

## 2025 PRODUCT OF THE YEAR WINNING PRIZE PACK CONTEST RULES

THE 2025 PRODUCT OF THE YEAR WINNING PRIZE PACK CONTEST (THE “**CONTEST**”) WILL BE CONDUCTED IN THE PROVINCES OF ALBERTA, BRITISH COLUMBIA (EXCLUDING VANCOUVER ISLAND), MANITOBA, ONTARIO, SASKATCHEWAN, NEW BRUNSWICK AND NOVA SCOTIA ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. ENTRANTS MUST BE OF THE AGE OF MAJORITY IN THE PROVINCES OF ALBERTA, BRITISH COLUMBIA (EXCLUDING VANCOUVER ISLAND), MANITOBA, ONTARIO, SASKATCHEWAN, NEW BRUNSWICK OR NOVA SCOTIA 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 the provinces of Alberta, British Columbia (excluding Vancouver Island), Manitoba, Ontario, Saskatchewan, New Brunswick or Nova Scotia; and
- (b) be of the age of majority in the provinces of Alberta, British Columbia (excluding Vancouver Island), Manitoba, Ontario, Saskatchewan, New Brunswick or Nova Scotia or older at time of entry.

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

- (a) Employees of Corus Sales Inc. its parent, affiliates, subsidiaries, related companies, successors and assigns (collectively “**Corus**”);
- (b) Employees of Product of the Year Canada, its affiliates, subsidiaries, related companies, successors and assigns (collectively, “**POYC**”, together with Corus, the “**Sponsors**”);
- (c) Employees of Advanced Innovations Inc., its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (d) Employees of Beiersdorf Canada Inc., its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (e) Employees of Bio-K+, a Kerry Company, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (f) Employees of Burnbrae Farms Limited, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (g) Employees of Campbell Company of Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (h) Employees of Canadian Rangeland Bison, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (i) Employees of Casper Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (j) Employees of Colgate-Palmolive, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (k) Employees of Danone Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;

- (l) Employees of Ferrara Candy Company, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (m) Employees of Groupe Bel Canada Inc., its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (n) Employees of Haleon Canada ULC, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (o) Employees of Keurig Dr Pepper Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (p) Employees of Kraft Heinz Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (q) Employees of Lactalis Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (r) Employees of Mars Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (s) Employees of Mondelez Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (t) Employees of Nestlé Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (u) Employees of Petcurean, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (v) Employees of Philips Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (w) Employees of Protein Candy, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (x) Employees of Sealy Canada Ltd., its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (y) Employees of Shark Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (z) Employees of Transitions Optical, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (aa) Employees of Whirlpool Canada, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (bb) Employees of WK Kellogg Canada Corp., its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (cc) Employees of Zavida Coffee Roasters, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (dd) 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

(ee) The household members of any of the parties listed in Section (a) to (dd) above.

1.3 The Sponsors 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 Sponsors for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserve the right, in their 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 February 13, 2025 and ends at 11:59 pm ET on March 7, 2025 (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, complete and submit the entry form located at <https://promos.globalnews.ca/the-morning-show-product-of-the-year-contest/index.html> (the “Contest Microsite”).

3.2 Limit of one (1) entry per person during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.

3.3 All entries become the sole property of the Sponsors 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.

3.4 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. **PRIZE.**

4.1 There is one (1) prize (the “Prize”) available to be won by the Prize winner (the “Winner”) consisting of a prize pack which shall include:

| <b>Prize Quantity</b> | <b>Product</b>   | <b>Approximate Retail Prize Value</b> |
|-----------------------|--|---------------------------------------|
| One (1)               | Bio-Oil® Body Lotion   | CDN\$19.99                            |
| One (1)               | NIVEA LUMINOUS630® Dark Spot Solution Advanced Serum                 | CDN\$47.99                            |
| One (1)               | Coupon for one (1) Bio-K+ Active Probiotic Shot                      | CDN\$5.49                             |
| One (1)               | Coupon for one (1) box of Naturegg® Omega Plus Solar Free Range Eggs | CDN\$8.49                             |
| One (1)               | Terrabrae™ Soil Enhancer   | CDN\$12.99                            |
| One (1)               | Snack Factory® Pretzel Crisps® Milk Chocolate Crunch (155 g)         | CDN\$6.99                             |

|         |   |               |
|---------|---|---------------|
| One (1) | Canadian Rangeland Bison Steak Bites  | CDN\$19.99    |
| One (1) | Five percent (5%) discount coupon to Casper Canada that can be put towards a Wave Hybrid Snow Mattress  | N/A           |
| One (1) | Colgate® PerioGardSF Gum Care + Enamel Rebuild Toothpaste   | CDN\$7.97     |
| One (1) | Coupon for one (1) bottle of International Delight Cold Foam  | CDN\$7.00     |
| One (1) | Bag of Nerds Berry Gummy Clusters   | CDN\$3.48     |
| One (1) | Coupon for one (1) Laughing Cow Plant Based Garlic & Herbs  | CDN\$5.49     |
| One (1) | GoGo squeeZ® Apple Cinnamon and Apple Cherry Vanilla  | CDN\$9.99     |
| One (1) | TUMS Chewy Bites with Gas Relief  | CDN\$7.49     |
| One (1) | K-Brew+Chill  | CDN\$289.99   |
| One (1) | Dr Pepper® Zero sugar   | CDN\$6.99     |
| One (1) | Van Houtte® Brew Over ice   | CDN\$11.99    |
| One (1) | Coupon for one (1) Crave Global Cravings Frozen Meals   | CDN\$4.29     |
| One (1) | Mio Energy & Mio Hydrate Powder Drink Mix   | CDN\$4.99     |
| One (1) | Heinz Pickle Ketchup  | CDN\$20.00    |
| One (1) | Coupon for one (1) bag of Black Diamond Cheestrings - X-treme Pizza and Nacho Flavour   | CDN\$7.99     |
| One (1) | Ben's Original™ Street Food   | CDN\$5.00     |
| One (1) | EXCEL® Refreshers   | CDN\$4.48     |
| One (1) | RITZ Baked Chips Sour Cream & Onion   | CDN\$3.78     |
| One (1) | Cadbury Golden Chocolate Bar  | CDN\$3.79     |
| One (1) | Crispers Smokey Bacon Crackers  | CDN\$3.29     |
| One (1) | OREO Maple Creme  | CDN\$3.99     |
| One (1) | SOUR PATCH KIDS Strawberry  | CDN\$2.89     |
| One (1) | Chips Ahoy! Caramilk Cookies  | CDN\$3.50     |
| One (1) | Coupon from Nestlé Canada for KitKat Bars   | CDN\$8.99     |
| One (1) | Go! Solutions Hairball Control + Urinary Care   | CDN\$28.99    |
| One (1) | OneBlade First Shave Razor  | CDN\$34.99    |
| One (1) | Protein Candy Classic Fruit - Sour  | CDN\$5.99     |
| One (1) | Sealy Posturepedic® Plus Eurotop Mattress<br>OR<br>Cocoon by Sealy® Mattress In A Box along with 2 x Sealy pillows<br><i>**prize to be determined on ability to deliver to the winner**</i> | CDN\$1,249.00 |
| One (1) | Shark Cordless Detect Pro 1.3L Auto-Empty System with QuadClean MultiSurface Brushrol Vacuum  | CDN\$549.99   |
| Two (2) | Transitions® GEN S™ Lens Cloths   | CDN\$0.01     |

|         |  |               |
|---------|--|---------------|
| One (1) | Whirlpool 30-inch Smart Electric Range with Air Cooking Technology, WipeClean™ Coating, Steam/Self Cleaning, Rapid Preheat 5.3 CuFt Capacity | CDN\$1,999.99 |
| One (1) | Ten percent (10%) discount coupon for a KitchenAid® 4-Door Refrigerator with Flexible Temperature Zone in PrintShield Finish                 | N/A           |
| One (1) | Ten percent (10%) discount coupon for a KitchenAid® Multifunction Over-the-Range Microwave Oven with Infrared Sensor Modes                   | N/A           |
| One (1) | Kellogg's® Mini-Wheats® Low Sugar Cereal   | CDN\$5.99     |
| One (1) | Zavida 24 Days of Coffee Advent Calendar   | CDN\$24.97    |

- 4.2 The Prize has an approximate value of four thousand four hundred forty-eight Canadian dollars and ninety-nine cents (CDN\$4,448.99).
- 4.3 Winner is not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.
- 4.4 Prize will be distributed within sixty (60) days after Winner has been successfully contacted and notified of their Prize and fulfilled the requirements set out herein.

## 5. PRIZE CONDITIONS.

- 5.1 In the case of event tickets, coupons, gift cards or gift certificates, the terms by which the event tickets, gift cards or gift certificates may be redeemed are governed by the applicable retailer or service provider. Corus is not responsible for administering or ensuring compliance with the terms and conditions of the event tickets, coupons, gift cards or gift certificates.
- 5.2 Prize 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 the 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 the Prize of equal or greater value if the Prize (or any portion thereof) cannot be awarded for any reason.
- 5.3 Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

## 6. SELECTION.

- 6.1 One (1) Winner shall be selected as follows:
- (a) On or about March 10, 2025 in Toronto, Ontario, one (1) entrant will be selected by a random draw from all eligible entries received during the Contest Period. The odds of being selected as a potential winner are dependent upon the number of eligible entries received by the Sponsors. Before being declared a Winner, each selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail to comply with the Contest Rules and to sign and return the Release (described below).
- (b) THE SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE AND/OR E-MAIL NO LATER THAN MARCH 11, 2025 AT 11:00A.M. ET AND MUST RESPOND WITHIN THREE (3) BUSINESS DAYS 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 does not respond accordingly, they will be disqualified and will not receive the Prize and another entrant may be selected in the Sponsors' sole discretion until such time as an

entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsors to receive a selected entrant's response.

- (c) 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 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.

7. **RELEASE.** Potential Winner 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 Sponsors and each of their 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 Sponsors of the unrestricted right, in the Sponsors' collective or individual discretion, to produce, reproduce, display, publish, convert, post, serve, broadcast, exhibit, distribute, adapt and otherwise use or re-use the Winner's name, statements, image, likeness, voice and biography, 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 three (3) business days of the date indicated on the accompanying letter of notification or the verification as a Winner or the selected entrant 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, exposure to the COVID-19 virus, 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. **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.
10. **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 throughout the Contest Period. Each entrant further agrees to be bound by the decisions of the Sponsors, which shall be final and binding in all respects. The Sponsors reserve the right, in their 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.

**11. PRIVACY / USE OF PERSONAL INFORMATION.**

11.1 By entering the Contest, each entrant expressly consents to Corus and its third-party agents and service providers, to collect, use, store, and share any personal information submitted by entrant to enter the Contest, such as name, age of majority confirmation, and contact information, as applicable, only for the purpose of implementing, administering, and fulfilling the Contest as described in these Contest Rules, and in accordance with Corus' Privacy Policy, available at <http://www.corusent.com/privacy-policy>.

11.2 Each Winner further consents that: (a) any personal information they have provided in connection with this Contest may be shared with POYC for the purpose of facilitating the delivery or fulfillment of a Prize; and (b) Corus may broadcast, publish, disseminate and otherwise use a Winner's name, city/town/village and province/territory of residence, image and/or voice in connection with any promotion and/or publicity purposes without further compensation to Winner.

11.3 No communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant unless the entrant otherwise expressly agrees to receive further communications from Sponsors.

11.4 By opting-in online you consent to Corus' disclosure of your Personal Information to Product of the Year Canada so that you may be contacted to If entrants opt-in, they will be added to Product of the Year Canada's email list. . Product of the Year Canada will use the entrant's Personal Information only for identified purposes, and protect the entrant's Personal Information in a manner that is consistent with Product of the Year Canada's Privacy Policy at: <https://ensembleiq.com/privacy-policy/>.

**12. 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.

**13. TERMINATION.** 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.

**14. 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.

**15. 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.

**16. 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.