

POST FOODS CANADA PROMOTION
WIN 1 of 3 \$40,000 KITCHEN MAKEOVERS CONTEST
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

**OPEN ONLY TO LEGAL RESIDENTS OF CANADA
WHO ARE AT LEAST THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF
RESIDENCE AT THE TIME OF ENTRY.**

The Post Foods Canada Promotion – Win 1 of 3 \$40,000 Kitchen Makeovers Contest (“Contest”) is sponsored by Post Foods Canada Inc. (“Sponsor”), and is administered by Solutions with Impact (“Contest Administrator”) and the website is administered by My Brother Darryl (the “Website Administrator”)

- 1. CONTEST PERIOD:** The Contest begins on July 3, 2023 at 12:00 PM (noon) Eastern Time (“ET”) and ends on October 7, 2023 at 12:00 PM (noon) ET (“Contest Period”). The Website Administrator’s computer is the Contest’s official clock.
- 2. ELIGIBILITY:** The Contest is open only to individuals who are legal residents of Canada who are at least the age of majority in their province or territory of residence at the time of entry. Employees, representatives and agents of Sponsor, Contest Administrator, Website Administrator, Whirlpool Canada LP and each of their respective parents, subsidiaries, affiliates, the Contest third-party prize payment provider, and the advertising and promotion agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, “Contest Entities”) and the members of each of their immediate family (*i.e.*, spouse, parent, child, sibling, and the “steps” of each) and persons living in the same household of each are not eligible to enter or win. All applicable federal, provincial, territorial, and local laws and regulations apply. Void where prohibited or restricted by law. Participation consists of entrant’s full and unconditional agreement to these Official Rules and Sponsor and Contest Administrator’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Each entrant (“Entrant”) may be required to furnish proof of identification and other proof of eligibility under these Official Rules.
- 3. HOW TO OBTAIN A PIN:** During the Contest Period, an eligible Entrant may obtain an entry PIN (“PIN”) to enter the Contest using one (1) of the following two (2) methods:
 - A. Purchase participating cereal product:** During the Contest Period, Entrants may purchase a specially-marked box of participating Post cereal products, available at participating retailers while supplies last, to obtain a unique PIN printed on the inside of the box. For a list of participating cereal products see Section 14 below. Each unique PIN may be used only one (1) time during the Contest Period.
 - B. Without a Purchase Mail-In:** To obtain a PIN without making a purchase, an eligible Entrant must legibly hand write his/her full first and last name, complete street address, age, and valid e-mail address and an original essay (minimum 100 words) on why they love Post cereals and mail it to: Win 1 of 3 \$40,000 Kitchen Makeovers Contest PIN

Request, P.O. Box 38100 Castlewood Toronto Ontario Canada M5N 1B0. Limit of one (1) request per outer envelope bearing sufficient postage. Mail-in requests must be postmarked during the Contest Period and received by September 30, 2023 (the "Mail-In Deadline") to allow adequate time for processing. Contest Administrator will send one PIN by e-mail to the e-mail address provided on each mail-in request received prior the Mail-In Deadline. Each Mail-in request will not be returned. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed. Each unique PIN may be used only one (1) time during the Contest Period.

- 4. HOW TO ENTER THE CONTEST:** During the Contest Period, an eligible Entrant must visit www.postconsumerbrands.ca/kitchenmakeover ("Website"), and follow the on-screen prompts to the Contest. If it is the Entrant's first visit to the Website, then he/she must complete and submit the registration form by providing the information requested by Sponsor which may include, but not be limited to: complete first and last name, address (P.O. Boxes are not permitted), daytime phone number, valid e-mail address, indication of acceptance of these Official Rules, and Entrant must enter their PIN.

Should an entrant wish to enter multiple times, their contact information will appear upon the successful entry of their email address, and they will be required to enter a unique PIN.

Once you have submitted a unique and valid PIN legitimately obtained in accordance with these Official Rules, you will automatically be notified on-screen as to whether or not you are the eligible winner of a Prize (subject to verification). If your PIN is not a winning PIN, you are not eligible to win a prize, and you will automatically be notified on-screen accordingly. If your PIN is a winning PIN, you are eligible to win a Prize, and you will receive additional information on how to claim the Prize at the email address used to enter the Contest, as described in section 8 below.

LIMITS: There is no limit to the number of Entries per person during the Contest Period, provided each entry includes a unique PIN. Entrants can only use one (1) email address to enter the Contest. Use (or attempted use) of multiple names, identities, email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor.

All entries are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification and original PIN code) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

In the event of a dispute as to the identity of an Entrant, the entry will be declared made by the primary account holder of the account associated with the e-mail address used. The "primary account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the e-mail address holder.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS CONTEST ON HIS/HER MOBILE DEVICE. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN THE PRIZE IN THIS CONTEST.

5. PRIZES

Three (3) prizes available to be won, each with a total value of \$40,000 CAD which includes a \$30,000 cheque (payable by Sponsor) towards a kitchen makeover, and a Whirlpool® appliance package valued at up to \$10,000 (MSRP). The Whirlpool® appliance package includes the winner's choice of models (subject to availability) of a dishwasher, a range, a refrigerator, a wine beverage centre, and a vent hood, up to a maximum manufacturer's suggested retail price of \$10,000. Shipping is restricted to locations in Canada to which Whirlpool provides delivery. Installation of appliances is not included in the prize.

Without limiting the generality of the foregoing, the following general conditions apply to each Prize: (i) Prize must be accepted as awarded and is not transferable (no substitutions except at Sponsor's option); (ii) by accepting the Prize, the winner agrees to waive all recourse against the Released Parties (defined below) if the Prize thereof does not prove satisfactory; and, (iii) Sponsor reserves the right, in its sole and absolute discretion, to substitute a Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award.

- 6. WINNER SELECTION AND ODDS OF WINNING:** At the start of the Contest Period, there will be approximately 1,340,000 unique PINs available for distribution. Odds of receiving a winning PIN are approximately 1 in 446,667. Prior to the Contest start date, the Contest third-party prize payment provider will randomly select three (3) PINs to be eligible winning PINs (the "Winning PINs") from among all available PINs. If you enter a Winning PIN as part of the entry process, you will be eligible to win a Prize, subject to compliance with these Official Rules. After the end of the Contest Period, all unclaimed PIN numbers will be void and no unclaimed prizes will be awarded.

If, at the end of the Contest Period, none of the three (3) Winning PINs have been redeemed, a random draw will take place in accordance with section 7 below. Only one (1) Prize will be given away in this random draw.

- 7. PRIZE DRAWS.** A random draw for one (1) Prize will be held, only if none of the three (3) Winning PINs have been claimed during the Contest Period, on October 11, 2023, at 10:00 a.m. (ET) in Toronto, ON by the Contest Administrator from among all eligible entries received by the Contest Closing Date. If a draw is held, the odds of winning a Prize via random draw will depend on the number of eligible entries received during the Contest Period. Three (3) attempts will be made to contact the selected entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 AM and 5:00 PM (ET) during a period of seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant

Limit of one (1) prize per person/ household.

8. WINNER NOTIFICATION AND PRIZE CLAIM:

Three (3) attempts will be made to contact each potential winner at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the entry of the winning PIN. If an eligible entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified. The Sponsor will not be responsible for failed attempts to contact an eligible entrant.

To be confirmed as a Prize winner, each potential Prize winner will receive an email from the Contest Administrator at the email address used to enter the Contest, with instructions on how to claim the Prize. To be declared a winner, each potential winner must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. Each potential winner will also be required to sign and return within the time-frame specified a Declaration and Release Form (the "Release Form"), confirming compliance with the Official Rules, acceptance of the Prize as awarded, releasing the Contest Entities and each of their respective shareholders, directors, officers, employees, agents, representatives, governors, owners, distributors, retailers, successors and assigns (collectively, the "Released Parties") from any liability in connection with the Contest, the Prize, and authorizing the Contest Entities and their designees and assigns to use the winner's name, voice, city/province of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise), permission or notification.

Each eligible winner must complete, sign and return the Release Form along with the original PIN code to the Contest Administrator within fifteen (15) business days of prize notification in order to be declared an official winner, or she/he will be disqualified from receiving the Prize and that the Prize will be forfeited. Also, if a potential winner fails to correctly answer the mathematical skill-testing question found within the Release Form, he/she will be ineligible to win the Prize, and that Prize will be forfeited.

9. LIMITATION OF LIABILITY: By participating in this Contest, Entrants agree that the Released Parties are not responsible for any and all liabilities, including but not limited to lost, late, incomplete, stolen, misdirected, garbled, postage due, or undeliverable PINs, PIN requests or fulfillments, e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/website accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of Contest -related information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any Contest -related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer or mobile device related to or resulting from participating in the Contest

and/or accepting a prize. Released Parties shall not be responsible or liable for entries entered by any automated computer, program, mechanism or device; or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries will, at Sponsor's sole discretion, be disqualified.

If for any reason, Sponsor believes the Contest is not capable of running as planned, Sponsor reserves the right, at its sole discretion, subject to the approval of the Régie des alcools, des courses et des jeux in Quebec, to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages or Winning PINs are distributed than are intended to be awarded according to these Official Rules, the intended winners will be awarded in a random drawing from among all verified prize claims received for that prize. Notice of such cancelation, termination, or modification of the Contest shall be posted at www.postconsumerbrands.ca/kitchenmakeover.

By entering the Contest and to the fullest extent permissible by law, each Entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and the Contest Administrator which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release, defend, indemnify and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside legal fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest -related activity or element thereof, and the Entrant's entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Contest materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Prize; (e) any interruptions in or postponement, cancellation or modification of the Contest; (f) human error; (g) incorrect or inaccurate transcription, receipt or transmission of an entry; (h) any technical malfunctions or unavailability of any Website, platform or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an Entrant; and (j) interruption or inability to access the Contest, or any other Contest -related websites or any online service via the Internet due to hardware or software compatibility problems.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING PRIZE COMPONENTS, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES, THEREFORE SOME OF THE

ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

10. DISPUTES: As a condition of participating in this Contest, each Entrant agrees, to the fullest extent permissible by law: (1) under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket expenses as set forth in subsection 3 below, and any and all rights to have damages multiplied or otherwise increased; (2) this Contest is governed by the laws of the Province of Ontario, and the laws of Canada applicable therein without regard to its conflicts of law principles and any and all disputes, claims and causes of action arising out of or connected with this Contest or any Prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively before a court of competent jurisdiction located within the city of Toronto; and, (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in participating in this Contest and in no event will participant be entitled to receive legal fees, or any other costs; and (4) participant shall be bound by these Official Rules. ***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.***

11. PRIVACY POLICY: Sponsor's privacy policy is located at <https://www.postconsumerbrands.ca/privacy-policy/>.

12. PUBLICITY RIGHTS: By participating in the Contest and/or accepting a Prize, each Entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for Contest, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the Internet, without notice, review or approval and without additional compensation except where prohibited by law.

13. GENERAL: Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and will result in the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of

any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in the English version of these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media) or the French version of these rules, the details of the Contest as set forth in the English version of these Official Rules shall prevail.

14. PARTICIPATING PRODUCTS:

PARTICIPATING PRODUCT
Shreddies 440 g
Honey Shreddies 440 g
Honeycomb 400 g
Sugar Crisp 365 g
Honey Bunches of Oats Almond 340 g
Honey Bunches of Oats Honey Roasted 340 g
Fruity Pebbles 311 g
Cocoa Pebbles 311 g