



NFL® SUPER BOWL® GAME DAY CONTEST
(the “Contest”)

OFFICIAL RULES AND REGULATIONS

The Contest is intended for viewing and participation in Canada only by legal residents of Canada who are at least 21 years of age, and shall be subject to and construed in accordance with the laws of Canada. **Please do not proceed if you do not satisfy these requirements at the time of entry. Entry into the Contest constitutes your acceptance to these Official Contest Rules and Regulations. NO PURCHASE NECESSARY.**

- 1) **ADMINISTRATION:** The Contest is administered and operated by Boston Pizza International Inc. (the “**Contest Operator**”). The decisions of the Contest Operator are final and binding in all matters as they relate to the Contest, including without limitation eligibility and/or disqualification of entries. Labatt Brewing Company Limited (“**Labatt**”) is a prize supplier only. Labatt and its respective related companies, affiliates and subsidiaries are not responsible for the promotion, administration or execution of the Contest, or the administration, use or misuse of any prize. 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**”) shall have no liability or responsibility for any claim arising in connection with participation in this Contest or any prize awarded. The NFL Entities have not offered or sponsored this Contest in any way. By entering this Contest, entrants agree to completely release Labatt, each of the NFL Entities and their respective related companies, affiliates and subsidiaries from any liability.
- 2) **ELIGIBILITY:** To be eligible to win a prize in the Contest, you must: (i) be a legal resident of Canada; (ii) be at least 21 years of age on January 10, 2027; and (iii) not be an employee, contractor, agent or representative of (and not be a member of the immediate families of an employee, contractor, agent or representative of) the Contest Operator, Boston Pizza Canada Limited Partnership (“**BPCLP**”), Labatt, any of the NFL Entities or any of their affiliates, agencies, prize suppliers, any franchisee of BPCLP or any of their respective shareholders, trustees, directors, officers, employees or agents with whom such employees contractors, agents and representatives are domiciled. For the purpose of the Contest, “immediate family” is defined as parent or any person residing in the same household or domiciled with any such employees, contractors, agents or representatives.
- 3) **CONTEST PERIOD:** The contest period will commence on Wednesday, September 9, 2026 at 9:00:00 AM (Eastern Time) and will conclude on Sunday, January 10, 2027 at 11:59:59 PM (Eastern Time) (the “**Contest Period**”).
- 4) **PRIZES:** There will be one (1) prize (the “**Prize**”) to be awarded, consisting of: (i) two (2) tickets to the 2027 Super Bowl LXI, being held in Inglewood, California on February 14, 2027; (ii) economy class airfare for the Winner (as defined below) and his or her guest (“**Guest**”) from the airport closest to the Winner’s ordinary place of residence to Los Angeles, California; and (iii) two (2) night accommodation based upon double occupancy at a host hotel chosen by the Contest Operator. The approximate total value of the Prize is CA\$25,000 based on Toronto, Ontario departure. The Winner and Guest are responsible for obtaining and presenting valid travel documentation, including a valid passport, for travel to and from Los Angeles, California, and for all expenses not specifically described as part of the Prize, including but not limited to, travel arrangements including accommodation and transfers to and from the international airport nearest the Winner’s residence, insurance, transportation to and from the stadium and host hotel, gratuities, meals, and all personal expenses and taxes. Contest Operator will not be held responsible if any or both of the Winner and Guest are denied entry into the United States of America or re-entry to Canada. In such an event, the Winner and/or Guest will be solely responsible for all costs incurred, and the Prize will be forfeited. Alcohol is not part of the Prize. The Winner and Guest must be available to travel on dates specified by the Contest Operator, which will be within the calendar month of February 2027 (subject to change by the Contest Operator) or the Prize will be forfeited.
- 5) **HOW TO ENTER: NO PURCHASE NECESSARY.** During the Contest Period, to receive one (1) entry in the Contest: (i) visit a Boston Pizza® restaurant near you and scan the QR code available on the dine-in menu, or visit contest.bostonpizza.com; and (ii) on the resulting website, enter and submit your contact information and all fields as

requested, including phone number, email and address. Limit of one (1) entry per day and per email address. The Contest Operator is not responsible for late entries or entries that have been tampered with. All decisions of the Contest Operator shall be final and shall not be subject to appeal.

- 6) **SELECTION OF PROSPECTIVE WINNERS:** On Monday, January 11, 2027 at 11:00:00 AM (Eastern Time), a representative of the Contest Operator at 85 Prologis Blvd, Unit 4, Mississauga, Ontario will randomly select from entries received during the Contest Period one (1) entrant to win the Prize. The selected potential Winner will be contacted by the Contest Operator via email or phone within two (2) days of the selection. If a potential Winner is unable to be contacted after three (3) attempts, he or she forfeits the prize and another entrant may, at the sole discretion of the Contest Operator, be selected.
- 7) **ODDS:** The odds of winning the Prize are dependent upon the total number of eligible entries received during the Contest Period.
- 8) **AWARDING OF PRIZE:** The Contest Operator is not responsible for the failure, for any reason whatsoever, of a selected entrant to receive notification or for the Contest Operator to receive a potential Winner's response. No communication will be entered into by the Contest Operator with entrants except with the potential Winner. In order to be declared the winner of the Prize (the "**Winner**"), the selected potential Winner must:
 - (a) have entered the Contest in compliance with these Official Rules and Regulations and be eligible to win the Prize pursuant to these Official Rules and Regulations;
 - (b) sign and return within a designated time period a declaration and waiver in a form prescribed by the Contest Operator (the "**Declaration and Waiver**"), confirming his or her acceptance and compliance with these Official Rules and Regulations and releasing the Contest Operator, BPCLP, each franchisee of BPCLP, TikTok®, Instagram®, Labatt, the NFL Entities and each of their respective representatives, directors, officers, governors, trustees, shareholders, affiliates, representatives, parent companies, subsidiaries, professional advisors, and advertising and promotional agencies (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, or any part 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 the Winner pursuant to these Official Rules and Regulations, and his or her consent to the announcement of the Winner's name, and the use by the Contest Operator of the Winner's name, address, photograph or likeness, voice or statements for advertising and promotional purposes without any further compensation to the Winner; and
 - (c) correctly answer, without assistance from any person, machine or device, within a ten-minute period, the skill testing question on the Declaration and Waiver.

The executed Declaration and Waiver must be returned within two (2) business days after the notification of having been selected as the potential Winner of the Prize, if not so returned, the potential Winner will be disqualified and another entrant may be selected as the potential Winner as determined by Contest Operator in its sole discretion. By accepting the Prize, the Winner agrees to hold the Released Parties harmless from and against any and all claims and liability arising out of or in any way connected with the operation of the Contest and use of the Prize. The Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in the Contest or use or redemption of the Prize. An eligible potential Winner who provides an incorrect answer to the skill-testing question will no longer be eligible to win the Prize and another entrant may be drawn in his or her place.

The Prize must be accepted as awarded. The Prize is non-transferable and non-redeemable for cash. The Prize may not be substituted except by the Contest Operator, who reserves the right to substitute a prize or any portion of the Prize with a prize of equal or greater value. By entering any part of the Contest, all entrants, should they win, agree to the use of their name, address (city only), photo, and/or image on video for publicity and promotional purposes without compensation. The Contest Operator reserves the right to disqualify any individual whom it finds in violation of these Official Rules and Regulations or tampering with the entry process. The Contest Operator reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. **Any attempt by anyone to deliberately undermine the legitimate operation of the Contest or any part of the Contest is in violation of criminal and civil laws and the Contest Operator reserves the right to seek damages or other legal remedy to the fullest extent permitted by law.**

- 9) **LIMITATION OF LIABILITY:** The Released Parties are not responsible for errors in the offer or administration of the Contest, or any part of the Contest, including but not limited to, errors in the advertising, these Official Rules and Regulations, the selection and announcement of the Winner or the distribution of the Prize. In addition, the Released Parties shall not be liable for any damages caused or alleged to be caused by: (a) any entry, prize or other correspondence or data that is lost, stolen, late, garbled, distorted, delayed, damaged or misdirected for any reason; (b) for any failure, interruption, technical malfunction or delay; (c) any communication sent or received to or from the Contest Operator or any of its agents or designees, for any reason; (d) for any incorrect, untimely or inaccurate information, whether caused by users or by equipment or programming errors associated with or utilized in any part of the Contest; (e) for any technical or human error which may occur in the processing of any entry or entries in the Contest; (f) for problems with the function of any website or website feature (including, without limitation any features thereon), howsoever caused; (g) for the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data, software, online systems, servers or access providers; (h) for any functionality lost due to not having cookies enabled; (i) for traffic congestion on the Internet; (j) for the security or privacy of information transmitted via telephone or computer networks; (k) for breaches of privacy due to interference by third party “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 (l) for printing errors appearing in these Official Rules and Regulations or related Contest materials. The Contest Operator may terminate or withdraw the Contest without liability, at any time, at its sole discretion.
- 10) **TIKTOK AND INSTAGRAM:** TikTok and Instagram: (i) have no way sponsored, endorsed or administered the Contest; (ii) are not associated or connected with any part of the Contest in any manner whatsoever; and (iii) are not liable in any way whatsoever in regard to any matter, which relates to the Contest. You understand that you are providing your information to the Contest Operator and not to TikTok or Instagram. Any questions, comments or complaints will be directed to the Contest Operator and not to TikTok or Instagram. TikTok and Instagram are indemnified and held harmless from and against all damages, losses, and expenses of any kind (including reasonable legal fees and costs) for any claim related to the Contest including without limitation the publicity or administration thereof.
- 11) **SUBJECT TO APPLICABLE LAWS:** Each part of the Contest is subject to all applicable federal, provincial, municipal and local laws. The Contest Operator reserves the right to modify or terminate the Contest, or any portion thereof, at any time without notice to participants. The Contest is VOID WHERE PROHIBITED BY LAW.
- 12) **PRIVACY STATEMENT:** Personal information collected during the administration of the Contest, or any part of the Contest, will only be used in conjunction with executing the terms of the Contest as described in these Official Rules and Regulations. By entering any part of the Contest, the Contest Operator and its parent companies, subsidiaries, affiliates and agencies, may collect and use the information an entrant provides on the contest entry, including such entrant’s contact information, to qualify the Winner for the Contest and to contact the Winner and provide ongoing service regarding the same.
- 13) **BOSTON PIZZA:** Boston Pizza and the Boston Pizza roundel are trademarks of Boston Pizza Royalties Limited Partnership, used under licence.
- 14) **Labatt:** Labatt is a registered trademark of Labatt Brewing Company Limited.
- 15) **NFL:** NFL and Super Bowl are registered trademarks of NFL Properties LLC.