

**POST FOODS CANADA PROMOTION
“Breakfast with Jack “
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE.

**OPEN ONLY TO LEGAL RESIDENTS OF CANADA
WHO ARE THIRTEEN YEARS OF AGE OR OLDER AT THE TIME OF
ENTRY.**

The Post Foods Canada Promotion – Breakfast with Jack (“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 November 1, 2021 at 12:00 PM (noon) Eastern Time (“ET”) and ends on Jan 31, 2022 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 residents of Canada who: (i) have reached the legal age of majority in their province/territory of residence at the time of entry; or, (ii) are thirteen years of age or older, but have not reached the legal age of majority in their province/territory of residence at the time of entry (each, a “Minor”) and whose parent/legal guardian has agreed, on such Minor’s behalf and on his/her parent/legal guardian’s own behalf, that each of them will be bound by these Official Contest Rules (the “Official Rules”). Employees, representatives and agents of Sponsor, Contest Administrator, Website Administrator, NBA Properties, Inc., the National Basketball Association (the “NBA”), and the NBA member teams (collectively, the “NBA Entities”), and each of their respective parents, subsidiaries, affiliates, the Contest, 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.
3. 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.
4. **HOW TO ENTER:** During the Contest Period, an eligible Entrant may enter the Contest using one (1) of the following two (2) methods:

With Purchase: During the Contest Period, Entrants may purchase at least one (1) box of participating Post cereal products from a Canadian retailer (an “Eligible Purchase”), available while supplies last. For a list of participating cereal products see Section 12 below. Next, take a photo of the cash register sales receipt dated during the Contest Period, with

your Eligible Purchase(s) clearly identified and the Canadian store at which you made the purchase clearly visible (the “Receipt”). There is no limit to the number of Eligible Purchases per Receipt.

Next visit www.breakfastwithjack.ca (the “Contest Website”) enter a valid email address, and, complete the entry form (the “Entry Form”) with your first and last name, your mailing address, daytime telephone number (including area code); check the box to confirm that you are the age of majority or older in your jurisdiction of residence at time of entering the Contest or that you are a Minor and have the consent of your parent or legal guardian to enter the Contest; and check the box to confirm that you are entering the Contest and are in compliance with these Official Rules. Next, click on the “Upload” button to upload a photo of your Receipt, and click submit. Receipts must be submitted in one of the following formats: .jpg, .jpeg, .png, or .pdf, with a max file size of 20 MB. You will receive one (1) entry for each Eligible Purchase indicated on the Receipt.

LIMITS: There is no limit to the number of entries with purchase per person during the Contest Period. Use (or attempted use) of 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.

Without a Purchase To enter without making a purchase, an eligible Entrant must legibly hand write his/her full first and last name, complete street address, age, daytime telephone number (including area code) and valid e-mail address and an original essay (minimum 100 words) on why they love Post cereals and mail it to: Post Foods Breakfast with Jack Entry, P.O Box 38100 Castlewood, Toronto, Ontario M5N 1B0. Limit of one (1) entry per outer envelope bearing sufficient postage. Mail-in requests must be postmarked during the Contest Period and received by February 3, 2022 to be entered into the Contest. Each Mail-in request will not be returned. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed. You will receive one (1) entry for each eligible mail-in entry received in accordance with these Official Rules.

LIMITS: There is no limit to the number of entries without purchase per person during the Contest Period.

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) 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

There are three (3) prizes available to be won (the "Prizes"), each consisting of a trip for two (2) to attend the Breakfast with Jack event in Toronto. Each Prize consists of:

- 2 round-trip economy airfares between the major gateway airport closest to the winner's residence in Canada to Toronto for winner and one (1) guest;
- 2-night accommodation, standard room (double occupancy);
- \$500 CAD spending money;
- 1 basketball signed by Jack Armstrong;
- 2 tickets and 2 meals at a Toronto Raptors 2021 / 2022 regular season home game for winner and one (1) guest); and,
- Meet and greet breakfast with Jack Armstrong for all three (3) Prize winners and their guests to attend together.

Limit: One Prize per household.

The timing of the Prize will be determined by the Sponsor in its sole discretion. The estimated retail value of each Prize is \$5,500 based on a Calgary departure example. The actual retail value may vary depending on the point of departure city and, should the actual retail value of the Prize be less than \$5,500 CAD, winner will not receive the difference in cash or otherwise. In the event that a Prize winner resides within a 200 km radius of Toronto (as determined by Sponsor in its sole discretion), that Prize winner will receive return luxury ground transportation in lieu of airfare.

Costs of everything not stated above as included in the Prize are the responsibility of each winner, and without limiting the generality of this statement the following costs are the responsibility of the winner: transportation between the winner's residence to the departure airport, all ground transportation in Toronto, gratuities, health insurance, travel insurance, excursions, baggage fees, meals (other than those listed above), beverages, in-room charges, items of a personal nature. Lost or stolen tickets and travel vouchers will not be replaced. It is strongly recommended that the winner and his/her traveling companions purchase accident and baggage insurance. The Contest Entities are not responsible in this respect.

Each winner may be required to provide a valid credit card upon check in at hotel. Each winner and his/her guest must have all necessary documents, including identification to permit travel, or the Prize may be forfeited. It is recommended that each winner and his/her traveling companion obtain sufficient insurance prior to departure.

Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's option. 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. Prizes are subject to any travel advisories that may be issued by the government of Canada.

Alternative Prizing will be provided if an in-person experience cannot be fulfilled.

The following general conditions apply to each Prize: (i) winner and his/her guest must travel on same itinerary and on the dates selected by Sponsor in its sole discretion; (ii) if the

winner does not utilize any aspects of the trip, the trip and/or those aspects not utilized will be forfeited in their entirety and nothing will be substituted in their place; (iii) the Sponsor and/or its representatives reserve the right at any time to place reasonable restrictions on the availability or use of the Prize or any aspect of the Prize; (iv) travel arrangements may only be made through the Sponsor or its agents, travel at a particular time is subject to availability and once booked the trip dates cannot be changed; (v) by accepting the Prize, the winner agrees to waive all recourse against the Released Parties (as defined below) and agree that the Released Parties shall have no liability and will be released and held harmless from any claim, action, liability, loss, injury or damage, including, without limitation, personal injury or death to winner, his/her guest or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason, including the acceptance, possession, use or misuse of the Prize (including travel related thereto) and/or participation in this Contest, or if any part of the trip or any services that form part of the Prize do not prove satisfactory, either in whole or in part; (vi) the winner's traveling companion, or in the case of a Minor, his/her parent or legal guardian, must sign and return to the Sponsor a release form indicating that they waive all recourse against the Released Parties relating to their participation in the prize within the time-frame indicated by the Sponsor. In the event that a winner is a Minor, the winner's guest must be his/her parent or legal guardian. In the event that the winner's guest is a Minor, , the winner must be his/her parent or legal guardian.

By entering this Contest and accepting the Prize, each winner agrees to maintain his/her behaviour in accordance with all applicable laws and generally accepted social practices in connection with participation in any Contest - or prize-related activity. Each Prize winner understands and agrees that Sponsor or prize providers have the right, in their sole discretion, to disqualify and remove the Prize winner and his/her guest from any activity at any time if the Prize winner's or his/her guest's behaviour at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of any Contest Entity or otherwise violates the policies of the prize providers, and in such a case, the Prize winner will still be solely responsible for all expenses related to the prize. Once selected by the Prize winner, his/her guest cannot be changed without the express consent of Sponsor, which may be withheld for any reason.

In connection with attendance at the NBA game, each winner agrees that NBA policies, CDC and/or provincial and municipal health guidelines and the recommendations of health officials must be followed. In addition, Prize winners and their guests should be aware of and comply with government guidelines regarding travel restrictions and mandatory quarantines before and after travel. **Please note that any public location where people are present provides an inherent risk of exposure to COVID-19, and the Contest Entities cannot guarantee that any person will not be exposed during a visit.**

6. WINNER SELECTION AND ODDS OF WINNING:

PRIZE DRAW: A random draw for three (3) potential Prize winners will be held on February 4, 2022 at 10:00 a.m. (ET) in Toronto, ON by an independent contest organization from among all eligible entries received during the Contest Period. The odds of winning a Prize will depend on the total number of eligible entries received during the Contest Period.

7. 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 between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the draw. If a selected entrant cannot be contacted within seven (7) days, by

either email or phone, he/she will be considered to have forfeited the applicable prize and will be disqualified and another entrant may be drawn from the remaining eligible entries. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

To be declared a winner, each selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. Each selected entrant will also be required to sign and return within the time-frame specified a Declaration and Release Form (the "Release Form") (and in the case of a Minor, have his/her parent or legal guardian sign), 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 any travel related thereto 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 .

If a potential winner fails to correctly answer the skill-testing question, is found to be ineligible, declines to accept the prize, fails to return the Release Form within the time-frame provided or in the event that any prize confirmation or prize elements are returned undeliverable, the prize will be forfeited, and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor's sole discretion, however no entrant will be selected after February 28, 2022.

- 8. 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 Receipts, mail-in entries, 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 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.breakfastwithjack.ca.

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 any 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 the Contest Website 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.

9. **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.**

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

11. 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.

12. PARTICIPATING PRODUCTS:

PARTICIPATING PRODUCT
Shreddies 550 g
Shreddies 725 g
Shreddies 1.24 kg
Honey Shreddies 540 g
Honey Shreddies 710 g
Granola Shreddies 495 g
Alpha-Bits 340 g
Honeycomb 400 g
Honeycomb 595 g
Sugar Crisp 365 g
Sugar Crisp 550 g
Weetabix 200 g
Honey Bunches of Oats Almond 411g
Honey Bunches of Oats Almond 1.2 kg
Honey Bunches of Oats Almond 1.4 kg
Honey Bunches of Oats Honey Roasted 411 g
Honey Bunches of Oats Honey Roasted 625 g
Honey Bunches of Oats with real Strawberries 368 g
Shredded Wheat Original Big Biscuit 425 g
Shredded Wheat Original Spoon Size 525 g
Shredded Wheat & Bran Spoon Size 525 g
Cranberry Almond Crunch 1.1 kg
Cranberry Almond Crunch 1.4 kg
Raisin Bran 1.42 kg
Malt-O-Meal Cookie Bites 496 g
Malt-O-Meal Peanut Butter Cups 500 g
Malt-O-Meal Cinnamon Bliss 540 g
Malt-O-Meal Double Chocolate Brownie Crunch 468 g
Malt-O-Meal Honey Graham Bliss 510 g
Malt-O-Meal Honey Oat Medley 620 g
Malt-O-Meal Honey Puffed Delight 550 g
Malt-O-Meal Sweet Wheat Bundles 765 g
Post Honey Maid S'mores 347 g
Post Timbits Chocolate Glazed 326 g
Post Timbits Chocolate Glazed 482 g
Post Timbits Birthday Cake 311 g
Post Timbits Birthday Cake 1 kg
Post Oreo O's 311 g
Post Oreo O's 453 g

Post Tim Hortons Café Mocha 340 g
Post Tim Hortons Café Mocha 900 g
Post Chips Ahoy! 340 g
Grainshop 475 g
Better Oats Original 328 g
Better Oats Apples & Cinnamon 348 g
Better Oats Maple & Brown Sugar 428 g
Barbara's Puffins Original 283 g
Barbara's Puffins Cinnamon 283 g
Barbara's Puffins Peanut Butter 312 g
Barbara's Puffins Gluten Free Multigrain 283 g
Weetabix 400 g
Alpen Muesli Original 650 g
Alpen Muesli No Sugar Added 650 g

© 2021 Post Foods Canada Inc. All Rights Reserved.

© 2021 NBA Properties, Inc., the National Basketball Association (the "NBA"), and the NBA member teams (collectively, the "NBA Entities"). All Rights Reserved.