

OFFICIAL RULES AND REGULATIONS

1. KEY DATES:

The Win A Free Trip With Krown contest (the “**Contest**”) begins on October 1, 2024 at 12:00:00 a.m. Eastern Time (“**ET**”) and ends on December 31, 2024 at 11:59:59 p.m. ET (the “**Contest Period**”).

2. ELIGIBILITY TO ENTER:

Contest is open only to legal residents of Canada who are twenty-one (21) years of age or older at the time of entry, except employees, representatives and agents (and those with whom such persons are living, whether related or not) of Canadian Krown Dealers Inc. (the “**Sponsor**”), its parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfilment of the Contest (collectively, the “**Contest Parties**”) are not eligible to enter or win.

3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Rules and Regulations (the “**Rules**”).

4. HOW TO ENTER:

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING IN THIS CONTEST. You can earn one (1) Entry (each, an “**Entry**” and collectively, the “**Entries**”) into the Contest as follows:

Website (no purchase necessary): Visit www.krown.com/winatrip (the “**Website**”) during the Contest Period and follow the Website’s on-screen instructions to obtain the official Contest entry form (the “**Entry Form**”). Fully complete the Entry Form with all required information (which may include a requirement to: (i) enter your full name, mailing address, valid email address, mobile phone number, date of birth and preferred Krown location (if an existing customer); (ii) agree to receive (or reconfirm your agreement to receive) email communications from the Sponsor regarding its products, vehicle service reminders, news and promotions (IMPORTANT NOTE: after opting-in, you may withdraw your consent to receive such email communications at any time without affecting your eligibility in this Contest); and, (ii) signify your agreement that you have read and agree to be legally bound by the terms and conditions of these Rules. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information. Once you have fully completed the Entry Form as set out above, follow the on-screen instructions to submit your completed Entry Form (the “**Entry**”).

All eligible Entries received in accordance with these Rules during the Contest Period will be entered into the random prize draw.

To be eligible, your Entry must: (i) be submitted and received in accordance with these Rules during the Contest Period; (ii) be in compliance with all requirements noted above and any Website on-screen instructions provided; and (iii) be in accordance with these Rules, including, but not limited to, the specific Participation Requirements listed below (all as determined by the Sponsor in its sole and absolute discretion). Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

5. ENTRY LIMIT AND CONDITIONS:

There is a limit of one (1) Entry per person. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry (regardless of the method of entry); and/or (ii) use multiple names, multiple identities, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor’s interpretation of the letter and/or spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. By entering into the Contest, each entrant: (i) acknowledges and accepts that the Contest Parties and each of their respective agents, representatives, employees, directors, successors, and assigns (collectively, the “**Released Parties**”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void); and, (ii) releases the Released Parties from all liability whatsoever in relation to this Contest. An Entry may be rejected if, in the sole and absolute discretion of the Sponsor, the Entry is not submitted and received in accordance with these Rules during the Contest Period.

6. VERIFICATION:

All Entries, Entry Forms and entrants are subject to verification at any time and for any reason. 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): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor’s interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) of the Sponsor.

7. PRIZE:

There is one (1) prize (the “**Grand Prize**”) available consisting one (1) trip to France with a unique stay in a remote castle for the winner and one (1) guest and includes: (i) round trip economy airfare from a major Canadian airport closest to the confirmed winner’s place of residence in Canada (hereinafter referred to as the “**Departure Point**”) to Bordeaux, France, all as determined by the Sponsor in its sole and absolute discretion; (ii) rental car with GPS for eight (8) days (the “**Car Rental**”) (pick up and drop off at Bordeaux airport); (iii) one (1) nights’ accommodation (one (1) room, double occupancy) in a four (4) star hotel in Bordeaux (breakfast included); (iv) six (6) nights’ castle-cabin stay accommodations in Beaumontois-en-Périgord, sharing a double bed (breakfast included); (v) two (2) three (3) course dinners (up to a maximum value of €75 per person per meal (approximately \$112.42 CAD), including service charge); (vi) one (1) wine tasting experience and guided tour at Château de Monbazillac; (vii) one (1) one (1) hour sightseeing hot air balloon ride in Dordogne (the “**Hot Air Balloon**”); and (viii) \$500 CAD spending money. The total approximate retail value (“**ARV**”) of the Grand Prize is \$14,950 CAD.

IMPORTANT NOTE: All travel must be completed within twelve (12) months of being declared the confirmed Grand Prize winner. To schedule the Grand Prize, the confirmed Grand Prize winner must contact Element London Ltd (“**Prize Provider**”) with three (3) preferred departure dates. Each preferred departure date must: (a) occur in a separate month from the other preferred travel dates; (b) not take place within six (6) weeks of the date of communication from the confirmed Grand Prize Winner; and (c) be in accordance with the blackout dates and restrictions set out below (including, without limitation, (xvi)).

Without limiting the foregoing, the following general conditions apply to the Grand Prize: (i) the Grand Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor’s option; (iii) trip must take place within twelve (12) months being declared the confirmed Grand Prize winner (as set out above) and is subject to the blackout dates set out in (xvi) below (and, for greater certainty, the confirmed winner’s trip must be completed during this time – in the event that the confirmed winner or their guest are unable to claim the Grand Prize or any portion thereof as awarded and/or travel during such time, the Grand Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, the Sponsor is not obligated to offer any substitute prize in its place); (iv) the confirmed winner and his/her guest must: (a) travel on same itinerary; (b) have all necessary documentation to permit travel and participate in the Grand Prize including a valid passport (passport must not expire within six (6) months of the final day of the trip) and all required COVID-19 documentation (including, without limitation, any required proof of vaccine documentation, proof of valid vaccine exemption documentation, and/or proof of negative COVID-19 test documentation); and (c) must not have any legal barrier to travel to, and return from, France; (v) the costs of everything not specifically and expressly stated above as included in the Grand Prize are the sole and absolute responsibility of the confirmed winner and their guest, including without limitation, Car Rental gas and insurance, any required COVID-19 test expenses, food expenses next expressly stated herein, incidental travel expenses, items of a personal nature, phone calls and other fees (NOTE: the confirmed winner and their guest may be required to present a valid major credit card in their name at the time of hotel check-in to cover any incidental hotel expenses or damages); (vi) if the confirmed winner and their guest do not utilize any part(s) of the Grand Prize for any reason, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award (including without limitation if the fulfilment of the Prize, or any part thereof, is rendered impossible, infeasible, unsafe or impractical for any reason including without limitation due to any COVID-19 or other pandemic-related law, regulation, order, policy, guideline, strike, travel restriction, venue policy, restriction, or for any other reason) (all as determined by the Sponsor in its sole and absolute discretion); (viii) all travel arrangements will be selected by the Sponsor or the Prize Provider (or their designated agents) in their sole and absolute discretion; (ix) by accepting the Grand Prize, the confirmed winner and their guest agree to waive all recourse against the Released Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part; (x) neither Sponsor nor any of its prize suppliers (including, without limitation, the Prize Provider) will replace any lost or stolen tickets; (xi) the confirmed winner’s guest must: (a) be a Canadian resident that has either: (1) reached the legal age of majority in their province/territory of residence or; (2) in the case of individuals who have not reached the legal age of majority in their province/territory of residence (a “**Minor**”), obtained prior consent from their parent or legal guardian to participate in the Grand Prize; and (b) sign (and, if a Minor, their parent or legal guardian must also sign) and return the Sponsor’s release (by the date indicated on the release form) indicating that he/she waives all recourse against the Released Parties relating to his/her participation in the Grand Prize (including, without limitation, any travel related thereto); (xii) any difference between the actual value of the Grand Prize and its stated approximate retail value will not be awarded; (xiii) all characteristics and features of the Grand Prize (and of each Grand Prize element), except as otherwise explicitly stated above, are at the Sponsor’s sole and absolute discretion; (xiv) precise travel arrangements are subject to space and flight availability and shall be made at the Sponsor’s sole and absolute discretion; (xv) once booked, travel arrangements may not be changed by the Grand Prize winner and/or their guest; (xvi) certain blackout dates and further restrictions may apply – without limiting the foregoing, the following blackout dates apply to the Grand Prize: Christmas, New Years and all other public holidays in France; (xvii) the Released Parties will not be in any way responsible (and for greater certainty, are not obligated to offer any substitute prize) in the event that any part of the Prize is delayed, postponed, re-scheduled or cancelled for any reason whatsoever (including, without limitation, due to illness or health risks, or any governmental or health authority orders, measures, directives or guidance in response to such illness or risks, such as, without limitation, those that may be implemented to mitigate COVID-19 transmission, or due to any other cause of any kind or nature whatsoever); (xviii) the Sponsor reserves the right to change any of the Grand Prize dates and/or Grand Prize description at its sole and absolute discretion; (xix) the Car Rental portion of the Grand Prize is subject to the following conditions: (a) the Car Rental is subject to the rental car company’s rental terms and conditions (including, without limitation, any terms and conditions that may apply to a driver under twenty-five (25) years of age); (b) named driver must be at least twenty-one (21) years of age, and will be required to provide proof of a valid driving license (license must have been valid for at least one (1) year); (c) any drivers aged 25 or under, or with less than three years’ driving experience, may need to pay a supplementary cost for car rental; (d) a valid credit card in the name of the driver with available funds (value advised upon booking) will be required at the time of rental; and (e) the Sponsor will only be responsible for paying the basic Car Rental fee and will not be in any way responsible for any additional fees or charges incurred (including, without limitation, any additional fees that may apply to a driver under twenty five (25) years of age, excess mileage, vehicle damage, etc.); (xx) the Hot Air Balloon portion of the Grand Prize is subject to the following conditions: (a) Hot Air Balloon is subject to last-minute cancellations due to weather conditions; (b) any individuals who suffer from serious medical conditions or have recently undergone surgery may be asked to provide a medical certificate certifying their fitness to fly - it is the winner and their guest’s sole responsibility to seek advice from their doctor about whether they are able to participate; (c) pregnant women,

Minors under the age of six (6), individuals who weigh more than 120 kilograms (per person), individuals who are shorter than 1.2 meters and wheelchair users are not permitted to participate in the Hot Air Balloon portion of the Grand Prize; (d) Minors who have reached the age of six (6) but have not reached the age of twelve (12) must be accompanied by an adult; and (e) participation in the Hot Air Balloon portion of the Grand Prize may be subject to additional terms and conditions of the Hot Air Balloon prize provider; and (xxi) by participating in the Grand Prize, the winner and their guest each: (a) signify that he/she understands, acknowledges and accepts that participation in the Grand Prize may involve danger and/or exposure to risks and hazards (including without limitation as may be due to the inherent risks associated with the Hot Air Balloon, of travel, and as may be due to possible COVID-19 exposure or infection), whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he/she may suffer damage to personal property, serious personal injury, illness or even death; (b) signifies that he/she acknowledges and agrees that the Released Parties have not made any warranties, guarantees or representations about his/her safety while participating in the Grand Prize; and (c) warrants and represents that he/she has evaluated the nature, scope, and extent of the risks involved, and freely and voluntarily agree and assume any and all risks of personal injury, illness, death arising out of or connected with his/her participation in the Grand Prize.

8. ELIGIBLE WINNER SELECTION PROCESS:

On or about January 7, 2025, at 11:00 a.m. ET (the “**Selection Date**”) at Sponsor’s head office in Schomberg, Ontario, the Sponsor will perform a random draw to select one (1) potential Grand Prize winner, from among all eligible Entries submitted and received in accordance with these Rules.

The odds of winning depend on the number of eligible Entries submitted and received in accordance with these Rules.

9. ELIGIBLE WINNER NOTIFICATION PROCESS:

The Sponsor or its designated representative will make a minimum of two (2) attempts to contact the eligible winner by phone and/or email within five (5) business days of the Selection Date. If the eligible winner cannot be contacted as outline above, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant for the Prize from among the remaining eligible Entries submitted and received in accordance with these Rules in accordance with Rule 8 (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

10. ELIGIBLE WINNER CONFIRMATION PROCESS:

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES. BEFORE BEING DECLARED A CONFIRMED PRIZE WINNER, the eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor’s form of declaration and release); and (b) sign and return within five (5) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, city and province of residence, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. If the eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant for the Prize from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

11. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR’S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of the Website or any other platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant’s or any other person’s computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing,

administrative, or other error of any kind, or for any other reason whatsoever. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <https://www.krown.com/en/privacy-policy/>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by Sponsor, for purposes of verifying compliance by any entrant, Entry and/or other information with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, point of sale, television, print or online advertising and/or any instructions or interpretations of these Rules given by any representative of the Sponsor, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, 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. The parties hereby consent, to the extent permitted by the applicable law, to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Rules or relating to this Contest, and to the extent permitted under the law, without resort to any form of class action (to the extent permitted by law), shall be governed and construed in accordance with the laws of the province of Ontario, and in the event of any dispute, all entrants irrevocably consent to the jurisdiction of the courts located in Ontario, Canada to resolve such disputes.