

ELLEN'S STARDUST DINER

"HALFWAY TO HARRY" SWEEPSTAKES — OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. Sponsor

This Sweepstakes is sponsored by Ellen's Stardust Inc. d/b/a Ellen's Stardust Diner, located at 1650 Broadway, New York, NY 10019 ("Sponsor").

2. Sweepstakes Period

The Sweepstakes begins at 12:00 AM ET on September 1, 2026 and ends at 11:59 PM ET on September 28, 2026 (the "Entry Period"). Entries received before or after the Entry Period are void.

3. Eligibility

Open to individuals physically present at Ellen's Stardust Diner during the Entry Period, 18 years of age or older, regardless of state or country of residence. Employees, officers, and directors of Sponsor, Lessing's Hospitality Group, and their respective parent companies, subsidiaries, affiliates, and agencies of record (including Nicholas & Lence Communications and Venue Marketing), and each of their immediate family members and household members, are not eligible to enter or win.

4. How to Enter

There is one way to enter the standard drawing. It is free — no purchase, donation, or payment of any kind is required.

QR Code Entry: Scan the QR code displayed at the host stand or on the diner's screens and complete the online entry form with full name, email address, phone number, and social handle.

Limit: one (1) entry per person, per day.

Bonus Entry — Comment-to-Enter: Post a comment on the designated "Halfway to Harry" post on Ellen's Stardust Diner's official Instagram and/or Facebook page during the Entry Period.

Limit: one (1) bonus entry per person, per day. Combined with the standard entry, this allows a maximum of two (2) entries per person, per day.

5. Prize

One (1) winner will receive two (2) tickets to see Harry Styles at Madison Square Garden on September 30, 2026. Approximate Retail Value (ARV): \$900 total. No cash alternative will be offered; however, Sponsor reserves the right to substitute a prize of equal or greater value if the stated prize becomes unavailable for any reason.

6. Winner Selection and Notification

One winner will be selected at random from all eligible entries received during the Entry Period. The drawing will take place on September 29, 2026 during a media event at Ellen's Stardust Diner between 11:00 AM and 11:30 AM, with the winner announced live on-site. Odds of winning depend on the total number of eligible entries received.

The winner (or an alternate, selected the same way, if the winner cannot be reached) will be notified by a member of the Ellen's Stardust Diner team using the phone number or email address provided at entry. The winner must

respond within 24 hours of notification and must visit Ellen's Stardust Diner in person, with valid photo ID matching the entry, by 11:30 AM on September 30, 2026 to claim the prize. Failure to respond or claim the prize by the deadline may result in forfeiture and selection of an alternate winner.

7. General Conditions

By entering, participants agree to these Official Rules and to Sponsor's decisions, which are final in all matters relating to this Sweepstakes. Sponsor reserves the right to cancel, suspend, or modify the Sweepstakes if fraud, technical failure, or any other factor beyond Sponsor's reasonable control impairs the fairness or integrity of the promotion. The winner is solely responsible for any applicable federal, state, and local taxes on the prize.

Prize is non-transferable. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives are not responsible for any errors in the offer or administration of the Sweepstakes, including, but not limited to, errors in any printing or posting of these Official Rules, the selection and announcement of any winner, or the distribution of any prize. Any attempt to damage the content or operation of this Sweepstakes is unlawful and subject to possible legal action by Sponsor. Sponsor reserves the right to terminate, suspend, or amend the Sweepstakes, without notice, and for any reason, including, without limitation, if Sponsor determines that the Sweepstakes cannot be conducted as planned or should a virus, bug, tampering, unauthorized intervention, technical failure, fraudulent entries, or other cause beyond Sponsor's control corrupt the administration, security, fairness, integrity, or proper play of the Sweepstakes. In the event any tampering, fraudulent entries, or unauthorized intervention may have occurred, Sponsor reserves the right to void suspect entries at issue. Sponsor and its respective parent, affiliate and subsidiary companies, agents, and representatives, and any service providers thereof, are not responsible for impermissible or fraudulent entries, incorrect or inaccurate transcription of entry information, or for any human error, technical malfunction, lost or delayed data transmission, omission, interruption, deletion, technical failure or malfunction of any telephone network, computer equipment or software, the inability to access any website or online service, or any other error, human or otherwise.

8. Publicity and Likeness Release

As a condition of receiving the prize, the selected winner will be required to read and sign Sponsor's Consent and Release for Use of Likeness prior to Sponsor's publication of the winner's name, image, or likeness in connection with this Sweepstakes.

9. Privacy

Information collected through entry will be used by Sponsor to administer this Sweepstakes and contact the winner. By submitting a Standard Entry, entrants agree to be added to Ellen's Stardust Diner's email marketing list and to receive future promotional messages regarding offers, events, and news, using the email address provided at entry. Entrants may opt out of future marketing emails at any time via the unsubscribe link in any email.

10. No Endorsement

This Sweepstakes is neither sponsored nor endorsed by, nor administered by or associated with, Harry Styles, his representatives, Madison Square Garden, MSG Entertainment, Ticketmaster, or any of their respective affiliates.

This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Meta Platforms, Inc., Instagram, or Facebook.

By entering, participants release Sponsor and each of the foregoing parties from any liability in connection with this Sweepstakes or the awarded prize.

11. Indemnification and Limitation of Liability

BY ENTERING THE SWEEPSTAKES, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES, THE WEBSITE OR APP THAT HOUSES THE SWEEPSTAKES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS

FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THAT ENTRANT'S PARTICIPATION IN THE SWEEPSTAKES AND THE ACCEPTANCE, USE OR MISUSE OF ANY PRIZE THAT MAY BE WON. SPONSOR AND ITS PARENT, AFFILIATE AND SUBSIDIARY COMPANIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE. SPONSOR AND ITS PARENTS, SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ALL THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS DISCLAIM ANY LIABILITY FOR DAMAGE TO ANY PHONE, SOFTWARE, ACCOUNT OR COMPUTER SYSTEM RESULTING FROM ACCESS TO OR THE DOWNLOAD OF INFORMATION OR MATERIALS CONNECTED WITH THE SWEEPSTAKES.

12. Governing Law

This Sweepstakes and these Official Rules are governed by the laws of the State of New York.

13. Sponsor Contact

Questions about this Sweepstakes may be directed to Ellen's Stardust Diner at info@ellensstardustdiner.com.