

Canada Beef Contest Rules and Regulations Canadian Beef Virtual Ambassadors Naming Contest

1. CONTEST PERIOD. The **Canadian Beef Virtual Ambassadors Naming Contest** (the "**Contest**") is run by Canada Beef (the "**Contest Sponsor**") as the sole operator and provider of the Contest. The Contest will be conducted in Canada (excluding Quebec). The Contest will be in English only. Contest entries will be accepted from **August 17, 2026** (8:00 AM Mountain Time) to **October 8, 2026** (11:59 PM Mountain Time), (the "**Contest Period**"). Entries must be received during the Contest Period.

2. ELIGIBILITY. You may enter the Contest if (a) you are a legal resident of Canada (excluding Quebec); and (b) you have reached the age of majority in your province or territory of residence. By entering this Contest, you are signifying your agreement that you have read and agree to be legally bound by these official Contest Rules and Regulations (the "**Rules**").

3. NON-ELIGIBLE INDIVIDUALS. Employees and staff of the following: Contest Sponsor, the advertising agency responsible for administering the prize draw, and any of their respective affiliate organizations, subsidiaries, related companies and associations (excluding provincial and national cattle producer associations and any Canadian beef producers), successors, assigns, agents, professional advisors, advertising and promotional agencies (collectively, the "**Contest Parties**"), and immediate families of each and persons living in the same households as such individuals.

4. METHOD OF ENTRY

4.1 For Contest entry, visit canadabeef.ca/chat or cdnbeef.ca (each a "**Contest Page**") then each person ("**Entrant**") must **complete the Contest entry form**, by submitting (i) at least one (1) proposed name for either of the new digital Canadian Beef Expert ambassador characters to be featured on Canada Beef's retail gateway platform (each a "**Proposed Name**"); (ii) Entrant's full name; (ii) Entrant's e-mail address; and (iii) Entrant's province of residence. Each Entrant may submit up to two (2) Proposed Names (one for each Canada Beef Expert virtual assistant), but submission of at least one (1) Proposed Name is required for a valid entry. For clarity, the submission of Proposed Names for both characters constitutes a single Contest entry, not two separate entries. The submission of a Proposed Name is a condition of entry only and does not constitute a skill-based element of the Contest.

If it is discovered by the Contest Sponsor (using any evidence or other information made available to or otherwise discovered by the Contest Sponsor) that any Entrant has attempted to: (i) exceed any of the limits stated in these Rules; and/or (ii) use multiple names, identities, e-mail addresses and/or any automated, macro, script, robotic or other system or program to enter or otherwise participate in or disrupt this Contest, then such Entrant may be disqualified from the Contest in the sole and absolute discretion of the Contest Sponsor.

4.2. There is no purchase necessary to enter the Contest. No entries will be accepted by any other means. There is a limit of one (1) entry per person. In the case of multiple entries, only the first eligible entry will be considered.

4.3 Ownership and Assignment of Proposed Names. As a condition of entry, each Entrant hereby assigns to the Contest Sponsor all right, title, and interest in and to each Proposed Name submitted, including all intellectual property rights therein, and waives all moral rights in and to each Proposed Name (and each component thereof) in favour of the Contest Sponsor. Each Entrant acknowledges that the Contest Sponsor will have the perpetual right throughout the world to publish, upload, display, reproduce, modify, edit or otherwise use any Proposed Name, including, without limitation, on the Contest Sponsor's websites, social media accounts, and/or for advertising or promoting the Contest or for any other reason, without separate compensation to the Entrant or any other person or entity. The Contest Sponsor is under no obligation to use any Proposed Name and reserves the right to modify any Proposed Name in its sole and absolute discretion.

4.4. Representations and Warranties. By submitting a Proposed Name, each Entrant represents and warrants that: (a) the Proposed Name is an original work to the Entrant on their part and have not been copied, in whole or in part, from any other work; (b) the Proposed Name does not infringe upon the intellectual property rights, proprietary interests, or other statutory or common law rights of any third party;

(c) the Proposed Name does not contain any material or language that is libelous, defamatory, indecent, profane, obscene, or offensive and does not violate any laws; and (d) the Entrant has full right and authority to assign the Proposed Name to the Contest Sponsor as contemplated by these Rules.

5. **PRIZE.** There are a total of **eleven (11) prizes** available to be won by eleven (11) Entrants, as follows (together, the "**Prize(s)**"):

- a) One (1) Grand Prize: Consisting of a 4-Burner LP Gas Griddle BBQ with Stainless Steel Cooktop, 36-in barbeque (the "**Grand Prize**") with an approximate retail value of \$699.99 CAD.
- b) Ten (10) Prizes: Each consisting of one (1) \$200 CAD Visa gift card (each a "**Visa Gift Card Prize**"). Approximate retail value of each Visa Gift Card Prize is \$200 CAD.

Some restrictions apply. Visa Gift Card Prizes and the Grand Prize are subject to the terms and conditions of the Visa gift card issuer, the fulfilling retailer as applicable. The Contest is not sponsored, endorsed, administered by, or associated with Napoleon, any fulfilling retailer, Visa Inc. or any of their respective affiliates.

6. ODDS OF WINNING/WINNER SELECTION/NOTIFICATION

6.1. **Odds of Winning.** The odds of winning a Prize will depend on the total number of eligible entries received during the Contest Period.

6.2. **Winner Selection.** Once the Contest Period closes, all valid entries will be entered into a random draw for each of the Prizes in the order presented in Section 5 above. The random draws will be final and binding. The random Prize draw will be held on **October 22, 2026** (at approximately 2:00 PM Mountain Time), in Calgary, Alberta (the "**Draw Date**").

6.3. **Notification.** A representative of the Contest Sponsor will attempt to contact each Entrant winner (the "**Potential Winner(s)**") three (3) business days after the Draw Date to notify each Potential Winner. Three (3) attempts to contact each Potential Winner will be made (within business hours Mountain Time).

At the end of the Contest Period, any Potential Winners selected must correctly answer a mathematical skill-testing question and complete a declaration and release document to be deemed a winner ("**Winner**"). Proof of identification must be provided upon request.

In the event that a Potential Winner (a) cannot be contacted within three (3) business days after the Draw Date, or if there is a return of a notification as undeliverable; (b) fails to correctly answer the mathematical skill-testing question; (c) fails to return the properly executed Contest documents within the specified time; (d) cannot accept (or is unwilling to accept) the Prize as awarded for any reason; and/or (e) is determined to be in violation of these Rules (all as determined by the Contest Sponsor in its sole and absolute discretion); then they will be disqualified and an alternate Potential Winner will be drawn at the Contest Sponsor's sole discretion.

7. AWARDING OF PRIZES

7.1. **To be declared a Winner,** a Potential Winner, in addition to meeting the Contest eligibility criteria and otherwise complying with the Rules, must: be reached by e-mail or phone by the Contest Sponsor or its representatives within three (3) business days immediately following the draw of the Potential Winner; have correctly answered a mathematical skill-testing question; sign and have witnessed declaration and release documentation in a form satisfactory to Contest Sponsor, and return it to the address indicated in the documentation for it to be received within seven (7) business days following its delivery by the Contest Sponsor or its representatives. Unless otherwise set out herein, no communication or correspondence will be exchanged with Entrants except with those selected as Potential Winners.

7.2. **Prize and Delivery of Prize:** The approximate retail value of each Prize is expressed in CAD. Following receipt of each Potential Winner's correctly answered mathematical skill-testing question, and signed declaration and release documentation, the Contest Sponsor will send the Prize to each Winner. Prize Winners will need to coordinate delivery of the Prize with Sponsor. Please allow at least four (4) weeks for delivery, subject to local retailer shipping timelines. The Grand Prize will be shipped from a local retailer to the Grand Prize Winner. Visa Gift Card Prizes will be delivered to the remaining Winners. Shipped Prizes shall not be

insured, and the Contest Sponsor shall not assume any liability for a lost, damaged or misdirected Prize. The Prize must be shipped to a physical addressed location, not just a PO Box. A phone number must be supplied for shipping purposes.

7.3 Substitution of the Prize: The Contest Sponsor reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for Prize, or part thereof, for another prize of equivalent or greater value.

8. GENERAL TERMS AND CONDITIONS

8.1. Laws. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The construction, validity, interpretation and enforceability of these Rules or the rights and obligations as between an Entrant and the Contest Sponsor in connection with this Contest will be governed by and construed in accordance with the laws of the Province of Ontario, Canada, and the federal laws of Canada applicable in Ontario.

8.2. Non-Compliant Entries and Disqualification: Contest Sponsor may at any time in its sole discretion disqualify any Entrant (and the Entrant's corresponding entry) who: does not meet the eligibility criteria, fails to comply with these Rules, attempts to enter the Contest in any manner or through any means other than as described in the Rules, attempts to disrupt the Contest or attempts to circumvent any of these Rules. Entries will be disqualified if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. The Contest Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible Entrant as a Potential Winner or to cancel any Prize. All decisions made by the Contest Sponsor or its representatives, including without limitation those concerning the eligibility or disqualification of Entrants, are final and binding without a right of appeal.

8.3. Verification. The Contest Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor — including, without limitation, government issued photo identification): (i) for the purposes of verifying an Entrant's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any entry, and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the letter and spirit of these Rules. Failure to provide such proof to the Contest Sponsor within the timeline specified by the Contest Sponsor may result in disqualification in the sole and absolute discretion of the Contest Sponsor. The sole determinant of the time for the purposes of the Contest will be the official time-keeping device(s) used by the Contest Sponsor.

8.4. Sole Responsibility. It is solely the Entrants' responsibility to ensure that their submissions are properly entered. The Contest Sponsor will not be responsible for any lost, delayed, misdirected, illegible, incomplete, damaged, or undeliverable entries, or any delay or failure to transmit, process, receive or consider entries.

8.5. Prize Award: Each Prize's approximate retail value is expressed in CAD. The approximate retail values as stated by the Contest Sponsor in these Rules are subject to price fluctuations in the consumer marketplace. If, at the time a Prize is redeemed or awarded, the actual prevailing retail purchase price for the Prize is less than the approximate retail value stated by the Contest Sponsor in these Rules, the price difference will not be awarded and each confirmed Prize Winner will not be entitled to any compensation for the price difference. Each Prize is not transferable or convertible to cash, or refundable, and must be accepted as awarded. In the case of loss, theft, mutilation, alteration or unauthorized use, a Prize will not be reimbursed or replaced. No compensation will be provided for failure by a Winner to accept a Prize as awarded. By entering the Contest, each Entrant acknowledges that the Contest Sponsor shall not be required under any circumstances to award any more prizes or any other prize than the Prize, as set out in these Rules. Contest Sponsor gives no representations, warranties, or conditions, whether express or implied, in respect of a Prize.

Where applicable, Prizes will be awarded by the Contest Sponsor based on the mailing address provided by each Winner. Except as expressly stated herein, a Winner is responsible for all applicable taxes, fees, and surcharges, if any, in respect of their Prize and/or the use or redemption thereof.

8.6. Changes to Rules: Without limiting the provisions above, the Contest Sponsor reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise, or any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Contest Sponsor, that could corrupt or affect the administration, security, impartiality or normal course of the Contest. If for any reason Contest Sponsor cannot run the Contest as planned, (including for the foregoing reasons), as determined by the Contest Sponsor in its sole and absolute discretion, Contest Sponsor may award the Prize from among the eligible submissions received up to the time of impairment, in accordance with section 6 above (with necessary amendment, as applicable), or award no Prize.

8.7. Disclaimers, Release and Limitation Liability: By entering or attempting to enter the Contest, each Entrant and/or purported Entrant agrees: (i) to release, discharge, and forever hold harmless the Contest Sponsor from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the Entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Rules and acceptance and use of the Prize. The Contest Sponsor will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Contest not sponsored, endorsed, or administered by, or associated with Visa Inc., Napoleon, or any other retailer or manufacturer of the Prizes.

8.8. Personal Information: Unless the Entrant has otherwise authorized the Contest Sponsor to contact them, the personal information gathered about Entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to the Contest Sponsor's privacy policy (available at <https://canadabeef.ca/privacypolicy/>) and no communication unrelated to the Contest, commercial or otherwise, will be sent to the Entrant by the Contest Sponsor. By participating in this Contest, each Entrant expressly consents to the Contest Sponsor storing, using and disclosing their personal information for the purposes of administering the Contest, and for the other purposes described in these Rules, and in accordance with the Contest Sponsor's Privacy Policy, as applicable. This section does not limit any other consent(s) that an individual may provide the Contest Sponsor or others in relation to the collection, use and/or disclosure of their personal information. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to Privacy Officer, Canada Beef, 6715 – 8th Street NE, Suite 146 Calgary, AB, Canada T2E 7H7, info@canadabeef.ca.

8.9. Authorized Account Holder and Identity of the Entrant. For the purposes of these Rules, the Entrant is the individual who is the authorized account holder of the e-mail account used to enter the Contest. It is to this individual that a Prize will be awarded if selected and declared as the Winner. For the purpose of the Rules, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to 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 e-mail address. Any Entrant may be required to provide the Contest Sponsor with proof that they are the authorized account holder of the e-mail address associated with their entry.

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