

BRITA® CANADA DROP CONTEST OFFICIAL RULES

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

1. Eligibility: The Brita® Canada Drop 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 or territory 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 and contractors 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 June 1, 2025 at 12:00 a.m. Eastern Standard Time ("ET") and ends on August 31, 2025 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: There are two ways to enter during the Promotion Period.

A. Make a Qualified Purchase and Upload a Validated Proof of Purchase: All of the following steps must be completed during the Promotion Period.

- 1) Make a Qualified Purchase:** Make an in-store or online purchase in Canada of any Brita product (pitchers, filters, bottles or faucet mounts) of any dollar amount, herein referred to as a "Qualified Purchase." A list of eligible products is attached as Appendix A.
- 2) Register:** Scan the QR code made available on Sponsor's promotional materials or visit www.britadropcontest.ca ("Promotion Site") and follow the directions to submit the online registration form, including your accurate first name, last name, email address, birthdate, complete home address (P.O. Boxes not permitted) and your agreement to be bound by these Official Rules.
- 3) Upload Your "Proof of Purchase":**
 - **For In-Store Purchases:** Take a "Photo" of the one (1) receipt that displays your Qualified Purchase. Your Photo must be clear and legible and display all of the following information: date and time of purchase, retailer, Qualified Purchase, price of the Qualified Purchase and total cost of all purchases made in the transaction.
 - **For Online Purchases:** Upload of your shipping, delivery or pickup confirmation ("Online Proof of Purchase") is required to enter. Online purchase receipts are not eligible. Take a Photo of the one (1) Online Proof of Purchase that displays your Qualified Purchase. Your Photo must be clear and legible and display all of the following information: date and time your order was placed, date your order was picked up or delivered, retailer, Qualified Purchase, price of the Qualified Purchase and total cost of all purchases made in the transaction. Shipping or delivery confirmations must also include the shipping address.
 - Next, Follow the links and instructions to upload the Photo. Photo must not be larger than 10MB and may only be one (1) of the following file types: PEG, PDF, GIF or PNG. Each receipt/Online Proof of Purchase can only be uploaded once. You will receive an email once your receipt/Online Proof of Purchase has been reviewed and approved (a "Validated Proof of Purchase"). The review process will take up to seven (7) business days.
 - **NOTE:** Proof of Purchase documents cannot be given away, exchanged, bartered, auctioned, sold or traded and all Proof of Purchase documents treated in such manner may be void. Entrants who take such actions may be disqualified at Sponsor's discretion.

Upon confirmed upload of one (1) Validated Proof of Purchase you will receive one (1) Contest entry.

OR

B. Enter Without Making a Qualified Purchase: To earn an entry without purchase, print your name, address, email address and date of birth on a piece of paper and mail it in an envelope with proper postage to "Brita Canada Drop Contest," c/o Merkle Inc., 1690 Huron Church Road, Unit #230, Windsor, ON N9C 2L1. You will receive one (1) entry into the Contest. All mail-in entries must be postmarked by August 31, 2025 and received by September 8, 2025. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

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 this Contest. If any additional information provided by entrant is inconsistent with the information provided at registration, 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. Prize Drawing and Winner Requirements: 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 12:00 p.m. ET on September 22, 2025. 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. To claim the prize, the potential winner will be required to sign and return prize claim documents, including a liability waiver and publicity release, which must be received by Sponsor within five (5) 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 prize claim documents 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 within two (2) weeks after winner confirmation.

6. One (1) Grand Prize: A trip for winner and one (1) guest to a 2026 music festival in Canada of winner's choice, subject to ticket availability; entire value of trip prize not to exceed \$15,000 CAD. Trip package includes:

- Round trip, coach-class air transportation for two (2) from a major airport near winner's home to a major airport near selected music festival (each airport determined by Sponsor in its sole discretion);
- Accommodations for the duration of the selected festival at a hotel determined by Sponsor in its sole discretion (single room, double occupancy);
- Two (2) tickets to the selected music festival, subject to availability;
- Transportation gift card up to \$1,000 based on proximity of accommodations to festival. Gift card terms and conditions apply;

- Two (2) Brita gift packages (for winner and guest); and
- \$1,800 CAD in spending money, fulfilled as two (2) gift cards. Gift card terms and conditions apply.

Additional Prize Terms: 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. Trip must be booked at least sixty (60) days prior to departure. 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. 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 travel companion voluntarily assume all risks related to exposure to COVID-19.** If in the judgment of Sponsor air travel is not required due to winner's proximity to trip 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: up to \$15,000 CAD. Actual value may vary based on the music festival selected, length of music festival, proximity of festival to accommodations, 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, festival provider 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 any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

8. Publicity: Except where prohibited, participation in the Contest constitutes winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

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 event or cause beyond Sponsor's control 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. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

10. Limitations of Liability: The Released Parties are not responsible for: (a) any incorrect or inaccurate information, either caused by printing errors or by any of the equipment or programming associated with or utilized in the Contest or provided by entrants; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the Contest including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Contest including but not limited to the processing of entries; (e) late, lost, undeliverable, damaged or stolen mail; or (f) 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 to the receipt, use, inability to 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.

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](#).

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

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ABBREVIATED RULES FOR ADVERTISING

ABBREVIATED RULES for POS and Billboards – Previously Provided

NO PURCHASE OR SCAN NECESSARY. Legal residents of Canada who are the age of majority or older in their province or territory of residence. Contest begins June 25, 2025 and ends August 31, 2025 at 11:59 p.m. ET. Receipt required for in-store proof of purchase; proof of shipping, delivery or pickup required for online purchases. For Official Rules, how to enter without purchase, requirements for valid proof of purchase upload, prize description and odds disclosure, visit www.britadropcontest.ca. Mathematical skill-testing question must be correctly answered to win. 1 trip prize to a 2026 music festival in Canada of winner's choice (subject to ticket availability) with an approximate retail value of up to \$15,000 CAD available to be won. Odds of winning depend upon number of eligible entries received. Void where prohibited. Sponsor: The Clorox Company of Canada, Ltd., 150 Biscayne Crescent, Ontario, L6W 4V3.

Abbreviated rules for Site:

NO PURCHASE NECESSARY. Legal residents of Canada who are the age of majority or older in their province or territory of residence. Begins 6/25/25 and ends 8/31/25. 1 trip prize to music festival in Canada of winner's choice (subject to ticket availability) with an approximate retail value of up to \$15,000 CAD available, odds of winning depend upon number of eligible entries received. Skill testing question required. See Official Rules for how to enter, how to enter without purchase, requirements for valid proof of purchase upload, 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 or older in their province/territory of residence. Begins 6/1/25 and ends 8/31/25. 1 trip prize to music festival in Canada of winner's choice (subject to ticket availability) with an approximate retail value of up to \$15,000 CAD available, odds of winning depend upon number of eligible entries received. Skill testing question required. To enter and for Official Rules, including how to enter without purchase & requirements for a valid proof of purchase upload, visit www.britadropcontest.ca.

Abbreviated Rules for Instagram, TikTok and Facebook:

NO PURCH. NEC., Residents of Canada age of majority or older in their province/territory. Ends 8/31/25. 1 trip prize to music festival in Canada of winner's choice (subject to ticket availability) with approx. retail value of up to \$15,000 CAD available. Skills test req'd. See Rules in Bio for how to enter, how to enter without purchase, requirements for valid proof of purchase upload & all details.

If influencer is advertising, also include: Sponsor: The Clorox Company of Canada, Ltd. (or similar, to make clear who is sponsoring the contest)