

DENNY'S® “MASTERS OF THE UNIVERSE” EXPERIENCE GIVEAWAY

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT
IMPROVE YOUR CHANCES OF WINNING.**

Open only to legal residents of forty-eight (48) contiguous United States and Washington, D.C., who are 18 years of age (or age of majority in jurisdiction of residence, whichever is higher) or older. See Rule 8 below for complete restrictions on eligibility. Void in Alaska, Hawaii, Puerto Rico, U.S. Virgin Islands, U.S. Military installations in foreign countries and where prohibited or restricted by law.

By participating in the Giveaway, you accept and agree to abide by and be bound by these Official Rules and the decisions of Sponsor and Promotional Resources Group LLC (also referred to as “Administrator”; the independent judging agency for the Giveaway), which are final and binding in all respects.

- 1. Giveaway Schedule:** April 15, 2026 – April 22, 2026 (“Giveaway Period”).
- 2. How To Enter:**

During the Giveaway Period, to receive one (1) entry, a Denny’s Rewards program member† must purchase a *Masters of the Universe* menu item (Eternia’s Premium Breakfast Slam, Eternia’s Everyday Value Slam, Skeletor’s Dark Shakeverse, or Jr. Grayskull’s Epic Cracklecakes) at any Denny’s restaurant location. Provided that purchase is completed using the customer’s rewards account, in-restaurant dining, as well as take-out and delivery orders made at Denny’s.com qualify. (If *Masters of the Universe* menu item is purchased using a mobile device, the Denny’s Rewards program member will be solely responsible for any wireless carrier charges incurred.) **BE SURE TO PROVIDE YOUR DENNY’S REWARD PROGRAM NUMBER AT TIME OF QUALIFYING PURCHASE AS YOU WILL BE NOTIFIED VIA THE E-MAIL ADDRESS ON FILE FOR YOUR DENNY’S REWARD PROGRAM ACCOUNT IF SELECTED AS A WINNER AS PER RULE 5 BELOW.**

A Denny’s Rewards program member will receive one (1) entry regardless of (a) the specific *Masters of the Universe* menu item purchased or (b) the number of *Masters of the Universe* menu items purchased in any given transaction. A Denny’s Rewards program member may redeem a coupon or discount in

conjunction with *Masters of the Universe* menu item purchase and still receive an entry and/or pay for the *Masters of the Universe* menu item purchase with a Denny's Gift Card and still receive an entry. Any acknowledgment of receipt of entry by Denny's restaurant personnel is not otherwise binding upon Sponsor under any legal theory; any such acknowledgment is also subject to confirmation of one's eligibility and compliance with these Official Rules.

Should a dispute arise as to the identity of an entrant, the entry shall be deemed to be submitted by the person who is the authorized account holder of the e-mail account provided currently on file for the applicable Denny's Rewards program account. "Authorized account holder" is defined as the natural person who is assigned to the e-mail address by an internet access provider, online service, or other organization that is responsible for assigning e-mail addresses. Any dispute as to the identity of entrant shall be resolved by Sponsor in its sole discretion.

†If you are not currently a member, you may join Denny's Rewards program without charge. To join Denny's Rewards program, visit <https://www.dennys.com/account/signup> and provide your name, e-mail address and other required information.

3. NO PURCHASE NECESSARY/HOW TO ENTER WITHOUT PURCHASE:

Print your name, address, daytime telephone number, e-mail address (if any) and age on 3" x 5" (or 3.5" x 5") card and mail in a business size (#10) envelope to DENNY'S MASTERS OF THE UNIVERSE EXPERIENCE GIVEAWAY- FREE ENTRY, P.O. Box 412, Tenafly, NJ 07670, to be postmarked by April 23, 2026 and received by April 27, 2026. No copies or mechanical reproductions will be accepted. Proof of mailing 3" x 5" (or 3.5" x 5") card does not constitute proof of receipt of same or proof of entry. If envelope including 3" x 5" (or 3.5" x 5") card is postage due, no entry will be received. 3" x 5" (or 3.5" x 5") cards become the sole property of Sponsor and will not be acknowledged or returned. If submitting multiple times via this method, each 3" x 5" (or 3.5" x 5") card must be mailed separately.

4. Additional Restrictions on Entry:

There is a limit of one (1) entry per person per day (regardless of entry method). Violation of this limit will result in only the initial entry being accepted for a given day (if eligible.) However, should Sponsor or Administrator determine that a given individual has engaged in repeated, egregious or blatant violations of the entry limit, Sponsor/Administrator reserve the right to disqualify such individual from the Giveaway altogether. In addition, such conduct may constitute tampering as discussed in Rule 11 below.

The provision of personal information when entering is governed by Denny's Inc.'s privacy policy, accessible at <https://www.dennys.com/privacy>. Among other topics, the privacy policy addresses how Denny's Inc. will use one's personal information and with which entities and under what circumstances Denny's Inc. will share one's personal information with other parties. Persons should carefully review the privacy policy BEFORE providing any personal information or entering the Giveaway.

5. **Random Drawing/Winner Notification:** Winners will be selected in a random drawing consisting of all eligible entries received. Administrator will conduct the random drawing on April 28, 2026. Winners will be notified via e-mail; if entering via submission of 3" x 5" (or 3.5" x 5") card and e-mail address is not provided, winner will instead be notified by phone. Administrator will use commercially reasonable efforts to contact winners but Administrator (as well as Sponsor) disclaim any and all liability in conjunction therewith. IT IS STRONGLY ENCOURAGED THAT YOU MONITOR YOUR E-MAIL OR PHONE (AS APPLICABLE) ON APRIL 28, 2026 FOR SUCH NOTIFICATION FROM ADMINISTRATOR. Winner will have six (6) hours to reply to such notification confirming his/her interest in the prize and thereafter must complete, sign and return an Affidavit of Eligibility, Liability Release and Publicity Release (where lawful) within two (2) days of attempted notification. In order to win a prize, if a person entered via *Masters of the Universe* menu item purchase, he/she must still be a Denny's Rewards program member at the time of the random drawing and prize award. Prize will be deemed forfeited without liability of any kind if (a) despite making commercially reasonable efforts, Administrator's attempt to contact a winner is unsuccessful including e-mail communications being undeliverable or delayed for any reason or telephone calls being interrupted, inaudible or otherwise corrupted (with the understanding that messages will not be left); (b) a winner fails to reply to Administrator within the six (6) hour period; or (c) a winner fails to complete, sign and return the Affidavit of Eligibility, Liability Release and Publicity Release (where lawful) within the two (2) day period. In all cases of prize forfeiture, an alternate winner may be selected from among all remaining eligible entries received, time permitting.

6. **Prizes/Odds of Winning:**

A total of ten (10) prizes are available to be won in the Giveaway.

Each prize is a trip for the winner and one (1) guest to Los Angeles, California to attend the premiere of *Masters of the Universe*. Trip includes (a) roundtrip coach air travel from major commercial airport near winner's residence to Los Angeles area (winner and guest must travel together on same itinerary determined by Sponsor/Administrator in their sole discretion); (b) standard hotel accommodations in Los Angeles for 2 days/1 night (one room, double

occupancy); (c) roundtrip ground transportation between Los Angeles area airport and hotel; (d) two (2) tickets to the premiere of *Masters of the Universe* on May 18, 2026 and the “after-party”; (e) two (2) bags of *Masters of the Universe*-themed merchandise (one [1] for winner and one [1] for guest); and (f) one (1) \$100 Denny’s Gift Card redeemable for purchases made at any Denny’s restaurant or online at Dennys.com (subject to Denny’s Gift Card Terms and Conditions accessible at <https://www.dennys.com/gift-cards>; without limitation, Denny’s Gift Cards have no expiration date, are not subject to dormancy/service fees and may only be redeemed for cash value where required by law.)

Each prize has an approximate retail value of \$3,850 (This figure represents Sponsor’s good faith estimate as to the value of the prize. Should the actual value of the prize differ from such figure, winner will not receive the difference in cash or otherwise.)

THE TOTAL APPROXIMATE RETAIL VALUE OF ALL PRIZES IN THE GIVEAWAY IS \$38,500.

Odds of winning a prize depend on the total number of eligible entries received.

7. Prize Restrictions:

WINNER MUST BE ABLE TO TRAVEL ON DATES OF SPONSOR’S SOLE CHOOSING SO AS TO ATTEND THE PREMIERE OF *MASTERS OF THE UNIVERSE* ON MONDAY, MAY 18, 2026; IF WINNER IS UNABLE TO DO SO FOR ANY REASON, THE PRIZE WILL BE FORFEITED IN ITS ENTIRETY WITHOUT COMPENSATION OF ANY KIND.

Trip is offered to subject to availability and other restrictions.

Winner’s guest must sign and return a Liability Release and a Publicity Release (where lawful) prior to prize travel. If guest is a minor, (a) the Liability Release and a Publicity Release (where lawful) must be signed by his/her parent or legal guardian and (b) the winner must be a parent or legal guardian of the guest. Should winner elect to travel without a guest (or if guest fails to timely return the signed Liability Release and Publicity Release [where lawful]), the prize will be awarded in increments for the winner alone and no substitute prize or compensation will be awarded.

If winner lives within reasonable driving distance of Los Angeles (as determined by Sponsor and Administrator in their sole discretion), air travel will be replaced with ground transportation (or a stipend redeemable for same in an amount to be determined by Sponsor and Administrator in their sole discretion) and no substitute prize or compensation will be awarded.

Winner and guest are solely responsible for securing any necessary travel documents at their sole expense. Winner and guest will be solely responsible for any and all unspecified expenses, including gratuities, incidentals, any desired travel insurance and travel to and from the major commercial airport near winner's residence. Winner and guest will not receive any award points, frequent flier miles or other "perks" in conjunction with prize travel.

Tickets to the premiere of *Masters of the Universe* and the after-party may be subject to additional conditions of Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc. in its capacity as prize provider. Such conditions may include (a) requirements for acceptable attire at premiere of *Masters of the Universe* and the after-party; and (b) prohibition on use of cameras and recording equipment at premiere of *Masters of the Universe* and the after-party. Sponsor, Administrator and Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc. make no representation, warranty or guarantee of any kind that any particular actor or other talent will be in attendance at premiere of *Masters of the Universe* and/or the after-party.

Winner and guest must conduct themselves at all times during the trip in an appropriate, well-behaved and respectable manner. The preceding includes but is not limited to their attendance at premiere of *Masters of the Universe* and the after-party. By way of example only, winner and guest will not harass, annoy or antagonize any actor or talent at premiere of *Masters of the Universe* and/or the after-party with the understanding that such actor(s)/talent are under no obligation to pose for photographs/videos ("selfies") or autograph items for winner and guest. Should winner and/or guest fail to do so, as determined by Sponsor or Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc. in their sole discretion, any remaining elements of the prize may be forfeited without further liability or obligation of any kind to Sponsor, Administrator or Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc. as well as exposing winner and/or guest to legal sanction. Sponsor and Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc. further reserve the right to invoke such prize forfeiture for improper behavior without notice or warning of any kind.

Winner will be solely responsible for all taxes on the prize and will be issued an IRS 1099 Tax Form reflecting the value of the prize. Winner agrees to provide Sponsor with his/her Social Security Number or Tax Identification Number via IRS W9 Tax Form, as well as to otherwise fully cooperate with Sponsor's reporting of prize award as per applicable law.

The prize must be accepted as awarded.

No prize substitution except by Sponsor in its sole discretion if advertised prize (or any component thereof) is unavailable for any reason, and only then for prize/prize component of equal or greater value. Without limitation, if premiere of *Masters of the Universe* and/or the after-party cannot be held as scheduled for any reason, the liability of Sponsor, Administrator and Amazon Content Services,

LLC/Metro-Goldwyn-Mayer Studios Inc. shall be limited to award of the remaining elements of the prize. Prize is not redeemable or exchangeable for cash (except for Denny's Gift Card where required by law).

Prize is not transferable without the written consent of Sponsor which may be withheld or granted at its sole discretion and without liability of any kind. If any element of prize is unused or declined, no substitute prize or compensation will be awarded. Without limitation, the preceding includes winner and/or guest failing to attend premiere of *Masters of the Universe* and/or the after-party after receipt of tickets to same.

SPONSOR MAKES NO REPRESENTATION, WARRANTY OR GUARANTEE OF ANY KIND (INCLUDING THE WARRANTY OF MERCHANTABILITY OR FITNESS FOR INTENDED PURPOSE) REGARDING THE PRIZE (OR ANY ELEMENT THEREOF).

There is a limit of one (1) prize per household.

8. Additional Conditions of Eligibility: The following persons are also not eligible to enter or win:

- Employees, officers and directors of Sponsor, its subsidiaries, affiliates, franchisees or distributors; Administrator; Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc.; Stored Value Solutions; and other entities in any way involved in the design, production, development or implementation of the Giveaway (collectively, "Released Parties");
- The immediate family (defined as: parent, child, sibling, spouse; regardless of where they live) and same household members (whether related or not) of the above.

9. Release of Liability:

BY PARTICIPATING, ENTRANT INDEMNIFIES, RELEASES AND AGREES TO HOLD HARMLESS RELEASED PARTIES AND THE DIRECTORS, OFFICERS, AGENTS, REPRESENTATIVES, SHAREHOLDERS, EMPLOYEES, SUCCESSORS AND ASSIGNS OF ANY OF THE ABOVE ORGANIZATIONS FROM ANY AND ALL LIABILITY ARISING FROM PARTICIPATING IN THE GIVEAWAY, ANY GIVEAWAY-RELATED ACTIVITY AND/OR THE ACCEPTANCE, RECEIPT, POSSESSION OR USE/MISUSE OF PRIZE OR ANY ELEMENT THEREOF (IF APPLICABLE).

10. Release of Publicity:

To the fullest extent permitted by law, acceptance of prize constitutes the winner's agreement to the use of their name, address (city, state), likeness,

photograph, other indicia of persona and/or statements made by winner regarding the prize, the Giveaway or the Sponsor and its designees (including Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc.) for advertising/publicity/trade purposes by Sponsor and its designees (including Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc.) without further compensation or review, approval or notice of any kind. Nothing herein in any way obligates Sponsor and its designees (including Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc.) from making use of such rights and, by refraining from doing so, neither Sponsor nor its designees (including Amazon Content Services, LLC/Metro-Goldwyn-Mayer Studios Inc.) shall have any liability under any legal theory.

11. Limitations of Liability:

Sponsor and Administrator assume no responsibility for:

- (a) any incomplete, incorrect or inaccurate information whether caused by tampering, hacking or by any of the equipment or programming associated with or utilized in the Giveaway or by any technical or human error of any kind;
- (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any cash register and/or the payment systems utilized by Sponsor, its franchisees or any other party to process purchases of *Masters of the Universe* menu items including those which in any way affect the issuance or recordation of entries;
- (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of electronic transmissions on account of technical problems or traffic congestion on the Internet affecting the Giveaway; and
- (d) late, lost, illegible/garbled, inaccessible, incomplete, damaged, misdirected, corrupted, jumbled, improperly recorded or unrecorded entries or 3" x 5" (or 3.5" x 5") cards, regardless of cause, all of which are void.

In the event of any inconsistency between these Official Rules and the content of any promotional/advertising materials for the Giveaway, these Official Rules shall prevail, govern and control.

Sponsor's/Administrator's failure to enforce any provision of these Official Rules in any given instance shall not constitute the waiver of such provision.

Force Majeure. If, for any reason, the Giveaway (or any part thereof) is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood,

storm or other natural cataclysm, riot, strike, civil commotion, materials shortage, governmental regulation (whether or not later determined to be lawful), act of terrorism (or threat of same) or any other causes beyond the control of Sponsor which, in its sole opinion, corrupts or affects the administration, security, fairness, integrity or proper conduct of the Giveaway (or any part thereof), Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Giveaway and, if deemed to be feasible in its sole discretion, to conduct the Giveaway and select the winners from among all eligible entries received prior to the action taken by Sponsor or otherwise in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion.

CAUTION: ANY ATTEMPT TO TAMPER WITH OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY OR TO DEFRAUD SPONSOR OR ADMINISTRATOR AS TO THE CONDUCT OF THE GIVEAWAY CONSTITUTES TAMPERING IN VIOLATION OF THESE OFFICIAL RULES AS WELL AS A POSSIBLE VIOLATION OF CIVIL AND/OR CRIMINAL LAW. IN SUCH CASE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH PERSON FROM THE GIVEAWAY (IF APPLICABLE); AND SUSPEND OR TERMINATE SUCH PERSON'S DENNY'S REWARDS PROGRAM MEMBERSHIP (AGAIN, IF APPLICABLE). IN ADDITION, SPONSOR AND/OR ADMINISTRATOR EACH RESERVE THE RIGHT TO SEEK ALL AVAILABLE LEGAL REMEDIES AGAINST PERSONS DETERMINED TO BE ENGAGED IN SUCH CONDUCT.

12. DISPUTE RESOLUTION/GOVERNING LAW:

To the fullest extent permitted by law, by participating in the Giveaway, you agree:

- **that any action at law or in equity arising out of or relating to these Official Rules or this Giveaway shall be filed exclusively in the federal or state courts in Spartanburg, South Carolina;**
- **to the personal and exclusive jurisdiction of such courts for the purposes of litigating any such action, waiving any right of change of venue, *forum non conveniens* or the like;**
- **that any such action shall be resolved individually, NOT as part of a class action;**
- **that any claims/judgments/awards shall be limited to actual out-of-pocket costs incurred (if any), with all other forms of damages, remedies**

and relief being expressly waived, and under no circumstances will you be awarded attorneys' fees; and

- these Official Rules and this Giveaway shall be governed by the substantive laws of South Carolina (i.e., without regard to the choice of law/conflict of law principles of South Carolina or of any other jurisdiction).

13. Winners' List:

For the names of winners (first name, last initial; city/state), send a self-addressed, stamped envelope to: DENNY'S MASTERS OF THE UNIVERSE EXPERIENCE GIVEAWAY, P.O. Box 411, Tenafly, NJ 07670. Requests must be received no later than May 29, 2026. Winners' list will be available after this date.

14. SPONSOR: DENNY'S INC., 203 E Main Street, Spartanburg, SC 29319.

15. ADMINISTRATOR: PROMOTIONAL RESOURCES GROUP LLC, Boca Raton, FL 33433.