator, WSP International Limited, Markham, Ontario L3R 1H5.
14. **PRIVACY POLICY**: Personal information collected from participation in the Game is subject to Yesway's Privacy Policy as set forth at <https://yesway.com/privacy-policy/>, which is incorporated herein by reference

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