

**Thomas'® Muffin But Possibilities Loyalty Program
Terms and Conditions**

PROGRAM MERCHANDISE AVAILABLE WHILE SUPPLIES LAST

PROGRAM PERIOD: Thomas'® Muffin But Possibilities Loyalty Program (the "Program") will be made available from March 1, 2024 at 8:00 a.m. Eastern Time ("ET") to May 31, 2024 at 11:59 p.m. ET ("Program Period").

ELIGIBILITY: Program is open to residents of the fifty (50) United States and the District of Columbia who are U.S. citizens or permanent residents 18 years of age or older at time of participation. Employees, officers, and directors of Bimbo Bakeries USA, Inc. ("BBU"), Vault Communications, their respective subsidiaries, affiliates, distributors, promotion and advertising agencies, and members of their immediate families (spouse and parents, children, and siblings and each of 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 participate in the Program. Void where prohibited by law. Program is subject to all applicable federal, state and local laws.

HOW TO PARTICIPATE: During the Program Period, you may obtain Program points by purchasing specially marked 6-pack original and/or variety packages of Thomas'® English Muffins at participating physical and online retail stores during the Program Period. See list below of participating Thomas'® English Muffins products. Retain your receipt. If a physical receipt, take a photo of your entire receipt. Ensure your receipt shows the qualifying item(s). Then, visit www.MuffinButPossibilities.com either on your mobile device or desktop computer to create or log-in to your account and submit the image of your full receipt in accordance with the upload guidelines provided.

Participating products and Program points will be distributed as follows;

Products	SKU	Program Points per eligible purchase
Thomas'® English Muffin Original 6pk 13oz	4812110208 TH OG EM 6P 13Z	5 points
Thomas'® English Muffin Lt. Multi-Grain 6pk 12oz	4812127620 TH LT MG EM 6P 12Z	10 points
Thomas'® English Muffin Cinnamon Raisin 6pk 13oz	4812113806 TH CRSN EM 6P 13Z	10 points
Thomas'® English Muffin Buttermilk 6pk 13oz	4812190066 TH BTRMK EM LE 6P13Z	10 points
Thomas'® English Muffin Whole Wheat 6pk 12oz	4812118407 TH WW EM 6P 12Z	10 points
Thomas'® English Muffin Blueberry 6pk 13oz	4812120706 TH BLUBRY EM 6P 13Z	10 points
Thomas'® English Muffin Sourdough 6pk 12oz	4812110802 TH SRD EM 6P 12Z	10 points
Thomas'® English Muffin Whole Grain 6pk 12oz	4812118411 TH OG MWWG EM 6P 12Z	10 points
Thomas'® English Muffin Honey Wheat 6pk 12oz	4812118104 TH HNYWHE EM 6P 12Z	10 points

Subject to verification and compliance with these Terms and Conditions, participants will have the corresponding points deposited into their Program account within twenty four (24) hours from date of submission. **Points have no cash value and will expire following the conclusion of the Program Period.** Eligible purchase receipts may only be used once. All point requests must be received by May 31, 2024, at 11:59 p.m. ET to be considered. Requests generated by script, macro or other automated

means and entries by any means which subvert the entry process are void. BBU's review of submitted purchase receipts and determination of corresponding points deposited to a participant, if any, are final.

PROGRAM PRODUCTS: The following products will be made available at the corresponding Program point thresholds throughout the Program Period, while supplies last.

30 points - Thomas'® English Muffins branded mug (10,000 available).

60 points - Thomas'® English Muffins branded slippers (4,000 available).

100 points - Thomas'® English Muffins branded blanket (6,000 available).

All Program point product redemption requests must be received by May 31, 2024, at 11:59 p.m. ET to be considered. Exact make, model, brand, and size of products available (as applicable) to be determined by BBU, in their sole discretion. Purchases, receipts, or requests generated by script, macro or other automated or fraudulent means and requests by any means which subvert the process specified above may be deemed void by BBU, in their sole discretion.

PROGRAM PRODUCT REDEMPTION CONDITIONS: All federal, state and local taxes and all other costs associated with Program product redemption receipt and use not specified herein as being provided are the sole responsibility of the recipients. Program products are provided "as is" with no warranty or guarantee, either express or implied by BBU. Program product recipients may not substitute, assign or transfer a product or redeem a product for cash, but BBU reserves the right, at its sole discretion, to substitute a product (or portion thereof) with one of comparable or greater value. All product details are at BBU's sole discretion.

GENERAL CONDITIONS: By participating, each participant agrees: (a) to abide by these Terms and Conditions and decisions of BBU, which shall be final and binding in all respects relating to this Program; (b) to release, discharge and hold harmless BBU, Vault Communications, their respective subsidiaries, affiliates, distributors, promotion and advertising agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (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 participant's participation in the Program or any Program-related activity or the acceptance, possession, use or misuse of any Program product; and (c) to the use of their name, voice, entry, and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by BBU, its affiliates and agencies, without compensation (unless prohibited by law) or additional consents from participant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled receipts or Program points, 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 Program, including, without limitation, errors or difficulties which may occur in connection with the administration of the Program, the processing of receipts or Program points, the tabulation of Program points, or in any Program-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 Program. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in

this Program or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Program or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Terms and Conditions, as solely determined by BBU, will be disqualified and all associated entries will be void. Should any portion of the Program be, in BBU's sole opinion, compromised for any reason, including virus, worms, bugs, epidemic, pandemic, any Act of God, non-authorized human intervention or other causes which, in the sole opinion of the BBU, corrupt or impair the administration, security, fairness or proper play, or submission of entries, BBU reserves the right at its sole discretion to suspend, modify or terminate the Program (or portion thereof). CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM 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 AVAILABLE REMEDIES (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 Program, participant agrees that (1) any and all disputes and causes of action arising out of or connected with this Program, or products provided, 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 Program), 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 Terms and Conditions, or the rights and obligations of participant and BBU in connection with the Program, shall be governed by, and construed in accordance with, the substantive laws of the Commonwealth of Pennsylvania, USA.

PROGRAM PROVIDED BY: Bimbo Bakeries USA, Inc., 355 Business Center Drive, Horsham, PA 19044.