

ROYALE® PREMIUM DIAPERS X BABY SHOW 2026 CONTEST

OFFICIAL RULES AND REGULATIONS

1. **Contest:** Royale® Premium Diapers Fall Baby Show 2026 Contest (Toronto + Vancouver).
2. **Sponsor and Administrator:** The Contest is sponsored by Irving Consumer Products Limited (“**Sponsor**”). The Contest is administered by Blue Ant Media o/a The Baby Show (“**Administrator**”).
3. **Contest Period:** The contest begins on September 7th, 2026, at 11:59 AM E.T. and closes on October 19th, 2026, at 11:59 PM ET. The sole determinant of time for the purposes of this Contest, including receipt of a valid entry, will be the Contest computer servers (“**Contest computers**”). Proof of transmission (screenshots or captures, etc.) or attempted transmission does not constitute proof of delivery or receipt by the Contest computers or Sponsor.
4. **Eligibility:** To enter and be eligible to win, an entrant must: (a) be a legal resident of Canada (excluding Quebec) and be located in Canada throughout the Contest Period and thereafter for winner confirmation; and (b) have reached the legal age of majority in the province and territory in which he/she resides. You are not eligible to enter if you are an employee, officer, director, agent or representative of Sponsor, its affiliated and related companies (including, without limitation, its parent, sister and subsidiary companies), the independent contest organization, advertising and promotional agencies, or other party in any way involved in the development or administration of this Contest, including suppliers of materials or services related to the Contest, or a member of the immediate family or household of any such employee, officer, director, agent or representative. In these Official Rules, “immediate family” means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse, regardless of where they reside. Groups, clubs, organizations, businesses, and commercial and non-commercial entities cannot participate.
5. **How to Enter: NO PURCHASE NECESSARY.** There are two available entry methods:
 - a. **Baby Show In-Person Entry:** Sign up at the Toronto Baby Show at The Enercare Center, at the Booth #201, on Oct 2-4 2026, via the contest form accessible on the iPads located at the stand or via the link provided at the QR codes displayed at the stand, and “opt in” to participate.
 - b. **Baby Show In-Person Entry:** Sign up at the Vancouver Baby Show at The Vancouver Baby Show at Canada Place, East Facility, Hall B at Royale Diapers Booth on October 17 & 18, 2026, via the contest form accessible on the iPads located at the stand or via the link provided at the QR codes displayed at the stand, and “opt in” to participate.
 - c. **Online Entry:** Sign up during the Contest Period via the contest form accessible on the Baby show’s website and “opt in” to participate online.

For either of the entry methods described above, each entrant will be required to complete the following fields in the contest form in order to receive a valid entry:

- First name
- Last name

- Email address
- Address
- City/town
- Postal code
- Your baby's birth date or due date

Further, when completing the contest form, entrants will also be asked to confirm if they consent to receiving marketing communications and offers from the Sponsor via an opt-in check box. Entrants may unsubscribe from these communications at any time by following the "unsubscribe" instructions contained in the marketing communications. The full information of the party seeking consent, the Sponsor, is as follows:

Irving Consumer Products Limited
100 Midland Drive
Dieppe NB E1A 6X4
(506) 859-5757

6. **Limits on Entries:** Limit of one (1) Entry per person during the Contest Period (regardless of the entry method chosen).
7. **Random Draw and Odds:** On or about Oct 27th, 2026, at 10:00 AM E.T. in Toronto, Ontario, a random draw will be conducted from all eligible entries received during the Contest Period. Odds of winning the prize will depend on the total number of eligible entries received during the Contest Period.
8. **Winner Confirmation:** The selected entrant will be notified by e-mail within five (5) business days of the draw. Sponsor will not be responsible for failed attempts to contact the selected entrant including but not limited to if the e-mail is returned as undeliverable or the selected entrant cannot be reached by e-mail within five (5) business days of the date the e-mail notification was sent. To be confirmed a winner, the selected entrant must (i) reply to the e-mail notification within five (5) business days of the date the e-mail notification was sent. From the date the winner responds, they are entitled to another (5) business days to do the following; (1) Return the completed Sponsor's Declaration of Compliance with the Official Rules / Release of Liability and Consent to Publicity Form ("**Prize Form**"), (2) Correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered by e-mail; (3) Provide proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification); and (4) be in full compliance with these Official Rules.

The selected entrant will be required to print, sign and return within the specified time and by e-mail or fax, Sponsor's Declaration of Compliance with the Official Rules / Release of Liability and Consent to Publicity Form ("**Prize Form**"), which includes, without limitation the selected entrant's consent to the use of his/her name, address (city and province/territory), photograph, image and/or likeness, statements regarding the Contest or the prize and/or voice, without further notice or remuneration, in connection with any publicity carried out by or on behalf of Sponsor with respect to the Contest including social media platforms. If the selected entrant cannot be confirmed a winner as above, then Sponsor will disqualify the entrant and confirm an alternate entrant. The process will repeat until such time as one (1) selected entrant is confirmed as a winner or there are no more eligible entries, whichever comes first. In such a case, or in the event that the prize can't be awarded, neither the selected entrant, nor any other person, shall have any claim

against Sponsor arising out of or connected to the disqualification or any other matter related to the Contest. The prize will be delivered to the confirmed winner by the Sponsor upon receipt of the completed Prize Form to the address specified within 30 days of the receipt of the completed Prize Form.

9. **Prize:** One (1) prize (the “**prize**”) is available to be won during the Contest Period, consisting of: 28 boxes of diapers in a size to be selected by the selected entrant based on their baby’s age and size (sizes available for selection range from newborn up to size 6). Approximate retail value of the prize is \$811.16 CAD (based on a \$28.97 MSRP per box).

The prize must be accepted as awarded without representation, warranty or guarantee of any kind, and cannot be replaced if lost or stolen. No substitution, conversion to cash, or transfer of the prize is permitted except that Sponsor may substitute the prize or a component of the prize with an item of equal or greater value (based on the approximate retail value of the prize as stated in the Official Rules), if the prize or a component of the prize cannot be awarded as described for any reason. The prize winner is solely responsible for all costs not expressly described as included herein. None of the Releasees (as defined below) make any representation or offers any warranty, express or implied, as to the quality, merchantability or fitness of the prize or a component of the prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, the confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the Releasees should the prize or any portion thereof fails to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the prize, the confirmed winner agrees to waive all recourse against the Releasees if the prize or a component thereof does not prove satisfactory, either in whole or in part.

10. **Disqualified Entries:** In the following circumstances, entries will be judged void and disqualified: entries that are late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete (including but not limited to full name, address or any other information requested), altered or otherwise irregular; entries submitted with an invalid e-mail; entries where the associated full name does not accord with the name of the authorized account holder, defined below, of the e-mail address submitted at the time of entry. Entries must be submitted by the individual entering the contest and not by any other person on behalf of an entrant.

11. **Disqualified Entrants:** In the following circumstances, entrants will be disqualified and their entry will be judged void and disqualified: entries generated by script, macro, robotic, programmed, or other automated means; entries and/or entrants that do not comply with or satisfy any or all of the conditions set out in these Official Rules including failure to provide Sponsor with proof of identification; entries submitted by unauthorized, prohibited or illicit means; entries that contain false information; entrants who use more than one (1) e-mail address to submit entries; entrants who submit more than the stated number of entries permitted by the Official Rules; entrants tampering or attempting to tamper with the entry process or the operation of the Contest or the Contest Website; entrants acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other entrant, the independent contest organization, advertising and promotional agencies; Sponsor or Sponsor’s representative or agent; entrants attempting to undermine the legitimate operation of the Contest, for example, by cheating, hacking, deception, or other unfair playing practices. If Sponsor or independent contest organization suspects any of these circumstances, the entrant will be contacted as soon

as practicable. Any prize inadvertently awarded to a selected entrant who ought to have been disqualified by these Official Rules may be reclaimed by Sponsor. All entries become the property of Sponsor upon receipt and none will be returned.

12. **Entrants' Agreement to Abide by Rules and Decisions:** By entering the Contest, entrants acknowledge that they have read and understood the Official Rules, and agreed to abide and be bound by them, and the decisions of the independent contest organization and/or Sponsor, including their decisions regarding the interpretation and application of these Official Rules, made in their sole and absolute discretion, which shall be final and binding with respect to all aspects of the Contest and the awarding of the prize. No correspondence will be entered into except with selected entrants and prize winner.
13. **Civil and Criminal Remedies Available to Sponsor:** CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND FUTURE CONTESTS.
14. **Release of Liability / Consent to Publicity:** By entering, each entrant releases and holds harmless Sponsor, its affiliated and related companies (including, without limitation, its parent, sister and subsidiary companies), the Administrator, independent contest organization, advertising and promotional agencies, or other party in any way involved in the development or administration of this Contest, including suppliers of materials or services related to the Contest and all of their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability of any nature or kind arising out of, or in connection with participation in the Contest or regarding the accepting, arranging, awarding or use of the prize or any portion thereof or this Contest, including as set out below in the Limitation of Liability section.
15. **Limitation of Liability:** The Releasees accept no responsibility for and each entrant releases and holds harmless the Releasees from and against any and all losses, damages, actions, demands, liabilities or claims of whatever nature or kind arising out of, or in connection with the prize or any portion thereof or this Contest. Without limiting the generality of the foregoing, the Releasees will not be responsible for (i) the incorrect or inaccurate capture of entry information; (ii) entries or entrants disqualified for any of these reasons stated in these Official Rules; (iii) any loss, damage, or claims caused by, or in any way related to an awarded prize or the Contest itself; (iv) any failure of the Contest Website during the Contest Period, howsoever caused, including, without limitation, any human or technical errors or malfunctions, lost, delayed or garbled data, transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer lines or networks, technical malfunctions or technical errors of any computer on-line systems, servers, access providers, computer equipment, software or any combination thereof, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including, without limitation, any injury or damage to an entrant's or any other person's computer related to or resulting from participating in or downloading any material connected to the Contest, all of which may affect a person's ability to participate in the Contest or be awarded a prize; (v) any errors, omissions, incorrect or inaccurate information in any Contest-related

materials, including, without limitation, printing or advertising errors or the failure of or problems with any equipment or programming associated with or used in the Contest howsoever caused; or (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise.

16. **Disputes Regarding the Identity of an Entrant:** In the event of a dispute regarding the identity of an entrant, online entries will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an e-mail address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the entry to be confirmed a winner.
17. **General:** The Contest is void where prohibited by law and is subject to all applicable federal, provincial/territorial, and municipal laws.
18. **Rules Govern:** The Contest will be run in accordance with these Official Rules. In the event of any discrepancy or inconsistency between these Official Rules and disclosures or other statements contained in any other Contest-related materials, including but not limited to the contest form, the Sponsor's website, or point of sale, television, print or online advertising, the terms and conditions of these Office Rules shall prevail, govern and control.
19. **Changes to Contest and Rules:** Sponsor reserves the right to terminate, modify, or suspend the Contest or to amend the Official Rules at any time, without prior individual notice, and for any reason. Without limiting the foregoing, if, for any reason, such as tampering, the Contest does not run as originally planned, Sponsor reserves the right to cancel the Contest and conduct a random draw from all previously received eligible entries.
20. **Intellectual Property:** All intellectual property, including but not limited to trademarks, trade names, designs, Contest materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by either Sponsor and/or their respective affiliates or authorized licensors. All rights are reserved. Unauthorized copying or use of any copyrighted materials or intellectual property without the express written consent of its owner is strictly prohibited.
21. **Privacy:** Sponsor respects your right to privacy. By entering the Contest and providing your personal information upon entry, you consent and agree to Sponsor's collection and use of the entry information to administer this Contest. If you provided consent to receiving marketing communications from the Sponsor when completing the contest form, you are also consenting to Sponsor's use of your entry information to contact you about upcoming offers, contests and other marketing communications. Your entry information will be handled according to the privacy policy at www.royale.ca/privacy-policy. Your consent to Sponsor's use of the entry information may be revoked at any time (without revoking your participation in the Contest or impairing your chances of winning). For more information regarding the manner of collection, use and disclosure of personal information by Sponsor, please visit www.royale.ca/privacy-policy.