

BASK
Cavendish Beach Music Festival
Contest Rules & Regulations (“Official Rules”)

How to Enter: NO PURCHASE NECESSARY. No purchase or payment necessary to enter or win. Purchase will not improve an entrant's chance of winning. The Contest commences May 4th, 2025 at 00:00 (AST) and ends June 18, 2025 at 23:59 (AST). To enter, visit the web site located at www.BASKwine.com/CBMFContest and type your name, address, age, daytime telephone number and email address on the entry form located on this web site. All entries must be submitted online no later than 23:59 (AST) on June 18, 2025, THE CONTEST CLOSING DATE. Participation is limited to one (1) entry per person, per household address, during the contest period. Web site tracking determines date and time of entry. If it is discovered that you attempted to enter more than once, all your entries will be void. Arterra Wines Canada, Inc. (the “Sponsor”), is not responsible for technical, hardware or software malfunctions, lost, delayed or corrupted data transmission, line failures of any network or telephone, or inability to access the website.

Eligibility: This Contest is open to residents of the Province of Nova Scotia and Prince Edward Island who are of legal drinking age or older in the Province of Nova Scotia and Prince Edward Island, except for directors, officers, employees and contractors (and those with whom they are domiciled, and their immediate families, which includes spouse, sibling, parent and child) of the Sponsor, its agents or representatives, their agents or representatives, liquor licensees or any distributor or company involved in any phase of Contest administration.

Grand Prize(s): There are two (2) grand prizes [the “Grand Prizes”] to be won consisting of (i) two (2) VIP tickets for all 3 days to the Cavendish Beach Music Festival for the Prince Edward Island residents and (ii) two (2) VIP tickets for all 3 days to the Cavendish Beach Music Festival for the Nova Scotia residents. The approximate retail value of each Grand Prize is \$1,250 CDN. For the Nova Scotia resident winner, a bonified amount of \$1,000 CDN in the form of a pre-paid credit card, which can't be redeemed for cash, will be added to the Grand Prize to cover any associated travel fees. The Grand Prizes must be accepted as awarded, are not transferable and are not redeemable for cash. All taxes, and other expenses not covered within the Grand Prize package are the responsibility of the respective winner.

The Sponsor reserves the right at any time to substitute the Grand Prizes (or component thereof) for any reason, so long as a Grand Prizes (or component of the Grand Prizes) of comparable value is substituted.

Winner Selection: On June 28, 2025, entrant will be selected in a random drawing at 12:00 p.m. EST in Rougemont, Québec from among all eligible entries received online. The random draw will be conducted by an independent judging organization whose decisions will be final and binding in all matters relating to this Contest. In order to be declared a winner, the selected entrant must have complied with these Official Rules and must correctly answer a time-limited mathematical, skill-testing question to be administered by mail, telephone or online without assistance of any kind and sign a Confirmation of Compliance with Rules Acceptance of Prize & Release acknowledging and releasing Sponsor, any distributor or company involved in the supply of the Grand Prize, or any component or any phase of contest administration, their respective officers, directors, agents, representatives, successors and assigns (collectively the “Released Parties”) from any liability (including, without limitation, any damages, losses or injury) in connection with this Contest, the awarding of the Grand Prize and/or resulting from acceptance or use of the Grand Prize (including any prize-related activity). The odds of winning depend upon the number of entries received. The selected entrant will be notified by mail, electronic mail or by telephone, within two (2) days of the draw date. If a selected entrant cannot be

contacted within seven (7) days of selection, if there is a return of any Grand Prize notification as undeliverable, or if the selected entrant fails to comply with any of the foregoing, that selected entrant will be disqualified and an alternate entrant will be selected from among the remaining eligible entries. Winner must provide proof that they are of legal age to purchase alcohol products in the form of government issued photo ID.

Miscellaneous: The Provincial liquor agencies 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.

By accepting the Grand Prize, the winners consent to the use of his/her name, address (city and Province), voice, statements and or photograph, without further compensation or authorization, to be used for promotional purposes by the Sponsor or any related entities thereto in connection with this Contest. All information obtained from non-winning ballots will be used only to administer this Contest and for no other purpose. This Contest is subject to all relevant Canadian laws, is owned and operated by the Sponsor. The Sponsor is not responsible for any printing errors or omissions and reserves the right to cancel or amend this Contest in the event of such errors or omissions.

PRIVACY / USE OF PERSONAL INFORMATION.

By participating in the Contest, each entrant: (i) grants to the Sponsor the right to use his/her personal information provided when he/she enters the Contest for the purpose of administering the Contest, including but not limited to contacting and announcing the winners and coordinating the provision of the Contest prize; (ii) acknowledges that the Sponsor may disclose his/her Personal Information to service providers of the Sponsor in connection with any of the activities listed in (i).

Arterra Wines Canada, Inc. will use each entrant's Personal Information only for identified purposes and protect each entrant's Personal Information in a manner that is consistent with the Arterra Wines Canada, Inc. Privacy Policy at: <https://www.arterracanada.com/privacy/>.

By entering the Contest, each entrant agrees to release, indemnify and forever hold harmless the Released Parties from and against any and all claims, demands, damages, actions and causes of action arising or to arise by reason of the entrant's participation in the Contest and/or the acceptance, use or misuse of the Grand Prize.

Additionally, Instagram and its owner Meta Platforms, Inc. are also designated as Releasees. The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram and/or its parent owner Meta Platforms, Inc. The Instagram Service is one of the Meta Platforms, Products provided for use by Meta Platforms, Inc. Instagram and Meta Platforms, Inc. is completely released of all liability by each entrant or participant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Instagram or Meta Platforms, Inc. The Sponsor reserves the right to, without prior notice and at any time, terminate this Contest, in whole or in part, or modify this Contest in any way, should any factor interfere with its proper conduct as contemplated by these Official Rules and Regulations. The Sponsor is not responsible for lost, incomplete or illegible entries. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion,

to be tampering with the entry process or the operation of this Contest or web site; to be in violation of the terms of service of the web site; to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Automated entries (including but not limited to entries submitted using any bot, script, macro or Contest service), copies, third-party entries, facsimiles and/or mechanical reproductions are not permitted and will be disqualified. In the event of multiple persons attempting to enter the Contest through one email account, the authorized account subscriber is deemed to be the natural person who is assigned an email address by an Internet access provider, online service provider or other organization, which is responsible for assigning email addresses or the domain associated with the submitted email address.