

# COTTAGE SPRINGS CONTEST OFFICIAL RULES

IMPORTANT: PLEASE READ THESE OFFICIAL RULES AND REGULATIONS (“**OFFICIAL RULES**”) BEFORE ENTERING THE COTTAGE SPRINGS GOLD CAN PROMOTION (THE “**CONTEST**”). BY ENTERING THE CONTEST, AN ENTRANT REPRESENTS THAT THEY SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS BELOW AND AGREE TO BE BOUND UNCONDITIONALLY BY THESE OFFICIAL RULES AND ALL DECISIONS OF ACE BEVERAGE GROUP INC. (THE “**CONTEST**”).

NO PURCHASE NECESSARY. MUST BE 19 YEARS OF AGE OR OLDER AND A RESIDENT OF CANADA.

**Eligibility:** To be eligible to participate, you must:

1. be 19 years of age or older;
2. be a legal resident of Canada; excluding Quebec residents
3. not be a member of the immediate families of an employee, contractor, agent or representative of the Contest Sponsor, or any of its respective parent companies, subsidiaries, affiliates, agencies, distribution companies, the applicable liquor authorities, participating liquor licensees, Prize suppliers, or any of their respective shareholders, trustees, directors, officers, employees or agents, or any person who is domiciled with any of the foregoing persons.

For the purpose of the Contest “immediate family” is defined as parent, spouse, sibling, child or any person residing in the same household or domiciled with any such employees or representatives. The Provincial Liquor Authorities or Licensed Retailers are not connected with this Contest in any manner whatsoever and are not liable in any way whatsoever in regard to any matter which relates to this Contest.

If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address by an online service provider, Internet access provider or other organization responsible for assigning the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. An 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 the winning entry.

**Contest Period:** The Contest begins at approximately 12:00 a.m. Eastern Time (“**ET**”) on or about May 1, 2026, and ends at 11:59 p.m. ET on September 30, 2026 (the “**Contest Close Date**”).

**How To Enter & How To Win:** To participate in the Contest, entrants must have internet access and a valid email address. There are two ways to enter the Contest, as follows:

1. **Gold Can & Ticket.** During the Contest Period, find an official specially marked Cottage Springs Gold Can (“**Gold Can**”) randomly placed inside of specially marked 8-packs of Cottage Springs. Scan the quick response (“**QR**”) code located on the Golden Ticket (“**Golden Ticket**”) inside the pack and follow the instructions to enter the information requested to win the Prize (as defined below). Once you have completed a Contest entry form in full, including providing the correct answer to a skill-testing question, click submit, and you will immediately see a message confirming that you are a Prize (as defined below) winner. If confirmed as a winner meeting the Eligibility Requirements (as defined below), your Prize (as defined below) will be sent to your bank account via Interac e-transfer (using e-transfer details provided within the Web Submission Form at time of entry). Entrants must also provide the correct answer to the skill-testing question and be in compliance with these Official Rules in order to be eligible to win (the “**Eligibility Requirements**”). Specially marked Gold Cans must be found and redeemed prior to the Contest Close Date. Specially marked Gold Cans found and redeemed after the Contest Close Date are void.
2. **No Purchase Necessary.** For a chance to win without purchase (a “**No Purchase Entry**”), send a stamped envelope that includes an original minimum 500-word letter on “What product should Cottage Springs launch next and why?” (the “**Letter**”) to 140 Geary Ave Suite 110 Toronto, ON M6H 4H1, marked for the attention of the Cottage Springs Brand Team. Limit one (1) request per envelope. In your envelope, you must include (i) your original handwritten Letter; (ii) another postage-stamped envelope with your return mailing address; and (iii) a separate page that includes name, date of birth, the date, your signature, and the statement “I am of legal drinking age in my province or territory of residence and a resident of Canada”. Only original letters will be accepted. Duplicate letters will be void and will not receive an entry. Requests must be received in time so that a unique code can be mailed to you in time to participate before the Contest Close Date. While supplies last. Any request that does not meet all of these requirements will be refused at the sole discretion of the Contest Sponsor. Contest Sponsor is

under no obligation to notify you if your request is refused. Once received, Contest Sponsor will send a unique code to the return mailing address provided. Visit: <https://www.cottagesprings.ca/goldcan> (the “**Contest Website**”) and enter your unique code to be entered into the draw for a chance to win a Prize (as defined below). If confirmed as a Prize winner, your Prize (as defined below) will be sent to your bank account via Interac e-transfer (using e-transfer details provided within the Web Submission Form at time of entry).

Limit of one (1) No Purchase Entry per person during the Contest Period. No Purchase Entries must be received prior to the Contest Close Date. No Purchase Entries received after the Contest Close Date are void. Contest Sponsor reserves the right to disqualify an entry for any reason whatsoever at its sole discretion. All decisions of the Contest Sponsor shall be final and shall not be subject to appeal. No other form of submitting an entry is valid other than as stated above. Multiple participants may not share the same email address. Participants may not enter with multiple email addresses, nor may participants use any other device to enter under multiple identities. Any participant who attempts to enter with multiple email addresses or accounts under multiple identities will be disqualified and forfeits any Prize won, in the Contest Sponsor’s sole discretion.

No responsibility is assumed by the Contest Sponsor for any inability of a potential entrant to successfully enter the Contest for any reason. The Contest Sponsor is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Proof of transmission (e.g. screenshots) does not constitute proof of receipt.

**Awarding of Gold Can Prize:** Each individual meeting the Eligibility Requirements who find a specially marked Gold Can will be eligible to receive one thousand Canadian dollars (\$1,000 CAD) (the “**Prize**”), providing the correct answer to a skill-testing question, and providing a declaration of compliance with these Official Rules. The Prize will be sent to the winner’s bank account via Interac e-transfer (using e-transfer details provided within the Web Submission Form at time of entry). The individual contestant will be responsible for incorrect bank transfer details provided at time of submission, and therefore subsequent loss of funds.

All potential Prize winners are subject to verification by the Contest Sponsor, whose decisions are final and binding in all matters related to the Contest. The Prize will not be awarded unless and until entrant’s eligibility has been verified. The Contest Sponsor will not accept screenshots or other evidence of winning in lieu of its validation process.

**Gold Can Odds:** The odds of finding a specially marked Gold Can are approximately 1 in 9,211.

**Awarding of No Purchase Necessary Prize:** The Contest Sponsor will select one (1) person from among all eligible No Purchase Necessary entrants during the Contest Period on September 30, 2026 at 12:00 p.m. EST via a random draw in Toronto, Ontario. The selected individual will be notified by the Contest Sponsor via email address (provided within the Web Submission Form at the time of entry) within three (3) days of the draw (the "**Notification**"). If the entrant has not responded to the Notification within three (3) days of receipt of such Notification, another individual may, at the Contest Sponsor's sole discretion, be selected by random draw in which case that entrant will become the selected entrant and the previously selected entrant then will be disqualified and have no right to a Prize.

**No Purchase Necessary Odds:** The number of No Purchase Necessary Prizes awarded will depend on the number of successful no-purchase-necessary entries received prior to the Contest Close Date, to ensure odds equal or greater than that of finding a specially marked Gold Can, which are approximately 1 in 9,211.

Before the Prize is awarded, the potential eligible winners may be required to sign a standard declaration of compliance with the Official Rules and release forms releasing the Contest Sponsor, and each of their respective affiliates, parent companies, subsidiaries, professional advisors, provincial liquor authorities and advertising and promotional agencies, and each of their directors, officers, employees, representatives and agents (collectively, the "**Released Parties**") from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, including, without limitation, liability arising from the acceptance of and usage of the Prize as awarded, the administration of the Contest and the selection of a potential winner.

If an eligible winner does not respond to the Notification within the time stipulated, is found to be ineligible for any reason, declines to accept the Prize, or incorrectly answers the required mathematical skill-testing question, or runs-out of time to correctly answer the required mathematical skill-testing question, the potential winner will be disqualified and will forfeit the Prize. The Contest Sponsor may then, at their sole and absolute discretion, select another eligible entrant who will be subject to disqualification in the same manner. The Contest Sponsor will not be responsible for failed attempts to notify any potential eligible winner.

No communication will be entered into by the Contest Sponsor with entrants except with selected eligible entrant(s). The Contest Sponsor is not responsible for the failure, for any reason whatsoever, if a selected entrant receives notification or for the Contest Sponsor to receive a selected entrant's response.

**Release:** By participating in the Contest and submitting an entry, each eligible entrant (i) agrees to be bound by these Official Rules, including all entry requirements, (ii) agrees that the decisions of the Contest Sponsor is final and without appeal, (iii) remises, releases and forever discharges the Released Parties from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages, liability, losses, harm, costs or expenses, including without limitation any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, arising out of, or in any way related to, directly or indirectly, the Contest, including without limitation the entrant's participation in the Contest, any breach of these Official Rules, the awarding, receipt, possession, use and/or misuse of any Prize (or any portion thereof), and any travel or activity that is related to the receipt or use of any Prize, and/or the violation or infringement of any intellectual property rights or of any publicity, personality or privacy rights, and agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the foregoing.

**Limitation Of Liability:** The Released Parties shall not be liable for any damages caused or alleged to be caused by or resulting from: (i) any entry, Prize, or other correspondence or data that is lost, stolen, late, garbled, distorted, delayed, damaged or misdirected for any reason; (ii) any failure, interruption, technical malfunction or delay; (iii) any e-mail, text or SMS message or other communication sent or received to or from the Contest Sponsor or any of its agents or designees, for any reason; for any incorrect, untimely or inaccurate information, whether caused by a website, users or by equipment or programming errors associated with or utilized in the Contest; (iv) any technical or human error which may occur in the processing of any entry or entries in the Contest; (v) for problems with the function of any website or website feature, howsoever caused; (vi) the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data, software, online systems, servers or access providers; (vii) any functionality lost due to not having cookies enabled; (viii) for traffic congestion on the Internet; (ix) the security or privacy of information transmitted via computer networks; (x) breaches of privacy due to interference by third party computer "hackers" or for any damage caused to or incurred by any entrant or any other person by reason of any such event or occurrence; or (xi) technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated

or corrupted entries, virus, worm or Trojan Horse damage or any other damage which may limit a participant's ability to participate in the Contest.

**Errors:** The Contest Sponsor is not responsible for typographical or other errors in the offer or administration of the Contest, including but not limited to errors in advertising, the Official Rules, the selection and announcement of winners, or the distribution of a Prize. In no event will the Contest Sponsor be liable for more than the stated number of Prizes in these Official Rules (at any level). If due to printing production, online, internet, computer or other error of any kind a Prize notification misstates the applicable Prize that an entrant is able to win, or mistakenly declares an entrant to be a potential Prize winner, the entrant will only be eligible to receive the applicable Prize that an entrant is eligible to win based on Contest Sponsor official records and data (as determined by the Contest Sponsor in its sole and absolute discretion).

**Right To Terminate, Modify Or Suspend:** The Contest Sponsor may at any time, at its sole discretion and without liability, terminate, modify or suspend the Contest in whole or in part, subject only to approvals required by law, if fraud, technical failures or communications or any other errors or other causes beyond the control of the Contest Sponsor corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Official Rules. Without restricting the generality of the foregoing, in the event of early termination of the Contest, a notice will be posted on the Contest Website to that effect. In addition, for the purposes of determining eligibility to win a Prize in the event of early termination of the Contest, all eligible entries received prior to the time of early termination will be considered as valid and for the purposes of these Official Rules, the Contest Period will be deemed to have ended at the moment of early termination. The Contest Sponsor reserves the right, at any time, in its sole discretion, to correct any errors, including without limitation, any typographical, printing, computer programming or Contest Sponsor errors. No waiver on the part of the Contest Sponsor to enforce of any term herein shall be deemed a continuing waiver or a waiver of any other term.

**Disqualifications:** The Contest Sponsor reserves the right at its sole discretion to disqualify any individual who is found (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Official Rules and Regulations; (iii) to have submitted an entry that is fraudulent or is not compliant with these Official Rules; (iv) to have falsely claimed they have found a specially marked Gold Can; or (v) to be acting in an un-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY ALTER OR DAMAGE ANY ENTRY OR UNDERMINE THE LEGITIMATE OPERATION OF THE

CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT OR INDIVIDUAL AND SEEK DAMAGES OR ANY OTHER REMEDY FROM ANY SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**Residents Of Canada, Except Quebec:** All issues and questions concerning the structure, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and the Contest Sponsor in connection with the Contest, shall be governed by and construed in accordance with the substantive laws of the province of Ontario, without regard to its conflicts of law principles. All entrants consent to the jurisdiction and venue of the province of Ontario.

**Privacy & Personal Information:** By entering the Contest or accepting a Prize, entrants consent to the collection, use, storage and distribution of their personal information, including without limitation their name, address, telephone number, age and/or photograph by the Contest Sponsor, in reference to all matters related to this Contest or in any publicity carried out by them without compensation and agree to abide by the Official Rules and the decisions of the independent Contest organization, and the Contest Sponsor, which are final. Such information is stored for only so long as required to complete the purpose for which it was collected. The entrant's personal information shall not be provided to any third party by the Contest Sponsor without the entrant's consent. If an entrant would like their personal information removed from the Contest Sponsor's database at the conclusion of the Contest, send this request in writing to the Privacy Officer, Ace Beverage Group Inc, 140 Geary Ave Suite 110, Toronto, Ontario, M6H 4H1. Please see ABG's Privacy Policy at <https://www.acebeveragegroup.com/privacy-policy>, for information on its policy towards maintaining the privacy and security of personal information. No further informational or marketing communications will be received by the entrants unless entrants provide the Contest Sponsor with explicit permission to do so by checking the information check-box on the official entry materials. By specifically checking any additional third party information check-box on the official entry materials, entrants consent to that third party using the personal information submitted with such entry including, but not limited to, contacting the entrant in the future to provide electronic newsletters and mailings, and other promotions and product and/or service offerings by the third party organization. Please see the third party's privacy policy and/or contact the third party directly to unsubscribe from any future electronic newsletters, mailings and other promotions. Receiving informational and marketing communications does not improve the odds to win a Prize in the Contest. By specifically checking a communication preference check-box on the official entry materials, the entrant agrees to be contacted

via electronic address (e.g. direct message, e-mail, SMS) for the purposes of the administration or promotion of the Contest.

**Governing Law:** Subject to applicable law and these Official Rules, this Contest and the Official Rules shall be governed by Ontario law and all entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the jurisdiction of the courts of Ontario. The venue of any dispute or litigation shall be Toronto, Ontario. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**Subject To Applicable Laws:** The Contest is subject to these complete Official Rules and all applicable federal, provincial and local laws and regulations. By participating in the Contest, you acknowledge that you have read the Official Rules and agree to abide by their terms and by the decisions of the Contest Sponsor, which are final and binding on all matters pertaining to the Contest. Any questions, comments or complaints regarding the Contest must be directed to the Contest Sponsor. All federal, provincial and local laws and regulations apply. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.

**Liquor Boards/Agencies/Retailers:** The Liquor Boards are not connected with this Contest in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter that relates to this Contest.

**Language Discrepancy:** In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.