P&G brandSAVER Big Game Sweepstakes 2027
OFFICIAL RULES
NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES.
A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

1. **Timing:** The P&G brandSAVER Big Game Sweepstakes 2027 (the "**Sweepstakes**") begins 12:00:00 a.m. Eastern Time ("**ET**") on November 20, 2026 and ends at 11:59:59 p.m. ET on January 17, 2027 (the "**Sweepstakes Period**").

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**") the NFL Entities (as defined below) 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: 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 https://pgbrandsaver.jebbit.com/gxlxwqfo?L=Full+Page 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. Limit one (1) online entry per person.

   b.) Enter by Email: You may earn a Sweepstakes entry without signing up for P&G brandSAVER by sending an email to PBSSuperbowl27Sweeps@DJA.com. The email must include your first and last name, mailing address and month and year of birth to receive one (1) entry into the random drawing.

   All entries must be received by 11:59:59 p.m. ET on January 17, 2027 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 entrant is subject to Sponsor's Privacy Policy available 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 individual 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:** Two (2) potential Grand Prize winners and ten (10) potential First Prize winners will be selected in a random drawing on or about 9:00 a.m. ET on January 18, 2027, from among all eligible entries received during the Sweepstakes Period. The drawing 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.

6. **Winner Notification/Prize Redemption:** Potential winners will be notified by email on or about the drawing date listed above. To be declared the winner, selected entrant 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. Selected entrants will be required to sign and return via email to the address stated on the Release within twenty-four (24) hours of notification. Failure to reach potential winner after stated deadline, return notification as undeliverable, or 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 Values ("ARV"): Grand Prize (2):** A 4-day/3-night trip for winner and one (1) guest to Super Bowl LXI on February 14, 2027, in Englewood, California, USA ("**Trip**"). Trip includes round trip economy air transportation from major airport nearest winner's home, three (3) nights' hotel accommodations (based on double occupancy), two (2) tickets to Super Bowl LXI and a CAD$100 gift card for ground transportation. The ARV of each Grand Prize is CAD$25,000. The actual retail value of the prize may vary depending on winners province of departure, and any difference in value will not be awarded. Winners and respective guests 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 prior to departure (government approved ID and passport). Winners' guests must be 18 years of age or older, unless guest in the minor child/ward of winner. Guests or winners, as parent/legal guardian of minor guest, must complete a Release of Publicity and Liability prior to departure. Failure to obtain required travel documents by winner and guest may result in forfeiture of prize. Winners 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, telephone charges, room service and laundry services, personal expenses, gratuities, entertainment, transfers, incidental charges, transportation to/from Super Bowl LXI, or any other items not specifically described in these Rules, any transportation not mentioned within the above prize description and all expenses for any of the foregoing are solely the responsibility of the winners/guests. No responsibility or liability is assumed for damages, losses or injury resulting from acceptance or use of prize (or portion thereof, including travel). Winners and guests will be required to follow any applicable protocols that may be applicable at time of travel or as related to the venue. Prizes must be used on dates specified or prize may be forfeited. Sponsor reserves the right to disqualify any winner and void prize that appears to have been offered for sale, sold, or otherwise transferred.

Lost, mutilated, or stolen tickets will not be replaced by Sponsor. Sponsor is not responsible if Super Bowl LXI is delayed, postponed, or cancelled for any reason due to circumstances beyond Sponsor's control. ln the event any winner or guest 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 eject that winner and their guest, in whole or in part, with no further compensation to the winner, as applicable. The prizes and each component thereof are awarded "as is" without any warranty of any kind except as required by law. Winners and guests must abide by all venue policies and regulations, including without limitation all health and safety protocols, and ticket terms and conditions at all times. For the avoidance of doubt, unused tickets cannot be refunded, exchanged or applied towards tickets for any subsequent NFL game/event/exhibition or for cash. Sponsor, Administrator or the NFL Entities and/or venue operator reserve the right to remove or to deny entry to the winner or guest who engages in a non-sportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person at the game or otherwise violates the applicable fan code of conduct. NFL game tickets awarded as the prize may not be resold, offered for resale, or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and prize forfeiture. **First Prize (10):** a CAD$100 NFLShop.ca Gift Card. Separate gift card terms and conditions apply. No transfer, substitution or cash equivalent for any 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 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 a prize constitutes permission for the Sponsor and its agencies to use winners names and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.

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 the 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 (or associated with entrant's P&G brandSAVER account) will be deemed to be the entrant. Winner may be required to show proof of being the authorized account holder of the email address provided. 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. Entrants/winners/guests irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL International LLC and each of their respective direct and indirect subsidiaries, affiliates, owners, shareholders, officers, directors, agents, representatives and employees (collectively, the "**NFL Entities**") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

9. **Release:** Without limiting any other provisions of these Official Rules, by accepting a prize, winner agrees to release and hold harmless the Sponsor, Administrator, its agencies, suppliers, the NFL Entities 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 the 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 agrees to be governed by these rules, and, if requested, agree to have their name and address (city and province only) in a winner list. Winners further agrees to allow the Sponsor to use their 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 prize 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.

12. **Winner List:** For a winners list, available after February 28, 2027 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: P&G brandSAVER Big Game Sweepstakes 2027, 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 NFL and its affiliated entities have not sponsored this Sweepstakes in any way.