

BRITA® CANADA MUSIC FESTIVAL CONTEST

OFFICIAL RULES

NO PURCHASE OR SCAN NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: The Brita® Canada Music Festival Contest ("Contest") is open to legal residents of Canada who are at least 18 years of age or the legal age of majority in the province where they reside, whichever is older, at the time of entry. Employees of The Clorox Company of Canada, Ltd., Merkle Inc. and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate. The Contest is subject to all federal, provincial and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: The Clorox Company of Canada, Ltd., 150 Biscayne Crescent, Ontario, L6W 4V3.
Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

3. Timing: The Contest begins on May 1, 2024 at 12:00 a.m. Eastern Standard Time ("ET") ends on July 18, 2024 at 11:59 p.m. ET (the "Promotion Period"). Sponsor's servers are the official time keeping devices for this Contest.

4. How to Enter: During the Promotion Period, visit www.brita.ca/my-brita/register and follow the directions to submit your name and email address within the registration form to create a free mybrita account. If you already have a free mybrita account, go to www.brita.ca/my-brita/login/ and sign in. Next, select the tile advertising this Contest, submit your phone number (to be used for winner communication purposes only) and click on the button to enter. You will receive one (1) Contest entry.

Limit: Each person may enter one (1) time during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for their mybrita account. If any additional information provided by entrant is inconsistent with the information provided in entrant's mybrita account, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

5. Drawing: Administrator is an independent organization whose decisions regarding the selection of the potential winner are final and binding in all matters related to the Contest. The potential Contest winner will be randomly selected from all eligible entries received during the Promotion Period at 2:00 p.m. ET on July 19, 2024. Administrator will conduct the random drawing in Southfield, MI, U.S.A. The potential winner will be notified by email after the date of the random drawing and will be required to correctly answer a time-limited mathematical skill testing question without any assistance in order to be eligible to receive a prize. Sponsor may, but is not obligated to, contact the potential winner by phone at the telephone number provided when registering for the Contest. In order to claim the prize, the potential winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration"), which must be received by Administrator within two (2) days of the date notice or attempted notice is sent. If the potential winner cannot be contacted, fails to correctly answer the time-limited skill testing question, or fails to sign and return the Declaration or provide any other requested information within the required time period, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner forfeits the prize or is disqualified for any reason, an alternate winner will be selected in a random drawing from among all remaining eligible entries. The winner will be contacted

by Sponsor's agent regarding fulfillment of the prize shortly after winner confirmation and within two (2) weeks after the conclusion of the Contest.

6. Prize: ONE (1) GRAND PRIZE: A trip for winner and one (1) guest to Montreal, Canada to attend the Osheaga Music and Arts Festival. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Montreal, Canada; four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); and two (2) Gold level tickets to the Osheaga Music and Arts Festival, good for entrance on Friday August 2, Saturday August 3 and Sunday August 4, 2024, fulfilled via email. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel dates acceptable to winner. Winner is obligated to work with Sponsor's travel agent to book trip immediately upon winner confirmation. Travel and accommodations are subject to availability. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Unless child of winner, travel companion must be the legal age of majority in the province where they reside as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. **By traveling and attending event, winner and winner's guest voluntarily assume all risks related to exposure to COVID-19.** Winner and travel companion are responsible for complying with any COVID-19 requirements set forth by airline, hotel and event venue or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements may result in forfeiture of the prize or elements of the prize. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any aspect of the music festival is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV") of Grand Prize: \$4,500 CAD. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the prize depend on the number of eligible entries received during the Promotion Period.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, Osheaga Music Festival and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Contest constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its

sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: The Contest is void where prohibited by law and is subject to all applicable Canadian federal, provincial, territorial, municipal and local laws. This Contest shall be governed exclusively by the laws of the Province of Ontario, including all issues and questions concerning the construction, validity, interpretation and enforceability of these rules, rights and obligations of the entrant between entrants and the Sponsor, and procedural provisions, without giving effect to any choice of law or conflict of law rules. Any dispute shall be adjudicated by the courts sitting in the City of Toronto in the Province of Ontario.

12. Entrant's Personal Information: Information collected from entrants will be used to administer the Contest and is subject to Sponsor's Privacy Policy <https://www.thecloroxcompany.com/privacy/>.

13. Winner List: For a winner list, [click here](#). The winner list will be posted after winner confirmation is complete.

ABBREVIATED RULES

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Abbreviated rules for Site:

NO PURCHASE NECESSARY. Legal residents of Canada who are the age of majority in their province of residence. Begins 5/1/24 and ends 7/18/24. 1 trip prize (approx. retail value \$5,000) available, odds of winning depend upon number of eligible entries received. Skill testing question required. See Official Rules for how to enter, prize description and all details.

Abbreviated Rules for online Ads – Banner and Not a Banner

NO PURCHASE NECESSARY. Legal residents of Canada who are the age of majority in their province of residence. Begins 5/1/24 and ends 7/18/24. 1 trip prize (approx. retail value \$5,000) available, odds of winning depend upon number of eligible entries received. Skill testing question required. To enter and for Official Rules, visit www.brita.ca/my-brita/register.

Abbreviated Rules for TikTok and Facebook:

NO PURCH. NEC., Residents of Canada who are age of majority in their province. Ends 7/18/24. 1 trip prize available, approx. retail value \$5,000. Skills test req'd. See Rules in Bio for how to enter & all details.