

[GO TO THE OFFICIAL RULES](#)

Conduct during Participation

Participants agree and acknowledge:

- They will be safe and take caution when trying to find the Prizes (e.g., don't race to get to the Location, be aware of your surroundings, don't be disrespectful to other participants or customers at or inside the Location).
- Prizes will not be located on private property or private locations.
- They will respect the Location properties (e.g., no littering, destroying property within or surrounding the Location).
- Any act performed by participant defined by federal, state or local statute or ordinance as constituting a criminal act may result in removal from the Location and/or disqualification from Promotion.
- Any individual engaging in behavior that is non-sportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, at the Location or otherwise in connection with the Promotion, may be considered as ineligible, as determined by Sponsor in its sole discretion.
- The order in which a person arrives at a Location shall be determined by the Sponsor's representative at the Location, whose decisions are final.

**PEPSI® FIND THE CANS (“PROMOTION”)
OFFICIAL RULES**

PARTICIPANTS SHOULD NOT EXPOSE THEMSELVES OR OTHERS TO ANY DANGEROUS OR HARMFUL BEHAVIOR OR ACTIVITY AT ANY TIME DURING THIS PROMOTION. PARTICIPANTS AGREE TO ABIDE BY ALL TRAFFIC, SAFETY, AND OTHER APPLICABLE LAWS.

1. ELIGIBILITY: The Promotion is open only to legal U.S. residents residing in Connecticut, New Jersey, and New York who are eighteen (18) years of age or older on May 19, 2026. The following persons are not eligible to participate or win: employees, contractors, directors and officers of PepsiCo, Inc., Pepsi-Cola Company (“Sponsor”) and its bottlers, Pepsi-Cola Bottling Company of New York, Inc., Genesco Sports Enterprises, Inc. (“Administrator”), MSG Sports, LLC (“MSG”), MSG Entertainment Holdings, LLC (“MSGE”), New York Knicks, LLC (“Knicks”), Sphere Entertainment Group, LLC (“Sphere”), MSGN Holdings, L.P. (“MSGN” and collectively with MSGS, MSGE, Knicks and Sphere, “MSG”) and NBA Properties, Inc. (“NBAP”), National Basketball Association (the “NBA”), the NBA member teams (collectively with the NBA and NBAP, the “NBA Entities”) and the Locations (as defined below) and each of their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Promotion (collectively, “Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Promotion). No groups, clubs or organizations may participate or win a Prize or reproduce or distribute any portion of these Official Rules to its members.

2. HOW TO PARTICIPATE: On May 19, 2026, at approximately 12:00:00 p.m. Eastern Time (“ET”), Sponsor will post a call-to-action post from the @Pepsi Instagram and X handles (“CTA Posts”). The CTA Posts will include clues to where each of the five (5) custom New York Knicks commemorative 12-ounce cans of Pepsi are located (each a “Location”) as outlined below. The CTA Posts will also include clues to reveal the “password” which must be provided to the Sponsor’s brand ambassador at each Location. There will be one (1) Location for each of the five (5) boroughs of NYC (Brooklyn, Manhattan, Queens, Staten Island & The Bronx) and one (1) can at each Location.

The first person to reach the Location **wearing NY Knicks gear** and provide the “**Password**” will be declared the potential winner, subject to verification. In the event that more than one person reaches a Location at the same time, as determined by Sponsor, there will be a series of tie-breaking trivia questions asked by Sponsor until there is one (1) winner for such Location. Participation is based on a first-come, first-serve basis and limited to the available number of Prizes as stated herein. Limit one (1) Prize per person. **Prizes must be claimed by 2:00 p.m. ET on May 19, 2026** or the Prize(s) will be deemed “unclaimed,” and may not be awarded and will be removed by staff from the location. There will only be one (1) winner per Location.

To be declared the winner, participants **MUST** be wearing NY KNICKS gear, provide the correct password to the brand ambassador when greeted and must have a valid US issued photo ID evidencing that they are a current resident of CT, NY or NJ. The potential winners will also be required to sign and return an Affidavit of Eligibility & Liability/Publicity Release (“Affidavit”) at the Location in order to claim the prize and become an official winner. If the potential winner fails to sign the Affidavit, or is not in compliance with these Official Rules, such potential winner may be disqualified and forfeits the prize. If a potential winner is disqualified for any reason, Sponsor may award the prize to the next eligible participant in accordance with these Official Rules, time permitting.

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- Prizes will not be located on private property or private locations.
- They will respect the Location properties (e.g., no littering, destroying property within or surrounding the Location).
- Any act performed by participant defined by federal, state or local statute or ordinance as constituting a criminal act may result in removal from the Location and/or disqualification from Promotion.
- Any individual engaging in behavior that is non-sportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person, at the Location or otherwise in connection with the Promotion, may be considered as ineligible, as determined by Sponsor in its sole discretion.
- The order in which a person arrives at a Location shall be determined by the Sponsor's representative at the Location, whose decisions are final.

At the sole discretion of the Sponsor, if a participant creates a potential for death, disability, injury, property damage or any other negative incident during the Promotion or during their participation in the Promotion, Sponsor shall have the right to disqualify participant from the Promotion and to remove that individual from the Location. Disqualification and/or removal from the Location will result in forfeiture of any Prize that may have been awarded.

3. PRIZES: Five (5) Prizes (one (1) per Location) are available to be awarded. Each Prize consists of two (2) suite tickets to the New York Knicks playoff home game scheduled to take place on **Thursday, May 21, 2026 at 8:00 PM ET at Madison Square Garden** arena (the "Prize"). Exact suite and seat locations as determined by Sponsor. Approximate Retail Value ("ARV") of each Prize is \$1,420. **Game tickets are only available on the date specified, no alternate dates are available.** Suite access is provided on a non-exclusive basis (i.e., there will be other guests in the suite during the game).

Prize conditions: Transportation, parking, meals, gratuities, souvenirs, and all other expenses not specified herein as part of the Prize are solely the winner's responsibility. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Winners agree to abide by any terms, conditions and restrictions provided by the ticket. All ticket holders must be eligible to attend the event for which tickets have been issued. If a winner is unable or ineligible to attend the game on the date specified by Sponsor, the Prize will be forfeited. If a winner's guest is considered a minor in their state of residence, then the winner must be the guest's parent or legal guardian, and such minor guest must be accompanied by the winner at all times during the game. Game is subject to change and/or cancellation. No responsibility is assumed by the Promotion Parties for canceled, delayed, suspended or rescheduled game, and the terms of the tickets will govern. The winner will not receive compensation from Sponsor or NBA Entities in the event of game delay, postponement, or cancellation. All Prize details are at Sponsor's sole discretion.

Game tickets awarded as Prizes may not be resold, offered for resale, or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and Prize forfeiture. Tickets will be delivered digitally to the winners via Ticketmaster Account Manager and winners must have a Ticketmaster account to receive their tickets. Establishing a Ticketmaster account is free. Winner will be required to present their tickets at the venue via mobile device. Data rates may apply. Winner is solely responsible for any such wireless or data charges associated with such use, including the downloading and use of mobile ticket app. WiFi available at venue. The Promotion Parties will not be responsible for weather conditions; acts of God; acts of terrorism; civil disturbances; local, state, or federal regulation, order, or policy; work stoppage; epidemic, pandemic, or any other issue concerning public health or safety; or any other event outside of their control that may cause the cancellation or postponement of or the restriction on fans attending the game. Sponsor, MSG and the NBA Entities are not liable for any missed events or opportunities or expenses incurred because of any transportation delay or in

the event winner and/or a guest is late to the event (through no fault of the NBA Entities, Sponsor, Promotion Parties, or due to a Force Majeure Event).

Winner and guest may be required to produce government-issued identification prior to entering the game. Winner agrees to comply with all MSG, NBA Entities' and venue policies and regulations, including without limitation, all health and safety protocols, at all times. The NBA Entities, Sponsor and/or Promotion Parties reserve the right to remove or to deny entry to winner and/or guest who engages in a non-sportsmanlike or disruptive manner or behaves with the intent to annoy, abuse, threaten or harass any other person at the game or who may be intoxicated, be a safety risk, has violated any venue or fails to comply with the venue's (or its designee's) health and safety protocols.

4. PRIZE CLAIMS: If a participant does not properly claim their Prize, cannot be verified as eligible, or is otherwise unable to accept the Prize as stated, Prize may be forfeited (and awarded to an alternate participant, as determined by Sponsor representative, in their sole discretion). Upon forfeiture for any reason as stated within these Official Rules, no compensation will be given.

5. GENERAL: The Promotion is governed by the laws of the United States and of the State of New York without respect to conflict of law doctrines. Void where prohibited. No substitution of a Prize is offered, no transfer of a Prize to a third party is permitted and non-cash Prizes may not be redeemed for cash value, except as determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a Prize of equal or greater value in the event a Prize or any portion thereof becomes unavailable. As a condition of participating in this Promotion, participants agree that any and all disputes which cannot be resolved between the parties and causes of action arising out of or in connection with this Promotion, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than participants' actual out-of-pocket expenses (e.g., costs associated with participating), and participants further waive all rights to have damages multiplied or increased. Participants will be solely responsible for paying all applicable federal, state and local taxes on Prizes, if any. Any portion of a Prize not accepted or used by the participant for any reason will be forfeited. Any difference between the stated value of any Prize and the actual value will not be awarded.

6. CONDUCT: By participating in this Promotion, participants agree to be bound by these Official Rules and the decisions of the Sponsor which shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor or its representatives reserve the right, at their sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Promotion; or to be acting in any manner deemed to be in violation of the Official Rules; or to be acting in any manner deemed to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT BY A USER OR PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

7. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate information posted regarding a Location, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or destruction or alteration or restricted access of Locations at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of any network or wireless service or any combination thereof; or (e) suspended or discontinued Internet or wireless service. If, for any reason, the Promotion is not capable of running as planned for reasons which may

include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes, including but not limited to Acts of God, pandemics, epidemics, weather, fire, strike, acts of war or terrorism, government restriction, or any other condition beyond their control, which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion in whole or in part. In such event, Sponsor shall immediately suspend the Promotion and the awarding of the Prizes, and Sponsor reserves the right to award any remaining Prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor and Sponsor shall not have any further liability to any participant in connection with the Promotion. Sponsor may modify and amend these Official Rules from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Promotion. Sponsor reserves the right, at its sole discretion, to disqualify any participant from this Promotion or any other promotion or Promotion conducted now or in the future by Sponsor or any of its affiliates if they tamper with the entry process or if their fraud or misconduct affects the integrity of this Promotion. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF THE SPONSOR'S AND PROMOTION PARTIES' NEGLIGENCE, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.**

8. DISCLAIMER: No more than the stated number of Prizes will be awarded. In the event a programming or posting error or any other reason causes more than the stated number of Prizes, as set forth in these Official Rules, to be available, awarded, and/or claimed, Sponsor reserves right to award only the stated number of Prizes.

9. RELEASE OF LIABILITY: All participants, as a condition of participating in the Promotion, agree to release the Sponsor and Promotion Parties and each of their respective parent companies, subsidiaries, affiliates, officers, directors, employees, governors, owners, distributors, retailers, assignees, advertising/promotion agencies, representatives, agents, licensors and assigns from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property, including bodily injury and death, which may be sustained in connection with participating in any aspect of the Promotion, the receipt, ownership or use or misuse of any Prize awarded, or while preparing for, participating in, and/or traveling to and from any Prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any Prize. Participants shall bear all risk of loss or damage to their Prize after it has been delivered.

10. PUBLICITY GRANT. Except where prohibited by law, each recipient of a Prize grants to Sponsor and its designees, the right to print, publish, broadcast and use their name, voice, statement, picture or other likeness for public relations, advertising and promotional purposes as may be determined by Sponsor in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation or consideration, unless prohibited by law.

Sponsor's use of your personal information is subject to the privacy policy located at <https://contact.pepsico.com/mtndew/privacy-policy>. Any communication between a participant and Sponsor or its agencies regarding this Promotion (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes. Prize winners' names may be included in a publicly available winners' list.

RECORDING: Sponsor may, in its sole discretion, elect to tape the arrival of the entrants at the Location and incorporate the audio and video recording of the entrants arriving and announcement of the winners (each a "Recording") in any media. The use of Recordings will not be considered an employment opportunity, and the entrants will not be entitled to compensation or credit thereof. The nature of the Recordings, if any, will be determined by Sponsor in its sole discretion. If the Recording is used, such use will be at a time, for a length of time, and on a date determined by Sponsor in its sole discretion. The

content of the Recordings as, and if, finally exhibited and the number of exhibits and re-airs thereof, if any, will be determined by Sponsor in its sole discretion. Entrants will have no right of review, notice, or approval of the content of the Recording or any exhibition or exploitation thereof. These Official Rules and the Promotion itself are neither a contract nor an application for employment. Sponsor will have no obligation to play the Recording in any media.

11. WINNERS' LIST: For the names of the Prize winners, mail in a 3" x 5" card containing your name and address, to be received by June 12, 2026, to: PEPSI Find The Cans Winner's List Request, c/o GSE, Dept. 26-8112-03, Glencoe, MN 55336-0130.

12. SPONSOR: Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, New York 10577.

The National Basketball Association and its member teams and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, representatives, and employees will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any Prize awarded. The NBA Entities have not offered or sponsored this Sweepstakes in any way.

This promotion is not sponsored or administered by MSG Sports, LLC, New York Knicks, LLC or their affiliates.

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