MagicCon Atlanta Mox Treasure Hunt – Official Terms

1. Sponsor and Administrator. The MagicCon Atlanta Mox Treasure Hunt (the "Treasure Hunt") is sponsored and administered by Wizards of the Coast LLC, 1107 Lake Washington Blvd N, Suite 800, Renton, WA 98056 ("Sponsor"). Sponsor is solely responsible for the Treasure Hunt, including coordinating the Participating Vendors, staffing the card turn-in table, and providing the sticker sheets. MagicCon Atlanta is produced by Reed Exhibitions, a division of RELX Inc., through its ReedPop business (together, "RX"). RX produces the Event where the Treasure Hunt takes place and posts these Official Terms on the Event website and mobile app. RX is not a sponsor or administrator of the Treasure Hunt and does not distribute the sticker sheets. The vendors described in Section 4 host Treasure Hunt stops ("Participating Vendors") and are not sponsors of the Treasure Hunt. Questions about the Treasure Hunt should be directed to Sponsor at the turn-in table, not to RX.

2. Treasure Hunt Period. The Treasure Hunt begins on Friday, November 13, 2026 at 10:00 AM Eastern Time and ends on Sunday, November 15, 2026 at 4:00 PM Eastern Time (the "Deadline"). Sponsor's clock is the official timekeeper. The Treasure Hunt takes place at MagicCon Atlanta, Georgia World Congress Center, Building C, 285 Andrew Young International Blvd NW, Atlanta, Georgia 30313 (the "Event").

3. Eligibility. The Treasure Hunt is open to any Event attendee with a valid Event badge. Attendees under 18 must have the permission of a parent or legal guardian to participate, consistent with the MagicCon Atlanta Attendee Terms of Service. By participating, attendees agree to these Official Terms and to the decisions of Sponsor, which are final.

4. How to Participate. Pick up a Mox Treasure Hunt card at any of the six participating exhibitor booths ("Participating Vendors") and collect a stamp from each of them. Visiting the booth is all that is required to receive a stamp. No purchase, demonstration, sales presentation, or sharing of contact information is required at any booth.

5. Sticker Sheet. Anyone who returns a card with all six stamps to the Sponsor-staffed table at the Meet & Greet Wristband Distribution Booth before the Deadline will receive one (1) sticker sheet, while supplies last. Limit one (1) sticker sheet per person. Incomplete, altered, or duplicated cards will not be accepted. Sticker sheets have no cash value and cannot be exchanged or substituted. No personal information is collected to participate.

6. General Conditions. Sponsor may refuse a sticker sheet to anyone who tampers with the Treasure Hunt, alters or duplicates a card, or acts in a disruptive or unsportsmanlike way. If the Event is cancelled or the Treasure Hunt cannot run as planned for reasons beyond Sponsor's control, Sponsor may modify, suspend, or cancel the Treasure Hunt. Participants must also follow all Event policies, and attendance at the Event remains subject to the MagicCon Atlanta Attendee Terms of Service. If those terms conflict with these Official Terms on any matter relating to the Treasure Hunt, these Official Terms control.

7. Release and Limitation of Liability. "Released Parties" means Sponsor, Hasbro, Inc., RX, the Participating Vendors, and each of their parents, affiliates, officers, directors, employees, and agents. By participating, attendees agree to release the Released Parties from any claims arising from participation

in the Treasure Hunt or from receiving or using a sticker sheet. Nothing in these terms limits any liability that cannot be limited under applicable law.

8. Trademarks. MAGIC: THE GATHERING, MOX, and related names and logos are trademarks of Wizards of the Coast LLC. All other trademarks belong to their respective owners.

9. Official Terms. These Official Terms are posted on the MagicCon Atlanta website at https://mcatlanta.mtgfestivals.com/en-us/experience/mox-treasure-hunt.html and in the MagicCon mobile app.