



OFFICIAL RULES

(un)Hungry Highmark Bright Blue Futures Canstruction Social Media Contest

PLEASE READ THE OFFICIAL RULES CAREFULLY.

NO PURCHASE OR CONSIDERATION NECESSARY TO ENTER THE (un)Hungry Highmark Bright Blue Futures Canstruction Social Media Contest HEREINAFTER REFERRED TO AS "CONTEST". A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. CONTEST VOID WHERE PROHIBITED OR OTHERWISE RESTRICTED BY LAW.

DESCRIPTION: Highmark Inc. "Highmark" will be awarding various prizes to all eligible entrants who submit a lawful entry that is selected for a sweepstakes prize by Highmark.

IMPORTANT INFORMATION ABOUT YOUR PERSONAL INFORMATION: All personal information provided will be handled with respect and integrity, and in accordance with applicable law.

ELIGIBILITY: The Contest is open to all entrants who submit a lawful entry, however, the following individuals are ineligible from participating in the Contest: employees of Highmark Health Community Affairs and employees of Highmark Health, Highmark Inc. or AHN who hold a position of vice president or higher in their respective company. Winners must be over 18 years of age and a resident of Pennsylvania on the date of the sweepstakes drawing.

HOW TO ENTER: The Contest is open to all entrants who perform both of two tasks. First, publicly post a photo of the (un)Hungry Canstruction and "call to action" contest sign that will be under the escalators in the lobby of Fifth Avenue Place starting from November 12 – December 9, 2025 using #HighmarkBrightBlueFutures. Posts can be made on Facebook, LinkedIn, Instagram or Viva Engage. The post has to be discoverable (not private) in order to be able to count as a lawful entry. And, second, submit a lawful entry by making a donation directly to a food bank (or the Greater Pittsburgh Community Food Bank) through the (un)Hungry.org website. Posts will be tracked by Community Affairs. Finally, entrants may also submit a lawful entry by mailing a postcard to the Highmark Health Community Affairs Department at 120 Fifth Avenue Place, 23rd floor, Pittsburgh, PA 15222 with the following information: name, mailing address and phone number. Winners must be over 18 years of age and a resident of Pennsylvania on the date of the sweepstakes drawing.

An entrant's submission will be worth one (1) entry in the contest. Entries must be submitted on or before the deadline of December 9, 2025. Multiple entries will be not be accepted. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified from the entire Contest.

All entrants must acknowledge that they have read and understood these Official Rules.

WINNER NOTIFICATION: The winner(s) will be selected from all Contest participants who have properly submitted an entry and meet the above eligibility requirements. Entrants will be selected on December 9, 2025, using methods established by Highmark in its sole discretion.

The prize winner(s) will be notified by Highmark using the contact information provided in the entry. Highmark is not responsible for and shall not be liable for unsuccessful efforts to notify the potential

winner. If a selected winner cannot be contacted, is ineligible, or fails to claim the prize within 30 days from the time the prize notification was made or sent, then the prize may be forfeited, and an alternate winner will be selected.

AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTION SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND COMPLIANCE WITH THE OFFICIAL RULES HAVE BEEN VERIFIED AND PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

PRIZE/ODDS: The prizes consist of (1) two Steelers tickets and four Kamin Science Center passes, (1) four Pittsburgh Penguins tickets and four Kamin Science Center passes, (2) premium memberships to the Carnegie Museums of Pittsburgh, (5) sets of four tickets to the Carnegie Museum of Art & Natural History, (2) sets of four passes to the Andy Warhol Museum and (1) set of four passes to the Pittsburgh Zoo. Odds of winning depend on the total number of participating entrants in the Contest. Multiple prizes may be awarded.

GENERAL PRIZE CONDITIONS: No prize substitution permitted except at Highmark's discretion. The prize is nontransferable. Potential winners may be required to execute a document that sets forth an Affidavit of Eligibility and a Liability/Publicity Release (the, Prize Claim Document). If a winner fails or refuses to sign and return the Prize Claim Document within thirty (30) days of prize notification, the winner may be disqualified and an alternate winner may be selected.

GENERAL RELEASE: By entering, each participating entrant agrees (a) to be bound by these Official Rules and the decisions of Highmark, which shall be final, and (b) that Highmark and its agents, representatives, affiliates, subsidiaries, officers, directors, employees, agents, legal advisors and advertising, promotion and fulfillment agencies are not responsible for and shall not be liable for: (1) late, lost, delayed, damaged, misdirected, incomplete, illegible, unintelligible or postage-due written or electronic entries, (2) any condition caused by events beyond the control of Highmark that may cause the program to be disrupted or corrupted; (3) any injuries, losses, or damages of any kind arising in connection with or as a result of the prizes, or acceptance, possession, or use of the prizes, or from participation in the program including without limitation, personal injury, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy; or (4) any printing or typographical errors in any materials associated with the program. Highmark reserves the right, in its sole discretion, to modify, suspend, or cancel the Contest at any time if the Contest is not capable of running as planned, including if a computer virus, bug, or other technical problem corrupts the administration or security of the Contest. Highmark reserves the right at its sole discretion to disqualify any entrant found to be attempting to defraud or in any way tamper with the Contest.

GOVERNING LAW/JURISDICTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, sponsor or administrator in connection with the Contest shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania.

OFFICIAL RULES: A copy of these Official Rules are available by emailing: communityaffairs@highmark.com

WINNER'S LIST: To obtain a copy of any legally required winner's list, send an email to communityaffairs@highmark.com

Highmark is a registered mark of Highmark Inc.