

## THE SUNLIGHT HELPING CANADIANS SHINE CONTEST RULES

THE SUNLIGHT HELPING CANADIANS SHINE CONTEST (THE “**CONTEST**”) WILL BE CONDUCTED IN CANADA ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “**CONTEST RULES**”).

### 1. **ELIGIBILITY.**

1.1 To be eligible for this Contest, an individual must:

- (a) be a legal resident of Canada;
- (b) be of the age of majority in their province or territory of residence or older at the time of entry; and
- (c) be the sole owner of all right, title and interest (including copyright) in and to the Work (as defined below) submitted in connection with the Contest.

1.2 The following people are not eligible to enter the Contest:

- (a) Employees, representatives and agents of Corus Sales Inc., its parent, affiliates, subsidiaries, related companies, successors and assigns (collectively “**Corus**”, or the “**Sponsor**”);
- (b) Employees, representatives and agents of Henkel Canada Corporation, its affiliates, subsidiaries, related companies, successors and assigns (collectively, “**Sunlight**”);
- (c) Judges of the Contest;
- (d) Any person who has been confirmed as a winner of two (2) Corus administered contests within six (6) months preceding the Contest start date indicated below; and
- (e) The household members of any of the parties listed in Section (a) to (d).

1.3 The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant should such an entrant at any stage supply information that does not meet these requirements.

2. **CONTEST PERIOD.** The Contest begins at 12:00 am Eastern Time (“**ET**”) on August 14, 2023 and ends at 11:59 pm ET on October 15, 2023 (the “**Contest Period**”) after which time the Contest will be closed and no further entries shall be accepted.

### 3. HOW TO ENTER.

3.1 There is no purchase necessary to enter the Contest. Enter using the method of entry outlined below. No entries will be accepted by any other means.

(a) To enter online, an entrant may complete and submit the entry form to enter themselves into the Contest (the “**Entrant**”), or an entrant may complete and submit the entry form on behalf of another person (the “**Nominee**”). The entry form is located at [www.ShinewithSunlight.ca](http://www.ShinewithSunlight.ca) (the “**Contest Microsite**”).

3.2 Entrants or Nominees must be available to participate in a pre-interview, if required, in addition to the Grand Prize Winner Segments (as defined in Section 4.1(b)).

3.3 Each entrant must submit an entry form together with a written story and a video submission (with the option to include a photograph as well) of the charitable work the Entrant or the Nominee is doing for their community (the “**Subject**” and together with the entry materials, the “**Work**”). The Work must have the following: (i) the story must be a maximum of five hundred (500) words (must be in English or French); and (ii) a video and any photos on the Subject, with the following parameters:

Type	Maximum Length/Size/Amount	Format(s)
Photo	5MB	.jpg, .jpeg, .png or .gif
Video	Maximum length of three minutes (3:00m)	Requirements for the Video formats are listed on the platforms (Vimeo, YouTube)

3.4 By participating in this Contest, each entrant represents and warrants that the Work: (i) does not contain any material, language or gestures that are libelous, defamatory, indecent, profane, obscene or violent and does not violate any laws including without limitation, relating to hate speech or otherwise; (ii) is original, solely created by the entrant and that no third party participated as an author, co-author or otherwise in the creation of the Work or any part thereof; (iii) all right, title and interest (including copyright) therein is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsors to use the Work as contemplated by these Contest Rules; (iv) the Work does not infringe upon the intellectual property rights, proprietary interests or other statutory or common law rights of any third party; (v) does not contain any recognizable logos or any other copyrighted material; (vi) does not contain any mention, endorsement, or “plug” any commercial product, service, venture or thing, including, without limitation, the name of entrant’s employer; (vii) does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence (note: if you cannot obtain the consent of an individual appearing in the Work, then they must not be identifiable in the Work, for example, his/her face and other identifying features must be blurred out); and (viii) has not been submitted in connection with any other contest and/or promotional campaign.

3.5 Without limiting the foregoing, if the entrant is nominating another individual as Nominee rather than submitting an entry in respect of their own charitable work, the entrant must have the consent of the Nominee to submit the Work and any depiction or other personal information of the Nominee to the Sponsor, for the purposes of this Contest.

- 3.6 Limit of one (1) entry per person during the Contest Period. In the case of multiple entries by the same person, only the first eligible entry will be considered.
- 3.7 All entries including the Work, become the sole property of the Sponsor and will not be returned for any reason. Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Unless otherwise set out herein, no communication or correspondence will be exchanged with entrants except with those selected as a potential winner.
- 3.8 Entries received online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry. For the purpose of the Contest Rules, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any entrant may be required to provide the Sponsors with proof that they are the authorized account holder of the e-mail address associated with their entry.

#### 4. **PRIZES.**

- 4.1 There are five (5) grand prizes (collectively, the "**Grand Prizes**" each, a "**Grand Prize**"), available to be won by the Grand Prize winners (collectively, the "**Grand Prize Winners**", each a "**Grand Prize Winner**"). Each Grand Prize consists of:
- (a) Ten thousand Canadian dollars (CDN\$10,000); and
  - (b) A feature segment on *The Morning Show*, to have their charity and/or charitable work featured (the "**Grand Prize Winner Segments**").
- 4.2 There are five (5) secondary prizes (collectively, the "**Secondary Prizes**" each, a "**Secondary Prize**") available to be won by the Secondary Prize winners (collectively, the "**Secondary Prize Winners**", each, a "**Secondary Prize Winner**"). Each Secondary Prize consists of:
- (a) Two thousand five hundred Canadian dollars (CDN\$2,500); and
  - (b) A feature in video content filmed by Corus that may be used by Corus and Sunlight on their broadcast or online platforms to share all the great work the Secondary Prize Winners do in their communities every day.
- 4.3 Grand Prizes and Secondary Prizes, are hereafter collectively referred to as "**Prize**" or "**Prizes**". Grand Prize Winners and Secondary Prize Winners, and are hereafter collectively referred to as a "**Winner**" or "**Winners**".
- 4.4 For greater certainty, an entrant who enters the contest on behalf of a Nominee, is not entitled to a Prize.
- 4.5 Prizes will be distributed within four (4) months after each Winner has been successfully contacted and notified of their Prize and fulfilled the requirements set out herein.

**5. PRIZE CONDITIONS.**

- 5.1 Winners must make themselves available to participate in the required interviews and/or shoots (to be confirmed by the Sponsor if these will be in person, or virtual) in order to receive a Prize.
- 5.2 Grand Prize Winners must be able to participate in a live interview or pre-recorded video conference to film the Winners Segment (to be confirmed by the Sponsor if these will be in person, or virtual) in order to receive a Prize. They must have the ability and willingness to appear on camera.
- 5.3 Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsors. Any unused, unclaimed or declined portion of a Prize will be forfeited, have no cash value and the Sponsors shall have no obligation to provide either an alternative or value-in-kind. The Sponsors reserve the right, in their sole discretion, to substitute a prize of equal or greater value if the Prize (or any portion thereof) cannot be awarded for any reason.
- 5.4 Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

**6. WINNER SELECTION.**

6.1 Five (5) Grand Prize Winner and five (5) Secondary Prize Winners shall be selected as follows:

<b>Entry Cutoff date</b>	<b>Winner Selection Date</b>	<b>Winner Selection</b>
September 21, 2023	September 28, 2023	Three (3) Winners shall be selected from all eligible entries
October 15, 2023	October 19, 2023	Seven (7) Winners selected from all eligible entries

- (a) On each of the dates above, in Toronto at approximately 5:00p.m. Eastern Time (“**ET**”), the entrants will be selected by the Sponsors, Sunlight and/or the Sponsors’ representatives (the “**Judges**”) based on the following equally weighted criteria: (i) the level of comfort the Entrant or Nominee has when presenting their story on camera; (ii) how the Entrant or Nominee is making a difference in their part of Canada; and (iii) if the Entrant or Nominee is selected for a pre-interview based on the Judges’ evaluation of criteria (i) and (ii), the level of comfort of Entrant or Nominee (as applicable) has during the pre-interview of the presentation of their story (the “**Criteria**”). Each Entrant or Nominee shall be eligible to win only one (1) Prize. The odds of being selected as a potential winner are dependent upon the number of eligible entries received by the Sponsor and the application of the Criteria to eligible entries by the Judges. Before being declared a Winner, each selected Entrant or Nominee (as applicable) shall be required to comply with the Contest Rules and to sign and return the Release (as described below).
- (b) The Judges, in their absolute discretion, shall select the Winners based upon the above Criteria. The decisions of the Judges shall be final and binding and may not be challenged in any way.
- (c) EACH SELECTED ENTRANT OR NOMINEE WILL BE NOTIFIED BY TELEPHONE AND/OR E-MAIL PER THE FOLLOWING:

<b>Winner Selection Date</b>	<b>Selected Entrants or Nominees Notified By</b>
Three (3) Winners selected on September 28, 2023	No later than September 29, 2023 at 12:00a.m. ET and must respond within two (2) business day of notification.
Seven (7) Winners selected on October 19, 2023	No later than October 23, 2023 at 12:00a.m. ET and must respond within two (2) business day of notification.

Upon notification, the selected entrant must respond by telephone or e-mail (as specified in the notification) to the contact number or e-mail address provided no later than the indicated deadline set out in the Contest Rules and/or the notification. If the selected Entrant or Nominee does not respond accordingly, they will be disqualified and will not receive a Prize and another entrant may be selected in the Sponsor’s sole discretion until such time as an Entrant or Nominee satisfies the terms set out herein. The Sponsor is not responsible for the failure for any reason whatsoever of a selected Entrant or Nominee to receive notification or for the Sponsors to receive a selected Entrant or Nominee’s response.

- (d) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected Entrants or Nominees than contemplated in these Contest Rules, there will be a random draw amongst all eligible Prize claimants after the Contest’s closing date to award the correct number of Prizes.
- (e) The number of available prizes, at each prizing tier, will decrease as prizes are claimed throughout the Contest Period.

**7. RELEASE.** Potential Winners, and the entrants who nominated them if applicable, will be required to execute a legal agreement and release (“**Release**”) that confirms each potential Winner’s: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of each of the Sponsor, Sunlight, and each of their respective employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the “**Releasees**”) from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsor and to Sunlight of the unrestricted right, in the Sponsor’s and Sunlight’s collective or individual discretion, to produce, reproduce, display, publish, convert, post, serve, broadcast, exhibit, distribute, adapt and otherwise use or re-use each Winner’s name, statements, image, likeness, voice and biography; and the Work, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within five (5) business days of the date indicated on the accompanying letter of notification or the verification as a Winner or the selected Entrant or Nominee will be disqualified and the Prize forfeited.

**8. INDEMNIFICATION BY ENTRANT.** By entering the Contest, each entrant releases, indemnifies and holds Releasees harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole

or in part, directly or indirectly, from (a) their participation in the Contest or any Contest-related activity; (b) the acceptance, use, or misuse of any Prize; or (c) any breach of the Contest Rules. Each entrant agrees to fully indemnify the Releasees from any and all claims made by third parties relating to the entrant's participation in the Contest, without limitation.

- 9. RIGHTS CLEARANCE.** By providing the Work to the Sponsors in connection with the Contest, each entrant shall retain all right, title and interest (including copyright) in and to the Work and shall grant to the Sponsor and to Sunlight a worldwide, gratuitous, irrevocable, and non-exclusive license to copy, modify, produce, reproduce, display, publish, exhibit, distribute, convert, adapt, post, serve, broadcast, communicate by telecommunication, transmit and otherwise use or reuse the Work in all media now known or hereafter devised in perpetuity beginning on the date of entry, including, but not limited to, in connection with the administration, promotion and exploitation of the Contest. Further, entrant waives all moral rights they may have in favour of Sponsor and Sunlight. Sponsor and Sunlight assume no responsibility for any claims of infringement of rights to copyright, privacy, personality or otherwise, and all such liability shall remain with the entrant. Sponsor reserves the right to exclude any Work for any reason whatsoever, including but not limited to, on the basis of concerns relating to the rights of third parties, including but not limited to privacy, copyright, defamation, rights of personality, obscenity or hate speech, as determined by Sponsor in its sole discretion.
- 10. LIMITATION OF LIABILITY.** The Sponsors assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsors assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including reasons beyond the control of the Sponsors, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest and/or the Contest Microsite.
- 11. CONDUCT.** By participating in the Contest, each entrant is deemed to have executed and agrees to be bound by the Contest Rules, which will be posted at the Contest Microsite and made available upon request throughout the Contest Period. Each entrant further agrees to be bound by the decisions of the Sponsor and Judges, which shall be final and binding in all respects. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest and/or the Contest Microsite or any related promotional website; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Corus property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsors or any other person. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST MICROSITE OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.**
- 12. PRIVACY / USE OF PERSONAL INFORMATION.**

12.1 By participating in the Contest, each Entrant or entrant on behalf of Nominee: (i) grants to the

Sponsors the right to use their name, province, age of majority confirmation, telephone number and e-mail address and submitted Work (collectively the “**Personal Information**”) for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners and coordinating the provision of the Prizes; (ii) grants to the Sponsors the right to use their Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; (iii) and (iv) acknowledges that the Sponsors may disclose their Personal Information to third-party agents and service providers of any of the Sponsors in connection with any of the activities listed in (i) and (ii) above.

12.2 Corus will use the Entrant’s or Nominee’s Personal Information only for identified purposes, and protect the entrant’s Personal Information in a manner that is consistent with Corus’ Privacy Policy at: <http://www.corusent.com/privacy-policy/>.

13. **INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations is owned by the Sponsors and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
14. **TERMINATION.** Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, the Sponsors reserve the right, in their sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.
15. **LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction’s laws.
16. **DISCREPANCY.** In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control. In the event of any discrepancy or inconsistency between the English language version and the French language version of the Contest Rules, the English version shall prevail, govern and control.
17. **FOR RESIDENTS OF QUEBEC.** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
18. **SOCIAL MEDIA.** This Contest is in no way sponsored, endorsed or administered by any social media platforms on which the Contest may have been promoted and/or publicized. Any questions, comments or complaints regarding the Contest must be directed to Corus.