

HEINZ TORONTO BLUE JAYS™ GIVEAWAY (the “Contest”)

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. SPONSOR: The sponsor of this Contest is Kraft Heinz Canada ULC, 207 Queens Quay W., Toronto, Ontario, M5J 1A7 (“**Sponsor**”).

2. ELIGIBILITY:

- (a) The Contest is open only to residents of Canada who are of age of legal majority in the province/territory in which they reside at the time of entry.
- (b) The following individuals and their household members (whether or not related) are not eligible to enter the Contest: employees, officers, directors, shareholders, agents, representatives, successors and assigns of each of (i) Sponsor, (ii) Rogers Blue Jays Baseball Partnership (“**RBJBP**”), owner of the *Toronto Blue Jays* Major League Baseball team (the “**Team**”), (iii) the MLB Entities (defined below), (iv) each of their respective parents, affiliated companies, and subsidiaries, and (v) any and all other companies associated with the Contest. The “**MLB Entities**” shall mean the Office of the Commissioner of Baseball (the “**BOC**”), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. (“**MLBAM**”), Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (the “**Clubs**”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities.
- (c) Sponsor and RBJBP shall have the right at any time to require proof of identity and/or eligibility to enter the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. Sponsor and RBJBP reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

3. HOW TO ENTER:

- (a) The Contest period begins at 9:00 a.m. Eastern Time (“**ET**”) on Thursday, June 18, 2026, and ends at 11:59 p.m. ET on Wednesday, August 12, 2026 (the “**Entry Period**”).
- (b) There is one (1) way to enter: via bluejays.com. No other method of entry will be accepted. During the Entry Period, go to www.bluejays.com/HeinzGiveaway to access the online entry form for the Contest (the “**Entry Form**”). During the Entry Period, complete the Entry Form as instructed, including all required information, and submit the completed Entry Form for one (1) entry into the Contest (the “**Entry**”).

Limit of one (1) Entry per person/email address. By way of illustration, if two (2) or more otherwise eligible persons share a single email address, only one (1) of them may enter the Contest. If one (1) person has two (2) or more email accounts, that person may enter the Contest only once and only the first entry received from such person will be considered.

- (c) MLBAM's computer shall be the official clock of the Contest with respect to Entries submitted online. Free access to the Internet is available at most public libraries. Entrants are solely responsible for Internet connectivity, software and/or hardware that may be required in order to create and/or submit any Entry.
- (d) By entering this Contest, each entrant consents to the collection, use, and disclosure of his/her/their personal information for the purposes and in the manner described herein. All information submitted by entrants on bluejays.com is being collected by MLBAM and is subject to, and will be treated in a manner consistent with, MLBAM's Terms of Use accessible at: mlb.com/tou and Privacy Policy accessible at: mlb.com/privacy. Information submitted by entrants on bluejays.com will be provided to RBJBP and treated in accordance with RBJBP's Privacy Policy available at www.bluejays.com/privacy, subject to the entrants' stated preferences from time to time. Limited information submitted by entrants on bluejays.com, such as email addresses of those entrants who have opted in to receive commercial electronic messages (such as emails) from Sponsor, or contact information that will be used to facilitate prize delivery may be provided to Sponsor, and will be treated in accordance with Sponsor's Privacy Policy available at <https://www.kraftheinz.com/en-CA/privacy-policy>, subject to the entrants' stated preferences from time to time. Online entrants may be given the option to receive commercial electronic messages (e.g., emails) and/or other communications from MLBAM, RBJBP, and/or Sponsor; however, eligibility to participate in the Contest is not dependent upon an entrant's consent to receive such messages and communications and consenting to receive such messages and communications will not impact an entrant's chances of winning.

4. PRIZE DESCRIPTION:

One (1) total prize will be awarded, consisting of the following:

- (a) Six (6) admission tickets (total) for the winner and five (5) guests (collectively, the "**Prize Participants**") to attend three of the Team's regular season baseball game scheduled to be played in Toronto, Ontario (the "**Destination**") at *Rogers Centre*TM stadium (the "**Stadium**") on September 25, 26, and 27, 2026 (collectively, the "**Games**"). Tickets for the Games will grant the Prize Participants access to the Stadium's Heinz Club 328;
- (b) Six (6) CAD \$500 RBJBP gift cards (the "**RBJBP Gift Cards**"), such gift card being subject to the terms and conditions associated with its use and section 5(c) of these Official Rules;
- (c) Three (3) hotel rooms (standard double occupancy) for five (5) nights in the Destination in a hotel and on dates to be determined by Sponsor (the "**Hotel**");
- (d) Six (6) CAD \$500 pre-paid credit cards (specific pre-paid credit cards to be selected by the Sponsor in its sole discretion), such pre-paid credit card being subject to the terms and conditions associated with their use;
- (e) Six (6) Team-branded "replica" jerseys; and
- (f) subject to subsection 5(a) of these Official Rules,
 - (i) round trip economy air transportation for the Prize Participants from the international airport within Canada closest to the winner's residence (as determined in the sole discretion of Sponsor) to the Destination, departing on dates to be determined by Sponsor (the "**Airfare**") (estimated retail value of CAD \$1,500); and

- (ii) Return ground transportation (via two (2) vehicles) for the Prize Participants from the Destination airport to the Hotel (the “**Ground Transportation**”) (estimated retail value of CAD \$250).

The total estimated retail value of the prize is CAD \$26,850 (inclusive of Airfare and Ground Transportation). Actual retail value of the prize will depend on whether the winner resides within 300 kilometres of the Stadium (in which case Airfare and Ground Transportation will not be provided, as more particularly set out in subsection 5(a) of these Official Rules, below) and, if the winner resides further than 300 kilometres of the Stadium, on the winner’s departure city (the estimated retail value of the Airfare is based on the departure city of Ottawa). Any difference in value will not be awarded.

5. **PRIZE CONDITIONS:**

- (a) If the winner resides within 300 kilometres of the Stadium, Airfare and Ground Transportation will not be awarded, and the Prize Participants will be solely responsible for all costs of transportation (and no additional compensation or substitution will be awarded for any difference in prize value).
- (b) Notwithstanding anything to the contrary herein, the Prize Participants must be available to attend the Games on the dates selected by the Sponsor and RBJBP. Should a Prize Participant be unable to attend the Games, the prize will be forfeited in its entirety and may be awarded to an alternate winner in accordance with these Official Rules.
- (c) In addition to the other terms and conditions associated with its use, the RBJBP Gift Cards may only be used to purchase merchandise at *Jays Shop*™ physical retail locations and/or food and beverage concessions at the Stadium. The RBJBP Gift Cards may not be used to purchase items online (including merchandise or tickets).
- (d) All prize details, including Airfare and Ground Transportation times, if applicable, the location of the Hotel, and the Games’ seat locations will be determined in the sole discretion of Sponsor and/or RBJBP. Some restrictions may apply. If the winner is entitled to Airfare and Ground Transportation, travel arrangements must be made through Sponsor’s agent on a carrier of Sponsor’s choice and tickets will be subject to those terms and conditions specified by the ticket issuers. In addition, if the winner is entitled to Airfare and Ground Transportation, the Prize Participants must travel together on the same itinerary and are responsible for ensuring they have all necessary travel documents (e.g., valid passport and, if required, valid proof of vaccination and/or negative COVID-19 test results). RBJBP, Sponsor and the MLB Entities are not responsible in the event any Prize Participant is refused boarding at any time by any airline or airport security. Any unused portion of the prize will be forfeited. Each Prize Participant must be of age of legal majority in their jurisdiction of residence, unless accompanied by a parent or legal guardian. The winner is fully responsible for any and all applicable federal, provincial, and municipal taxes (including income and withholding taxes).
- (e) Use of any Major League Baseball game/event/exhibition ticket is subject to standard terms, conditions, and health and safety policies applicable to the ticket; see bluejays.com/ticketterms for details. Major League Baseball game, event and exhibition dates and times are determined in the sole discretion of the BOC and/or the applicable Club, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of the prize will govern in the event a legal game, event or exhibition, as defined by Major League Baseball, is not played or held, as applicable, due to weather conditions, an act of God, an act of terrorism, civil disturbance

or any other reason. The winner and their guests agree to comply with all applicable stadium and venue, as applicable, regulations in connection with the prize; see bluejays.com/ticketterms for details. The applicable MLB Entities reserve the right to remove or to deny entry to any winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the Games, event or exhibition. The Released Parties (defined below) will not be responsible for acts of God, acts of terrorism, civil disturbances, work stoppages, epidemic, pandemic, or any other issue concerning public health or safety, or any other event outside of their control that may cause the cancellation or postponement of any Major League Baseball game, event or exhibition. Major League Baseball game, event and exhibition tickets awarded as part of the prize may not be resold or offered for resale or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and prize forfeiture, and may invalidate the licence granted by the game, event or exhibition tickets.

- (f) Any and all additional costs and expenses associated with prize acceptance and use not specified herein as being provided including, but not limited to, travel and health insurance, transportation costs (including checked baggage fees, excess baggage fees, meals, gratuities and other expenses incurred by the winner (and any guests) in claiming, accepting and/or using the prize are the sole responsibility of the individual winner. Prize must be accepted as awarded without substitution and may not be transferred, exchanged, refunded or converted to cash. Sponsor reserves the right to substitute another prize or any component of the prize of equal or greater value, without liability.
- 6. **RANDOM DRAW:** At approximately 10:00 a.m. ET on August 13, 2026, an RBJBP representative, or other person designated by RBJBP will select by random draw one (1) potential winner from among all eligible Entries received during the Contest Period. Odds of winning depend on the number of eligible Entries received during the Contest Period.
 - 7. **NOTIFICATION:** The potential winner selected in accordance with the previous section will be contacted by a RBJBP representative by telephone at the telephone number indicated in their Entry to determine if they are eligible in the sole discretion of the RBJBP representative. In the event that the potential winner does not respond to such notification within two (2) days, incorrectly answers the skill testing question (described in more detail below), as determined by Sponsor or RBJBP in its sole discretion or declines a prize for any reason, they will be disqualified, the prize will be forfeited and, at Sponsor's discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible Entries.
 - 8. **DECLARING A WINNER:**
 - (a) To be declared a winner and claim the prize awarded, the potential winner must (i) be eligible according to these Official Rules, (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time limited mathematical skill testing question which will be administered by telephone at a mutually agreeable time, and (iii) sign a duly completed Liability and, except where prohibited by law, Publicity Release form, on behalf of him/herself/themselves, and any other documentation as may reasonably be required by RBJBP, and return same to Sponsor (or if directed, RBJBP) by the date specified on the applicable documentation.
 - (b) If all required documents are not properly executed and returned within the specified period of time, or the potential winner otherwise fails to comply with these Official Rules, a disqualification will result and the prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible Entries. Each prize winner's guest must also sign a duly completed Liability

and, except where prohibited by law, Publicity Release form and return same to Sponsor (or, if directed, RBJBP) by the date specified on the applicable documentation.

9. WAIVER OF LIABILITY/PUBLICITY RELEASE:

- (a) By participating in the Contest and submitting an Entry, each entrant (i) agrees to be bound by these Official Rules, including all Entry requirements, (ii) agrees that the decisions of Sponsor and RBJBP are final and without appeal, (iii) remises, releases and forever discharges Sponsor, RBJBP, the other MLB Entities, Meta Platforms, Inc. (formerly, Facebook, Inc.) (“**Facebook**”), Instagram, Inc. (“**Instagram**”), X, Corp. (“**X**”), each of their respective parents, affiliated companies and subsidiaries, any and all other companies associated with the Contest (including prize suppliers and suppliers of materials or services related to the Contest), and all of their respective employees, directors, officers, shareholders, agents, representatives, successors and assigns (collectively, 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 Contest prize (or any portion thereof), and any travel or activity that is related to the receipt or use of any Contest 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, Instagram, X, and Facebook from any and all claims by third parties relating to the foregoing.
- (b) By accepting a prize, the winner authorizes Sponsor, RBJBP, MLBAM, the other MLB Entities and each of their respective designees to use in any related publicity, the winner’s name, city and province/territory of residence, photograph, image, likeness, voice, and any statements he/she may make regarding such prize for advertising and promotional purposes worldwide in perpetuity and in any form of media now or hereafter devised worldwide (including the Internet), without limitation and without additional compensation or consideration, notification or permission, unless prohibited by law; and waives any rights that may exist in respect of materials produced pursuant to the foregoing.

10. GENERAL CONTEST TERMS AND CONDITIONS:

- (a) The Released Parties are not responsible for (i) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; (ii) lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider, website, or other connections including those through and/or by any website; (iii) availability or accessibility or miscommunications or failed computer, satellite, telephone, cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (iv) failures or malfunctions of phones, phone lines or telephone systems, (v) any error, omission, interruption, defect or delay in transmission, processing, or communication; (vi) non-delivery of any communication or Entry; (vii) misdirected, blocked, or delayed email notifications; (viii) printing, typographical or other errors appearing within these Official Rules, in any Contest-related advertisements or other materials; (ix) any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, mail, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the

administration of the Contest, the processing of Entries, the announcement of any prize in any Contest-related materials, or the cancellation or postponement of any Major League Baseball game, event or exhibition, (x) any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest; or (xi) any injury or damage to the computer of any entrant or other person related to or resulting from participating in this Contest or downloading materials from or use of any website.

- (b) Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsor's or RBJBP's representatives or who are in violation of these Official Rules, as solely determined by Sponsor and/or RBJBP, will be disqualified and all associated Entries will be void. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor, RBJBP, MLBAM and/or their respective agents. Sponsor and RBJBP shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in their sole discretion. The Released Parties (i) make no warranty, guaranty or representation of any kind concerning any prize, and (ii) disclaim any implied warranty. The failure of Sponsor, RBJBP or MLBAM to enforce any term of these Official Rules shall not constitute a waiver of that provision. All disputes will be resolved in the Province of Ontario under applicable Ontario and Federal laws.
- (c) Sponsor, RBJBP and MLBAM reserve the right, in their sole discretion, to cancel, suspend or otherwise modify the Contest (or any portion thereof) and/or to amend these Official Rules at any time and in any way, without prior notice, for any reason, including, but not limited to incidents where a virus, bug, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest (or any portion thereof). In the event of cancellation, Sponsor may elect to identify a winner and award the prizes by way of random drawing from among all non-suspect, eligible Entries received up to the time of such cancellation.
- (d) **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT, AND SPONSOR, RBJBP, MLBAM AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING LEGAL FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**
- (e) All online Entries must include a valid email address for the entrant. In the event of a dispute as to the identity or eligibility of any potential winner based on an online Entry, the winning Entry will be declared made by the Authorized Account Holder (defined below) of the email address submitted at the time of entry, provided such Authorized Account Holder is eligible according to these Official Rules. The potential winner may be required to provide proof, upon request of Sponsor and/or RBJBP, that he/she is the applicable Authorized Account Holder, the sufficiency of such proof to be determined in the absolute discretion of Sponsor and/or RBJBP. The **"Authorized Account Holder"** is defined as the natural person to whom the applicable Internet Service Provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.

(f) All entry data provided via an entrant's Entry is provided to Sponsor, RBJBP and/or MLBAM, as applicable, and not to Facebook, Instagram or X. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram, or X. Any questions, comments or complaints regarding the Contest should be directed to Sponsor and not to Facebook, Instagram, or X.

(g) The Contest is subject to all applicable federal, provincial and municipal laws, rules and regulations.

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