

Date: March 19, 2026
Client: Pep/P&G Canada
Promotion: The PBS 2026 Stanley Cup® Final Sweepstakes
Regarding: Official Rules- Final

THE PBS 2026 STANLEY CUP® SWEEPSTAKES OFFICIAL RULES (“Official Rules”)

NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

1. **Timing:** The PBS 2026 Stanley Cup® Final Sweepstakes (the “**Sweepstakes**”) begins April 9, 2026 at 12:00:00 p.m. Eastern Time (“**ET**”) and ends May 13, 2026 at 11:59:59 p.m. ET (the “**Sweepstakes Period**”). Sponsor’s computer is the official time-keeping device for the Sweepstakes.
2. **Eligibility:** The Sweepstakes is open only to legal residents of Canada who reached the age of majority in their province or territory of residence as of the last day of the month prior to date of entry. Employees, officers, directors, agents and representatives of Procter & Gamble Inc. (the “**Sponsor**”), the National Hockey League (“**NHL**”), its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC (the foregoing NHL entities collectively, the “**NHL Entities**”), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies, including Don Jagoda Associates, Inc. (“**Administrator**”), and their immediate family members (spouses, parents, children, and siblings and their spouses) and/or household members of each (whether related or not), are not eligible to participate or win. Void outside Canada and where prohibited by law. All applicable federal, provincial, territorial, municipal and local laws and regulations apply. For any concerns related to the Sweepstakes, contact Sponsor.
3. **How to Enter: There is NO PURCHASE NECESSARY to participate in the Sweepstakes. A purchase does not increase your chances of winning.**
 - a. **Enter Online:** You may enter the Sweepstakes by visiting pgbrandsaver.ca/signup/NHL (the “**Website**”) to sign up or log in to your P&G brandSAVER account and complete the on-screen registration form to receive one (1) entry into the random drawing. There is no cost to register for P&G brandSAVER. During the Sweepstakes Period, if you purchase any participating P&G product at any retailer you may upload a photo of your receipt to receive five (5) additional entries into the Sweepstakes for each participating P&G product you purchased. **Tampax, Always, Puffs, Vicks, Charmin and Bounty products are not eligible for this Sweepstakes.** Receipts must be itemized, store identified, dated and show a participating P&G product(s) purchased within the Sweepstakes Period. Each eligible product shown on a receipt will earn five (5) entries into the Sweepstakes. Photo or screenshot must be JPEG, PNG, or BMP format only. Entries are subject to verification. Limit twenty (20) total products for a total limit of one hundred one (101) entries via the Website during the Sweepstakes Period.
 - b. **Enter by email:** During the Sweepstakes Period, you may enter the Sweepstakes by sending an email to pbsstanleycupsweps@dja.com to receive six (6) entries into the Sweepstakes. The email must include your first and last name, street address (no P.O. Boxes), city, province, postal code, and month and year of birth. Entries must contain all information to be eligible, otherwise the entry will be void.

All entries must be received by May 13, 2026 at 11:59:59 p.m. ET in order to be eligible. Any attempt by any entrant to enter by using multiple/different email addresses, mailing addresses, identities, registrations and logins, or any other methods will void such entries and that entrant may be disqualified. Use of any automated or computer

system to participate online is prohibited and will result in disqualification. Normal Internet/phone access and data/usage charges imposed by your online/phone service may apply.

- 4. Privacy:** Information collected from entrants is subject to Sponsor's Privacy Policy at <https://privacypolicy.pg.com/en-CA/> and will be used and disclosed for the purpose of administrating this Sweepstakes. This section does not limit any other consent(s) that an entrant may provide the Sponsor in relation to the collection, use and/or disclosure of their personal information. Your personal information will be governed by the Sponsor's Privacy Policy and it may be used by the Sponsor and its third-party service providers inside and outside Quebec and Canada. By providing us with your information, you consent to the transfer of your data to jurisdictions outside your province and/or country of residence, which may have different data protection rules governing personal information.
- 5. Random Drawing:** One (1) potential Grand Prize winner and ten (10) potential First Prize winners will be selected in a random drawing on May 14, 2026, at 9:00:00 a.m. ET, from among all eligible entries received within the Sweepstakes Period. The drawing will be conducted by Administrator (at their offices in Melville, NY USA), an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. Odds of winning are dependent upon the total number of eligible entries received during the Sweepstakes Period.
- 6. Winner Notification:** Potential winners will be notified by email on or about the drawing date listed above. To be declared a winner, selected entrants must first complete a written Declaration and Release Form ("**Release**") confirming compliance with the Official Rules and correctly answer, unaided, a time-limited mathematical skill-testing question to be administered by email. Potential winners will be required to sign and return the Release via email to the address stated on the Release within two (2) business days of notification. Failure to reach a potential winner within two (2) business days of notification, return notification as undeliverable, or if a potential winner otherwise does not meet all Sweepstakes conditions, will result in all rights to the prize to be forfeited and an alternate winner may be selected, time permitting. By responding to the email notification, the potential winners provide their express consent to electronic communications with the Sponsor and Administrator for the purposes of administrating this Sweepstakes and prize fulfillment. Potential winners are responsible for checking their email for winner notification. No correspondence pertaining to this Sweepstakes will be entered into except with potential winners.
- 7. Prizes and Approximate Retail Value ("ARV"): Grand Prize (1):** A 3-day/2-night trip ("**Trip**") for winner and one (1) travel companion to travel to the applicable location of the 2026 Stanley Cup® Final (the "**Game Site**") for the purpose of attending one (1) game of the 2026 Stanley Cup® Final (the "**Game**"), selected in Sponsor's sole and absolute discretion. The Game is currently scheduled to take place in June 2026 - however, the Game date is subject to change. Prize includes: Two (2) Game tickets for the winner and one (1) travel companion to attend one (1) game of the 2026 Stanley Cup® Final, round-trip economy class air transportation from major commercial airport nearest winner's home to the Game Site and returning from the Game Site and two (2) nights hotel accommodations (double occupancy) near the Game Site. The ARV of the Grand Prize is CAD \$8,000. Trip must be taken on the date(s) specified by the Sponsor or Grand Prize will be forfeited with no compensation. Restrictions and blackout dates may apply. The actual retail value of the Grand Prize may vary depending on Grand Prize winner's city of departure, and any difference in value will not be awarded. Grand Prize winner and travel companion must travel on the same itinerary. Airline carrier's regulations and conditions apply. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles or hotel loyalty points. All travelers must have valid travel documents/passports/visas prior to departure. Grand Prize winner's travel companion must be the age of majority in their province or territory of residence at time of travel or winner must be the parent or legal guardian of travel companion under the age of majority. Travel companion or winner, as parent/legal guardian of a minor travel companion, must complete a Release of Publicity and Liability prior to departure. Failure to obtain required travel documents by winner and travel companion may result in forfeiture of Grand Prize. Grand Prize winner will be required to provide a credit card upon hotel check-in. All expenses and costs not expressly listed above, including, but not limited to, taxes, insurance, ground transportation, baggage check-in fees, telephone charges, room service

and laundry services, personal expenses, gratuities, entertainment, transfers, incidental charges, or any other items not specifically described in these Official Rules are solely the responsibility of the Grand Prize winner/travel companion. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of Grand Prize (or portion thereof, including travel). Grand Prize winner and travel companion will be required to follow any applicable protocols that may be applicable at time of travel. No transfer, substitution or cash equivalent for Grand Prize (or portion of prize) will be permitted, except at the sole discretion of the Sponsor and in such circumstance, an alternate prize (or portion of prize) of equal or greater value (as determined solely by Sponsor) will be awarded and the Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided. Acceptance of the Grand Prize constitutes permission for the Sponsor and its agencies to use Grand Prize winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. Lost, mutilated, or stolen Game tickets will not be replaced by Sponsor. In the event the Grand Prize winner or travel companion engages in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the Trip and/or eject the Grand Prize winner and travel companion, in whole or in part from any activity, and send them home with no further compensation to the winner, as applicable. The Grand Prize and each component thereof are awarded "as is" without any warranty of any kind except as required by law. Grand Prize winner and travel companion must abide by all venue policies and regulations, including without limitation all health and safety protocols, and ticket terms and conditions at all times. The Sponsor and the NHL Entities are not responsible if the Game is postponed or canceled. **First Prize (10):** A CAD \$300 NHLShop.ca e-gift card. Separate e-gift card terms and conditions apply. No transfer or substitution of any prize is permitted, except at the Sponsor's sole discretion. In such cases, an alternate prize of equal value will be awarded, fulfilling the Sponsor's obligation, with no other additional compensation provided.

- 8. General Rules:** By participating in the Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and/or Administrator which are final. Winning a prize is contingent upon fulfilling all requirements set forth herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Entries become the property of the Sponsor and none will be acknowledged or returned. The Sponsor accepts no liability for printing errors on material(s) distributed for this Sweepstakes nor will any responsibility be taken for lost or late entries or for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Website or the Sweepstakes or by any human error which may occur in the processing of the entries in the Sweepstakes or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the website or Sweepstakes. In the event of a dispute as to any entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Winners may be required to show proof of being the authorized account holder of the email address provided at time of entry. Proof of entering information via the Website does not constitute proof of delivery or receipt of such information. Sponsor is not responsible for the failure of any entry to be received by Sponsor on account of technical problems or congestion on the internet or at any website. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or Website; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or website 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. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security,

fairness, integrity or proper conduct of the Sweepstakes, then the Sponsor reserves the right, at its sole discretion, to cancel the Sweepstakes, in whole or in part, a notice will be posted online and a random drawing to award the prizes will be conducted from among all eligible entries received prior to cancellation. Sponsor reserves the right to modify the Sweepstakes or disqualify entrant if fraud, misconduct or technical failures destroy the integrity to the Sweepstakes as determined by the Sponsor, in its sole discretion.

- 9. Release:** Without limiting any other provisions of these Official Rules, by accepting a prize, winners (and travel companion) agree to release and hold harmless the Sponsor, Administrator, the NHL Entities and their agencies, suppliers, and each party's respective subsidiaries, affiliates, officers, directors, employees, representatives and agents, from and against any and all claims or cause of action including but not limited to any injury, loss, cost or damages caused, or claim to be caused of any kind, including death and property, sustained due in whole or in part, directly or indirectly, from entry submission, the acceptance, possession, use or misuse of the prize or parts thereof, if applicable or participation in the Sweepstakes or Sweepstakes-related activity. By entering the Sweepstakes, you hereby represent and warrant that you have read these Official Rules and are fully familiar with its contents.
- 10. Publicity:** By accepting a prize, winners agree to be governed by these Official Rules, and, if requested, agree to have his/her name and address (city and province only) in a winner list. Winners further agree to allow the Sponsor to use his/her name, address (city and province only) and photograph in perpetuity without compensation for advertising or other purposes worldwide, in any and all media now known or hereafter devised, including the Internet, without compensation related to this Sweepstakes.
- 11. Governing Law:** All issues concerning this Sweepstakes shall be dealt with in accordance with the laws of the Province of Ontario. Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of, or connected with the Sweepstakes or the prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the province of Ontario; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event lawyer's fees; and (c) notwithstanding the foregoing, entrant waives the right to claim any damages, whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages.
- 12. Winners List:** For a winners list, available after June 7, 2026, for a period of at least 30 days, send a 3" x 5" paper with your complete name and address and sufficient postage to be mailed to the USA to: The PBS 2026 Stanley Cup® Final Sweepstakes Winners, Dept. AL, P.O. Box 7760, Melville, NY 11775-7760 USA.
- 13. Sponsor/Administrator:** The Sponsor of the Sweepstakes is Procter & Gamble Inc., 5160 Yonge Street, Floor 14, Toronto, ON M2N 6L9. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747 USA.

The NHL and its related entities are not sponsors or administrators of this Sweepstakes. Entrants are providing information to Sponsor and not to the NHL and its related entities.

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