

BEST NEW PRODUCT AWARDS CONTEST: SEALY MATTRESS & WALMART GIFT CARD
OFFICIAL CONTEST RULES (CANADA)

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A VALID E-MAIL ACCOUNT IS REQUIRED. THIS CONTEST MAY NOT BE COMBINED WITH ANY OTHER OFFER.

AGREEMENT: By participating in this contest (the "Contest"), you are agreeing to be unconditionally bound by these Official Contest Rules (the "Rules"), and represent and warrant that you have read and understand these Rules, you meet the Contest eligibility requirements, and that you agree to comply with and abide by the Rules and accept the decisions of Best New Product Awards Inc., 1 St. Clair Avenue West, Toronto, Ontario M4V 1K6 (the "Sponsor"). Participation constitutes your full and unconditional agreement to these Rules and to the Sponsor's decisions, which are final and binding in all matters related to the Contest. Receiving a prize (the "Prize") is contingent upon fulfilling all requirements set forth herein.

CONTEST PERIOD: The Contest begins on February 27th, 2025 at 9:00AM Eastern Standard Time ("EST") and ends on March 13th, 2025 at 11:59PM EST ("Contest Period"). Sponsor's computer is the official time keeping device for this Contest.

ELIGIBILITY: *This contest is open to BC (excluding Vancouver Island), AB, SK, MB, ON, NS and NB. Sealy reserves the right to substitute the advertised prize if it is unavailable for any reason, for a prize of comparable value.* Residents of Canada who are of the age of majority or older and are located in the above provinces of Canada at the time of entry are eligible to enter, except employees, representatives and agents of Sponsor, and any other organizations affiliated with the sponsorship, judging, fulfillment, administration, prize provision or support, advertisement or Contest and/or their respective agents, affiliates, subsidiaries and members of their immediate families or persons residing at the same address. Immediate family means parents, sisters, brothers, children and spouse. At any time, Sponsor may, for the purposes of the Contest, request proof determining the identity or eligibility of any person entering the Contest (the "Entrant"). Failure to provide proof within five (5) days following such a request by Sponsor may result in the Entrant's disqualification, at Sponsor's sole discretion. All information provided by the Entrant to Sponsor must be true, accurate and complete. Sponsor reserves the right to disqualify any Entrant whose entry is received outside the Contest Period (as defined below), is illegible, mechanically reproduced, mangled, counterfeited, falsified, altered in any way whatsoever or contains false, inaccurate or incomplete information.

HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER. This Contest may not be combined with any other offer, including coupons, prizes or contests, etc. To enter this Contest, you must fill out the entry form on the site at: <https://www.bestnewproductawards.com/2025giveaway> (the "Contest Site"), or by mailing a postcard with your name and email to the Sponsor, which must be received prior to March 13th, 2025. All Contest requirements, as specified, must be met in order to be eligible to receive a prize. Entries that are not complete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Sponsor. By entering, Entrants agree that all entries become the property of Sponsor and will not be acknowledged or returned.

LIMIT ON ENTRIES: Entrants may enter the Contest only once and must fill in the information requested. Entrant may not enter more than once by using multiple email addresses, identities or devices in an attempt to circumvent the rules. If an Entrant uses fraudulent methods or otherwise attempts to circumvent the rules their submission may be removed from eligibility at the sole discretion of Sponsor. Sponsor may reject entries that fail to strictly follow the instructions set forth in these Rules. Sponsor is not responsible for any failures on its part to see or receive an entry. Entries not received by Sponsor will not be entered into the Contest. All entries will be reviewed for content. Entries that contain

information that is deemed to be lewd or profane or contain material that violates or infringes on another's rights, (including privacy, publicity or intellectual property), is hateful or defamatory, promotes discrimination, bigotry, racism, or harm against a group or individual or is unlawful or in violation of or contrary to applicable laws or regulations in Ontario, may be disqualified as determined by Sponsor in its sole discretion. Sponsor reserves the right to remove any content that is unlawful or in violation of these Rules. Entries containing such prohibited content and/or otherwise deemed by Sponsor in its sole discretion, to be inappropriate, will be disqualified. By participating in the Contest, Entrant warrants and represents that his/her entry is original to the Entrant and does not contain any material that would violate or infringe upon the rights of any third party, including copyrights (including, without limitation, copyrighted images or footage), trademarks, and rights of privacy or publicity. Any attempt to damage the Contest website or any other website related to the Contest, or the legitimate operation of this Contest, constitutes an infringement of civil and criminal law. In such an event, the Sponsor reserves the right to claim damages to the extent permitted by law, including criminal prosecution. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules of this or any other Contest or in an unsportsmanlike or disruptive manner. Neither Sponsor nor any of its affiliates are responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries, all of which will be disqualified. In the event of a dispute as to any entry, the authorized account holder of the email address used to register in the Contest 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.

ODDS: The odds of winning depend on the number of eligible entries received during the Contest Period.

PRIZE: There are two (2) prizes, available to be won by two (2) different individual winners. The first prize is available to be won by one (1) individual winner, consisting of: one (1) prize of a queen-sized Sealy Posturepedic Raindrop Mattress (manufacturer's suggested retail price ("MSRP") valued at CAD \$3499.00). The second prize is available to be won by one (1) individual winner, consisting of: one (1) \$250 digital gift card to Walmart Canada;. The Sponsor will determine all elements of prizing in its sole discretion and reserves the right to substitute all or a portion of the Prize for a prize of equal or greater value for any reason. The Prize may not be assigned, transferred, or changed, except at the Sponsor's sole discretion. The Sponsor disclaims all and any liability for the actual provision, quality or nature of any third-party product or service accepted by the winners. The Prize is awarded "as is" with no warranty, condition or guarantee, express or implied. Any and all prize-related expenses, including without limitation any and all federal, provincial/territorial and/or local taxes shall be the sole responsibility of the winner. No substitution of Prize or transfer/assignment of the Prize to others or request for the cash equivalent by the winner is permitted. Except where prohibited by law, acceptance of a Prize constitutes winner's permission for the Sponsor to use winner's entry, name, hometown, voice, likeness, photograph, and any statements regarding this Contest for editorial, public relations, trade, promotional and advertising purposes on behalf of the Sponsor without compensation.

WINNER SELECTION AND NOTIFICATION: Random drawing from among all eligible entries received during the Contest Period will be conducted at Sponsor's offices on March 14th, 2025 at around 12:00 pm EST. Only two (2) prize winners will be selected. The potential winner will be notified at the email address submitted and the Prize may be delivered approximately thirty (30) days or earlier from date of winner verification. In order to be verified as a winner, selected entrant must give their name and address, must correctly answer a time-limited mathematical skill-testing question without aid or assistance (mechanical or otherwise), complete, sign and return a declaration and release and waiver form within ten (10) days of notification, and otherwise be in full compliance with these Rules. Entrants agree to be bound by these Rules and agree that if a potential winner cannot be contacted within 14 days of the draw, or if

the winning notification is returned as undeliverable, or if the email address given is fraudulent or inactive, or if a potential winner fails to correctly answer the mathematical skill testing question in the manner prescribed, fails to provide proof of identity, refuses to give their name and address, refuses to complete, sign and return the Declaration and Release form within the time specified, is found to have violated Rules, or otherwise does not meet eligibility criteria, the Prize will be forfeited and an alternate potential winner will be selected in a random drawing from all remaining eligible entries. The receipt by a winner of the Prize offered in this Contest is conditional upon compliance with any and all federal and provincial/territorial laws and regulations. Any violation of these Rules by any winner (at Sponsor's sole discretion) will result in such winner's disqualification as a winner of the contest and all privileges as a winner will be immediately terminated.

PRIVACY: If consent is provided for receipt of future promotional materials periodically from the Sponsor, Entrant can opt-out of receiving such communication at any time, including by clicking the unsubscribe link in the communication. By entering the contest, Entrant agrees that information collected will be used for the purposes of administering the Contest, including contacting potential winner, receiving Contest prize instructions, advertising, marketing or public relations, and publishing or using the winner's information in online and other media or surveys or panels, subject to the Sponsor's Privacy Policy which is located at <https://www.bestnewproductawards/privacy-policy>

GENERAL CONDITIONS: The Contest is subject to all applicable federal, provincial, territorial, municipal, and local laws and regulations and is void outside of Canada and where prohibited by law. The Contest Rules may be modified without prior notice, notably to ensure compliance with federal, provincial and municipal legislation, or with the policy of an entity with jurisdiction over the Sponsor. Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, or human error impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the Prize to the eligible entries received up to the time of the impairment or cancellation. Sponsor will not be held responsible if an event results in the cancellation of the Contest or if other factors that are reasonably beyond Sponsor's control result in the Contest or any part of the Contest not being fully completed. Sponsor provides no warranty, express or implied, of any sort when it comes to the safety, appearance or performance of the Prize. By accepting the Prize, the Entrant acknowledges that the only warranties applicable to any aspects of the Prize, if applicable, are those provided by the manufacturer. In no circumstance whatsoever will a winner have recourse against Sponsor regarding any aspect of the Contest or Prize. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules of this or any other Contest or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest 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 Rules shall not constitute a waiver of its right to enforce such term. The Sponsor assumes no responsibility for entries it is unable to process, or an entrant's inability to enter the Contest, due to network, hardware, software, telephone or other technical failures, or any other reason, or for incomplete, damaged, misdirected, or lost entries. The Sponsor further reserves the right to cancel, terminate or modify this Contest if not capable of completion as planned, including due to infection by computer virus, technical corruption, non-authorized human intervention or force majeure. The use of automated entry systems or any other conduct that impedes the integrity of the Contest is prohibited. In the event of a dispute regarding online entry, entry will be deemed made by the holder of an established email account associated with the entry.

DISPUTES: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the Courts of Ontario located in the judicial district of Toronto; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket

costs incurred, including costs associated with entering this Contest, but in no event legal fees and disbursements; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of the Entrant, Sponsor and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the province of Ontario. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

LIMITATION OF LIABILITY: The Sponsor is not liable for injuries, losses or damages of any kind arising from participation in this Contest and acceptance, possession and use of any Prize. Decisions of the Sponsor are final and binding in all respects. By participating in this Contest and/or accepting a Prize, winners agree to release the Sponsor and its parents, affiliates, subsidiaries, and agencies and their respective directors, officers, employees and agents from any and all liability with respect to the Prize won and participation in this Contest, from any liability, illness, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not, from (1) any incorrect or inaccurate information, whether caused by Entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest, or any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of any prize.; (2) technical failures of any kind beyond the control of the Sponsor including but not limited to malfunctions, viruses or bugs, unavailability, interruptions or disconnections in phone lines or Internet service, or failure of network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) electronic, technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest or receipt, acceptance, possession, use or misuse of any Prize.

WINNER: The winner will be notified via email.