

**Applebee's Date Night Pass® Promotion
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Applebee's Date Night Pass® Promotion (the "Promotion" or "Sweepstakes") starts on January 28, 2026, at 9:00 a.m. Eastern Time ("ET") and ends on February 4, 2026, at 11:59 p.m. ET ("Promotion Entry Period"). Entries not received within the Promotion Entry Period will be void.

ELIGIBILITY: Promotion is open to legal residents of the fifty (50) United States and the District of Columbia, who are 18 years of age or older and Club Applebee's® members. Club Applebee's® is free to join and maintain membership, which can be accessed at www.applebees.com. Employees of Applebee's Services, Inc. ("Sponsor"), IPG DXTRA, Inc., dba Current Global ("Administrator") and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws. The information you provide will be used for the purposes of Sweepstakes administration.

HOW TO ENTER: During the Promotion Entry Period, visit applebeesdatenightpass.com and follow the instructions to complete and submit the online entry form provided to receive one (1) entry (each, an "Entry"). Entries must be received by February 4, 2026, at 11:59 p.m. ET to be considered.

Limit one (1) Entry per person using only one (1) email address throughout the Promotion Entry Period. Entries received from any person or email address in excess of the stated limitation will be void.

If you choose to enter using your mobile phone, standard data rates may apply. See your wireless service provider for pricing plan details and capabilities.

Any and all information provided in connection with this Promotion is subject to the Sponsor's Privacy Policy available at <https://www.applebees.com/en/privacy-policy>. By entering in the Promotion, each entrant hereby agrees that the Sponsor may collect and use their personal information submitted with their Entry for any purposes associated with the administration of this Promotion.

RANDOM DRAWING: 3,000 potential winners will be selected in a random drawing held by Administrator on or about February 9, 2026, from all eligible Entries received throughout the Promotion Entry Period. Odds of winning the prize depend on the number of eligible Entries received throughout the Promotion Entry Period.

WINNER NOTIFICATION: Sponsor's decisions are final and binding on all matters relating to this Promotion. Potential winners will be notified by email, phone, and/or mail and may be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required by Sponsor, which must be returned within three (3) business days of date appearing on prize notification. Return of prize notification as undeliverable, failure to sign and return requested documentation within the specified time period, the inability of Administrator to contact a potential winner within a reasonable time period or noncompliance with these Official Rules by a potential winner will

result in disqualification and, at Sponsor's sole discretion, the applicable prize may be awarded to an alternate winner. In the event a winner is at least 18 but still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set forth herein.

PRIZES (3,000): Each winner will receive the opportunity to purchase a 2026-2027 Applebee's Date Night Pass. For the avoidance of doubt, the prize will solely be the opportunity to purchase the Applebee's Date Night Pass for \$100. In the event a winner does not want to purchase the Applebee's Date Night Pass, they are not required to do so and may decline the prize, understanding Sponsor will have no further obligation to the winner declining the purchase opportunity. There is no prize value associated with the opportunity to purchase the Applebee's Date Night Pass.

Limit one (1) Date Night Pass per person. Sponsor reserves the right to cancel or void any Date Night Passes that it determines, in its sole discretion, were obtained in violation of these Official Rules

All prize details are at the sole discretion of the Sponsor. No substitution, transfer, or cash equivalent of prize (or portion thereof) is permitted, except by Sponsor, which reserves the right to substitute a prize of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prize, and any other costs, fees, and expenses associated with prize acceptance and use not explicitly stated herein as being awarded are the sole responsibility of the winners.

GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Promotion; (b) to release, discharge and hold harmless Sponsor, Administrator, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Sweepstakes or any Sweepstakes related activity or the acceptance, possession, use or misuse of any awarded prize or prize element; and (c) to the use of his/her name, voice, performance, photograph/video, prize information, image and/or likeness for programming, advertising, publicity, trade and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, participant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Sweepstakes without the prior consent of the Sponsor, which either may withhold in its sole discretion.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Entries, the announcement of the prizes and winners, or in any other Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties

are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries/tweets will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, epidemic, pandemic, an Act of God, or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect Entries received prior to action taken. In the event of a dispute regarding entries received from multiple users having the same social media or email account, the authorized subscriber of the social media or email account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned to the applicable account by the applicable social media or email platform. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Sweepstakes, participant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of California, USA.

WINNER'S NAMES: For the names of the winners, (available after February 12, 2026), send a self-addressed stamped envelope to: Applebee's Date Night Pass® Promotion, Applebee's Services, Inc., 10 W Walnut St, Pasadena, CA 91103, for receipt no later than March 10, 2026.

SPONSOR: Applebee's Services, Inc., 10 W Walnut St., Pasadena, CA 91103.

ABBREVIATED OFFICIAL RULES

NO PURCHASE NECESSARY. Starts on 1/28/26 at 9:00 a.m. ET and ends 2/4/26 at 11:59 p.m. ET. Open to legal residents of the 50 U.S. & D.C., 18+ who are Club Applebee's® members. Void where prohibited by law. Subject to full Official Rules available at applebeesdatenightpass.com. Sponsored by Applebee's Services, Inc., 10 W Walnut St, Pasadena, CA 91103.