KitchenAid® Hudson's Bay Stripes Contest

OFFICIAL RULES (the "Rules")

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING.

THE CONTEST IS VALID IN CANADA, EXCEPT QUEBEC, AND IS OPEN ONLY TO ELIGIBLE PERSONS, AS SPECIFIED IN THE RULES BELOW.

By entering the KitchenAid® Hudson's Bay Stripes Contest (the "Contest"), you understand that you are providing your information to Whirlpool Canada LP, a limited partnership established under the laws of Ontario, and represented by its General Partner, WCGP Nova Scotia Co., with offices at 6750 Century Ave, Unit 200, Mississauga, Ontario, L5N 0B7 (the "Sponsor") and the administrator of this Contest, US Sweepstakes & Fulfillment Co. ("Administrator"), OneMagnify, 1630 30th St., STE A593, Boulder, CO 80301("Administrator"). The information you provide will only be used for the administration of this Contest and in accordance with the Sponsor's Privacy Notice. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and/or the Administrator.

1. Contest Period:

The Contest begins at 8:00 am Eastern Time, Thursday, October 29, 2026, and ends at 11:59:59 PM Eastern Time on Thursday November 12, 2026 (the "Contest Period"). Entries submitted after the Contest Period has concluded will be void.

2. Contest Eligibility:

The Contest is only open to residents of Canada, except Quebec, who have reached the age of majority in their province/territory of residence at the time of entry, and who are not (A) an employee, director, officer or retiree of Sponsor, and its respective parents, subsidiaries, affiliates, agents, associates, dealers, representatives, advertising and promotional agencies; (B) members of the immediate family (husband, wife, spouse, common-law partner, son, stepson, son-in-law, daughter, stepdaughter, daughter-in-law, sister, stepsister, sister-in-law, brother, stepbrother, brother-in-law, mother, stepmother, mother-in-law, father, stepfather or father-in-law) of the individuals outlined in (A) and; (C) any person domiciled with the individuals outlined in (A) or (B) (those who meet the requirements and apply are "Entrants").

3. How to Enter:

During the Contest Period, eligible Entrants may enter this Contest online at kitchenaid.ca. Internet access and a valid email address are required to enter. To enter, all three (3) steps outlined below must be completed during the Contest Period:

i. Navigate: Visit the official Contest landing page at https://www.kitchenaid.ca/en_ca/countertop-appliances/hudson-bay-stripes-contest directly or by clicking through promotional links featured on our digital channels.

ii. Complete the entry form: Fill out the online entry form in its entirety, which requires providing your valid email address and any other requested contact information

iii. Opt-in (Optional): Consent to sign up and receive marketing communications from KitchenAid and Whirlpool Canada.

iv. Submit: Click submit to finalize your Contest entry.

Entry Limits: Limit of one (1) entry per valid email address for the duration of the Contest Period. Multiple entries submitted by the same person using the same email address will not increase your chances of winning and any duplicate email address submissions will be void.

4. Random Draw:

A random draw will be conducted by the Administrator on or about November 16, 2026 at approximately 4:00pm ET, from all eligible entries received.

The odds of being selected as a potential winner are dependent upon the number of eligible entries received during the Contest Period. To be declared the winner, the selected entrant must correctly answer a time-limited, skill-testing mathematical question.

Notification: The selected eligible entrant will be contacted via email at the email address used at the time of Contest entry by the Sponsor or the Administrator. Each potential winner is responsible for checking their spam filter. If, after three (3) attempts within a period of five (5) business days, Sponsor or the Administrator is not able to contact the potential Prize winner, or if the selected entrant has not responded to Sponsor's or Administrator's notification within 24 hours of the last notification communication, or if the potential Prize winner is disqualified for any reason (including but not limited to incorrectly answering the mathematical skill-testing question), the potential Prize winner shall forfeit the Prize without any recourse to the Sponsor, the Administrator, or either of its advertising agencies. The Sponsor or the Administrator will then select an alternate potential Prize winner from among all remaining eligible and correct entries. This process will be repeated until such time that a winner is declared.

Declaration and Release: Each selected Entrant will also be required to sign a form of Declaration and Release ("Release Form") or otherwise confirm compliance with the Rules, acceptance of the Prize as awarded, without substitution, and release the Sponsor, the Administrator and each of its dealers, agents, affiliated and related companies, advertising and promotional agencies, the independent judging organization and their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively, the "Releasees") from any liability arising out of or in any way connected with the operation of this Contest and use of the Prize. Each prize winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use or

redemption of the Prize and from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action that relate in any way to the entry. The Release Form must be returned within five (5) business days or the Prize may be forfeited. Upon receipt of the completed Release Form, the Sponsor, the Administrator, or either of their representatives, will inform each winner of details related to how such winner will receive the Prize.

5. Prize: There are ten (10) Prize Packs available to be won, each consisting of One (1) KitchenAid® Artisan® Plus Stand Mixer with Hudson's Bay Stripes Bowl (KSM50CHUXFL: Approximate Retail Value: $599.99), One (1) KitchenAid® Rectangular Baker with Hudson's Bay Stripes (Approximate Retail Value: $59.99), One (1) KitchenAid® Square Baker with Hudson's Bay Stripes (Approximate Retail Value: $39.99), One (1) KitchenAid® set of 2 Ramekins with Hudson's Bay Stripes (Approximate Retail Value: $19.99). The total cumulative Approximate Retail Value (ARV) for all prizes in this contest is $719.96 (each pack of 4 items together, a "Prize"). Each Prize includes delivery to one location in Canada, excluding Quebec. Allow eight (8) weeks after receipt by Sponsor or Administrator of valid executed Release Form and being declared the winner for delivery of Prize. The Prize must be accepted as awarded, without substitution, and is not transferable, assignable, not for resale and has no cash surrender value. Fulfillment of the Prize is based on availability and the Sponsor reserves the right, in the event that the Prize cannot be awarded as described for any reason, to substitute another prize of equal or greater value.

Limit one (1) Prize per selected Entrant and one (1) Prize per household. EACH WINNER IS SOLELY RESPONSIBLE FOR ALL FEDERAL, PROVINCIAL, AND LOCAL TAXES, AND ANY OTHER COSTS AND EXPENSES, ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE. Winners cannot assign or transfer any Prize to another person. No cash alternatives or Prize substitution is allowed except at the sole discretion of the Sponsor. If a Prize cannot be awarded due to circumstances beyond the control of the Sponsor, a substitute prize of equal or greater retail value may be awarded. No refunds, credits or exchanges are allowed. The ARV of any Prize is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. The Prizes are awarded WITHOUT WARRANTY OF ANY KIND, express or implied, without limitation. Each winner's Prize will be shipped to such winner at the address provided on the returned Prize Acceptance Form within approximately sixty (60) days of the conclusion of the Contest Period. Any depictions of Prizes are for illustrative purposes only. Other restrictions may apply.

6. General Rules: The winner of the Prize is subject to verification by the Sponsor, the Administrator and/or either of their designated representatives. An Entrant who submits entries made with multiple addresses, under multiple identities, through the use of any device or artifice to enter multiple times or entries that are in excess of the permitted number of entries for the Contest Period will be disqualified and all entries will be void. Entries generated by a script, macro or other automated means will be disqualified. Sponsor reserves the right to disqualify any Entrant that Sponsor or Administrator determines to be in violation of any term contained in these Official Rules. Sponsor's or Administrator's decision not to enforce a specific provision of

these Official Rules does not constitute a waiver of that provision or of the Official Rules generally. Sponsor and/or Administrator will determine in their sole discretion which entries have satisfied the requirements of these Official Rules.

7. Disputes: If a dispute arises regarding who submitted an entry, the entry will be deemed to be submitted by the individual who is the rightful owner of the email address used to submit the entry.

8. Limitation of Liability: Neither Sponsor, nor Administrator is responsible for: technical failures of any kind, including but not limited to: (i) the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Contest; (iv); electronic or human error which may occur in the administration of the Contest or the processing of entries; (v) any incorrect or inaccurate information, whether caused by Entrants, any of the Sponsor's or Administrator's designees, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (vi) late, lost, undeliverable, damaged or stolen mail; or, (vii) any injury or damage to persons or property, including but not limited to entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. No more than the stated number of prizes will be awarded. If, for any reason, more than the stated number of prizes as set forth in these Official Rules are claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

9. Release: By entering the Contest, each Entrant hereby grants to the Sponsor the unlimited right (but not the obligation) to publish and use, without payment or other compensation and without notice, consent or approval, his/her name, photograph and likeness, address (city/town, province or territory), voice, and the whole or part of any statement or statements he/she has made or makes about the Contest or Prize awarded in any publicity, program or advertising, without geographic limit and in perpetuity, in any medium now known or hereafter devised (including, without limitation, the Internet), and hereby consents unconditionally to any such publication or use without further notice, consent, approval or compensation unless prohibited by law. Sponsor is not obligated to use any of the above-mentioned information or publicity materials, but may do so and may edit such information or materials, at the Sponsor's sole discretion, without further obligation or compensation.

Sponsor, in its sole discretion, may designate the Administrator to handle winner selection and notification tasks on Sponsor's behalf. All federal, provincial, and local laws and regulations apply. By participating, each Entrant agrees to be bound by these Official Rules and the decisions of the Sponsor and any entities it designates to support the Contest, which shall be final in all respects. By participating in this Contest and/or by accepting any prize, each Entrant agrees to release the Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, shareholders, directors, officers and employees (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 Contest and/or acceptance, possession, use, or misuse of a Prize.

For avoidance of doubt, an Entrant's sole remedy for a confirmed erroneous deletion, loss or otherwise destroyed or corrupted Entry shall be another Entry in the Contest, if possible. The Released Parties disclaim any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Contest. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Contest (or any portion of the Contest) at any time for any reason or should a virus, bug, computer problem, unauthorized intervention, extenuating circumstance or other problem/cause corrupt or inhibit the administration, security or proper play of the Contest and, in such situation, will randomly select the winner from eligible non-suspect entries received prior to and/or after such action or in such manner as deemed fair and appropriate by the Contest entities (Sponsor and Administrator as applicable). Sponsor and Administrator may prohibit Entrant from participating in the Contest or winning a Prize if, in their sole discretion, they determine Entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any other unfair practices or intending to annoy, abuse, threaten or harass any other Entrants or Contest entities. CAUTION: ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST ENTITIES RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. BY PARTICIPATING IN THE CONTEST, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST, OR ANY AWARD AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED TWO HUNDRED FIFTY CANADIAN DOLLARS ($250.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; AND 3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU. Entrants expressly agree not to use or associate the Contest or the Prize with the name, voice, likeness, image, brand, trademark, or any other intellectual property of any celebrity, brand, company, or public figure without the prior written consent of Sponsor.

10. Property: All entries become the permanent property of the Sponsor and none will be returned. No correspondence will be entered into, except with the selected Entrant(s). The Contest is subject to all applicable Canadian federal, provincial and local laws and regulations.

This Contest is VOID WHERE PROHIBITED BY LAW AND IS EXPRESSLY NOT OPEN TO PARTICIPATION BY RESIDENTS OF ANY JURISDICTION OTHER THAN CANADA.

The decisions of Sponsor in relation to this Contest, will be final and binding on all Contest entrants, subject to what is otherwise provided in these Rules. Neither the Sponsor, nor the Administrator shall be responsible for incorrect or inaccurate transcription or registration of Contest entry information, technical malfunctions, lost / delayed / incomplete / interrupted / misdirected / stolen / illegible / deleted data / network transmissions, line failures of any telecommunication network, failure of computer equipment, software, websites, inability to access any online service or web site, inability to submit the entry or any other malfunction or human or technical error, or any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest, or for late, lost, stolen, postage due, illegible, undelivered or misdirected entries.

For a copy of the rules and/or a list of winners, where permitted by law, send a self-addressed stamped envelope to Whirlpool Canada LP, 6750 Century Ave, Unit 200, Mississauga, Ontario, L5N 0B7, Attention: Marketing Department. Requests must be received no later than December 31, 2026.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or time frames stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any Entrant or entry with these Rules, or as a result of technical 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.

The Contest is subject to all Federal, Provincial and local laws, as well as the rules adopted in view of said laws. All issues and questions concerning the construction, validity, interpretation and enforceability of the Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario 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.

11. Privacy: Whirlpool Canada LP respects your right to privacy and works at all times to comply with all applicable data protection and privacy laws. Except as expressly set out in these Rules, in Whirlpool Canada's Privacy Notice (available at https://www.whirlpoolcorp.com/privacy-policy.html), or as otherwise agreed to by the Entrants, any personal information provided in connection with this Contest will only be collected, used and disclosed by Whirlpool Canada LP and its third party partners and service providers for the purposes of administering and conducting this Contest, and sending of commercial messages as consented to, including, without limitation, verification of eligibility and identity and awarding and delivering Prize.

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