

Date: February 11, 2021
Client: P&G Canada
Promotion: The P&G Good Everyday Canada Sweepstakes
Regarding: Official Rules- Final

Legal Disclaimer Copy to be included in any Advertising that Mentions the Sweepstakes:

*NO PURCHASE NECESSARY. Open only to legal residents of Canada who have 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. Void outside Canada and where prohibited. The P&G Good Everyday Canada Sweepstakes begins at 12:00:00 a.m. ET on 2/22/21 & ends at 11:59:59 p.m. ET on 6/30/21. 6 Prizes available to be won, each with an approximate retail value of either \$100, \$180 or \$174 CAD. Mathematical skill testing question required. Odds of winning depend on total number of eligible entries received for each Entry Period and prize. Sponsored by Procter & Gamble Inc. For Official Rules visit pggoodeveryday.ca.

Social Disclaimer Copy

*NO PURCHASE NECESSARY. Open only to legal residents of Canada, age of majority. Closes 11:59:59 p.m. ET on 6/30/21. Visit pggoodeveryday.ca for Official Rules.

THE P&G GOOD EVERYDAY CANADA SWEEPSTAKES

OFFICIAL RULES

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

1. **Timing:** The P&G Good Everyday Canada Sweepstakes (the “**Sweepstakes**”) begins 12:00:00 a.m. Eastern Time (“**ET**”) on February 22, 2021 and ends at 11:59:59 p.m. ET on June 30, 2021 (the “**Sweepstakes Period**”). The Sweepstakes Period will consist of two (2) entry periods (each an “**Entry Period**”), as described in the chart below. Each Entry Period will begin at 12:00:00 a.m. and end at 11:59:59 p.m. on the dates listed in the chart below. Sponsor’s computer is the official time-keeping device for the Sweepstakes.

Entry Period	Start Date	End Date	Drawing Date
1	2/22/2021	4/30/2021	5/10/2021
2	5/1/2021	6/30/2021	7/8/2021

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 of Procter & Gamble Inc. (the “**Sponsor**”), 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 provincial, territorial, municipal and local laws and regulations apply.
3. **How to Enter: No purchase necessary.** There are 2 ways to enter the Sweepstakes as described below.
- a.) **Enter online via pggoodeveryday.ca:** You may enter the Sweepstakes by visiting pggoodeveryday.ca and completing the on-screen registration form to log in or register to become a member and start earning points. Terms and Conditions apply to rewards points. Once registered and you have accumulated at least fifty (50) points, you may redeem fifty (50) of your points for one (1) entry into the applicable drawing and prize you wish

to enter for. All entries must be received by 11:59:59 p.m. ET on the end date of each Entry Period in order to be eligible for that Entry Period only (as you have indicated on your entry).

- b.) **Enter via mail:** On a plain piece of 3"x 5" paper, hand print your first and last name, street address (no P.O. Boxes), city, province, postal code, month and year of birth and e-mail address. Mail your entry in an envelope no larger than #10 (business-size envelope) with sufficient postage affixed to mail to the USA, to: The P&G Good Everyday Sweepstakes Canada Entries, P.O. Box 7703, Melville, NY 11775-7703 USA. On the outside of the envelope, you must hand print the prize you would like to be entered for (see website for specific categories). Mail in entries that do not state a prize on the outside of the envelope will be disqualified. Mail in entries must be postmarked by the end date of each Entry Period and received within seven (7) days of the end date of each Entry Period to be eligible for that Entry Period's drawing. Entries must contain all information to be eligible, otherwise the entry is void. This mode of submission provides the Sponsor and/or Administrator consent to contact entrant by email if entrant is a potential winner of the Sweepstakes. No mechanically reproduced/photocopied mail in entries permitted.

Entries will not roll over to subsequent Entry Periods, if any. 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 participants is subject to Sponsor's Privacy Policy at https://www.pg.com/privacy/english/privacy_statement.shtml 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.
5. **Random Drawings:** Three (3) winners (one for each prize as described below) will be selected for each Entry Period in random drawings on the drawing dates listed in Rule #1, on or about 9:00 AM ET, from among all eligible entries received/postmarked within the Entry Period for each prize. The drawings will be conducted by Don Jagoda Associates, Inc. (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/postmarked for each Entry Period and for each prize.
6. **Winner Notification/Prize Redemption:** Potential winners will be notified by email on or about the drawing dates 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 skill testing question to be administered by email. Selected entrants will be required to sign and return via email to the address stated on the Release within five (5) business days of notification. Failure to reach a potential winner after three (3) attempts within five (5) business days of notification, return notification as undeliverable, or 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. Unclaimed prizes will not be awarded. No correspondence pertaining to this Sweepstakes will be entered into except with potential winners. Prizes will be awarded and delivered to the confirmed winners by the Administrator.
7. **Prizes and Approximate Retail Values ("ARV"): A total of six (6) prizes to be awarded (3 per Entry Period).**

Entry Period	Prize	ARV (\$CAD)
1	A Sponsor specified clothing retailer gift card	\$100
	A Sponsor specified electronics retailer gift card	\$100
	A Sponsor specified P&G prize pack	\$180
2	A Sponsor specified clothing retailer gift card	\$100
	A Sponsor specified electronics retailer gift card	\$100

	A Sponsor specified P&G prize pack	\$174
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The prizes must be accepted as awarded. No transfer, substitution, refund or cash equivalent for the prizes (or portion of prizes) will be permitted, except at the sole discretion of the Sponsor and in such circumstance, an alternate prize (or portion of prize) of equal 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. Actual value of prizes may vary based on local market conditions. Winners will not receive any monetary difference between actual prize and the stated approximate retail value. Gift card terms and conditions apply. Limit one (1) prize per person.

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, late, illegible, postage-due mailed 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 online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. 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 or delay due to postal services. 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, but subject to giving notice in Quebec to the Regie des alcools, des courses et des jeux to cancel the Sweepstakes, in whole or in part, a notice will be posted online and random drawings to award the prizes will be conducted from among all eligible entries received per Entry Period and prize 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 agree to release and hold harmless the Sponsor, Administrator, its agencies, suppliers, and each party's respective subsidiaries, affiliated companies, officers, directors, employees and agents, from and against any and all claims or cause of action including but not limited to any injury, loss, cost or damages of any kind to persons, including death and property, damages sustained due in whole or in part, directly or indirectly, from entry creation, the acceptance, possession, use or misuse of a prize or parts thereof, if applicable or participation in the Sweepstakes or

participation in any Sweepstakes or 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 rules, and, if requested, agree to have his/her name and address (city and province only) in a winners' 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. You agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with the Sweepstakes or any 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, you waive the right to claim any damages, whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages. For residents of Quebec, any litigation respecting the conduct or organization of a 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.
- 12. Winners' List:** To receive a Winners List by email, send an email to: winners@dja.com with The P&G Good Everyday Canada Sweepstakes (01-2802-34) as the subject line. Requests must be received by July 31, 2021.
- 13. Sponsor/Administrator:** The Sponsor of the Sweepstakes is Procter & Gamble Inc., 4711 Yonge Street, Toronto, ON M2N 6K8 CA. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc. 100 Marcus Drive, Melville, NY 11747 USA.