

Mary Brown's Inc. (“Sponsor”)

12 Days of Giveaways – DAY 1(the “Contest”) Saturday, December 6, 2025

OFFICIAL RULES AND REGULATIONS

Open to residents of Ontario, Newfoundland and Labrador, Nova Scotia, New Brunswick, Manitoba, Saskatchewan, Alberta, British Columbia, and Yellowknife (the “**Participating Provinces**”)

No Purchase Necessary. These Official Rules and Regulations (“**Rules**”) for this Day 1, including the references set out next to Day 1 in the attached “12 Days of Giveaways Schedule”, govern the Contest.

1. **CONTEST PERIOD:** The Contest runs from 9:00AM EST and ends at 11:59PM EST on the Saturday, December 6, 2025 referred to as Day 1 in the 12 Days of Giveaways Schedule (the “**Contest Period**”).

2. **ELIGIBILITY:** To enter and to be eligible to win a Prize you must be a legal resident a Participating Province who is 18 years of age or older at the time of entry. You are not eligible to enter if you are, reside with (whether or not related), or are an immediate family member of, an employee, director, officer, or retiree of the Sponsor its respective parent, related affiliated companies, subsidiaries, franchisees, advertising and promotional agencies and any other parties engaged in the development, production or distribution of Contest materials. For the purpose of these Rules, “**immediate family member**” means spouse, parent, child, or sibling.

3. HOW TO ENTER:

Purchase on the MB app: To be entered into the Contest, you must complete a purchase on the MB app, as referred to on Day 1 in the 12 Days of Giveaways Schedule before the end of the Contest Period: (the “**Entry**”).

No Purchase Necessary: To be entered into the Contest, you must complete the No Purchase Necessary Form on the Mary Brown’s Chicken website, as referred to on Day 1 in the 12 Days of Giveaways Schedule before the end of the Contest Period: (the “**Entry**”).

4. **ODDS OF WINNING:** Odds of winning depend on number of entries received during the Contest Period.

5. **PRIZE:** The number of available prizes is referred to as the NUMBER OF AVAILABLE PRIZES on Day 1 in the 12 Days of Giveaways Schedule. Each prize consists of one of the NUMBER OF AVAILABLE PRIZES (the “**Prize**”). 1 prize will be distributed. The Prize is not redeemable for cash and must be accepted as described. Prize is valued at approximately \$1,200, given in MB gift cards. The Prize will be sent to winner once promotion concludes. Sponsor

reserves the right to substitute the Prize or any part for a prize of equivalent retail value if the Prize cannot be awarded as described for any reason.

6. WINNER SELECTION: One (1) entrant will be selected by random draw from among all entries received during the Contest Period (a “**Selected Entrant**”). The draw will take place at Mary Brown's Support Centre, at approximately 11:00AM EST on January 5, 2026 (the “**Draw Date**”). **NOTIFICATION:** The Selected Entrant will be contacted by e-mail at the address associated with app account or email associated with the account used for No Purchase Necessary by January 9, 2026 (the “**Notification**”). The Selected Entrant must respond to the Notification within 72 hours thereof. Failure to respond to the Notification within the time stipulated will result in disqualification at the sole discretion of the Sponsor.

7. DECLARATION OF WINNERS: To be declared the Contest winner and receive the Prize, the Selected Entrant must respond within 72 hours of receipt of email, confirming compliance with the Contest Rules, and accept the Prize as awarded, without substitution, and releasing the Sponsor, Mary Brown's Inc., Facebook or Instagram and their respective shareholders, directors, officers, employees, agents, representatives, affiliates, successors and assigns (collectively, the “**Releasees**”) from any liability in connection with the Contest or any Prize. If the Selected Entrant (a) fails to meet the conditions set out above, (b) does not respond to the Notification within the time stipulated, (c) does not pick up or accept the Prize within the time stipulated or (d) does not meet Contest eligibility requirements or is not fully compliant with the Contest Rules, Sponsor may, in its sole discretion without right of appeal, disqualify a Selected Entrant and select an alternate Selected Entrant by random draw until a Contest winner is declared.

8. ACCOUNT HOLDER: In the event of dispute over the identity of the potential Prize winner, an entry will be declared as entered by the authorized account holder of the application account used to submit the entry, and the potential Prize winner may be required to provide identification sufficient to show that he/she is the authorized account holder. It is the sole responsibility of entrants to notify the Sponsor in writing if the entrant changes his or her e-mail address or any other contact information during the Contest Period. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Sponsor's Contest server machine(s).

9. RELEASE: By submitting a completed entry form to enter the Contest, the winner releases the Sponsor and Facebook or Instagram from any and all liability arising out of, or in connection with, this Contest and the awarding of any prize, now or in the future. By entering this Contest, the winner consents in writing to the use of their name, city and province where they reside by Sponsor in a format approved by that winner, as well as any audio/video image, statements, and/or photographs in any related publicity and publication without further compensation, worldwide and in perpetuity, in any and all forms of media and social media now known or hereafter devised, including, but not limited to, the Internet, Facebook, Twitter, Linked In, YouTube, Pinterest, SnapChat and in any publicity or advertising carried out by the Sponsor, unless prohibited by law. Sponsor reserves the right to post or publish

any winner's name, city, or province of residence, photograph, likeness, voice or other statements, as directed by the winner, on its website and/or on the website of Sponsor's affiliated companies and/or on the sponsor's website for advertising and promotional purposes, where lawful, without further compensation to the winner, worldwide and in perpetuity.

10. GENERAL: The Sponsor, Mary Brown's Inc., shall have no liability for loss, damage or claims caused by or resulting from the Contest or acceptance of a Prize. The Sponsor will not be responsible for late, lost, illegible, incomplete, falsified or destroyed entries and all such entries are void. Entries that have been falsified, tampered with or altered are void. The Sponsor shall not be liable for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void. In the event it is determined that an entrant has entered in a fashion not sanctioned by these Rules and/or has submitted more than the number of entries permitted by these Rules, all of the entries submitted by the entrant will be disqualified. The Sponsor reserves the right to terminate or suspend this Contest or to amend the Rules at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, the Sponsor reserves the right, to cancel the Contest and conduct a draw from all previously received eligible entries received. All decisions of the Sponsor in relation to the Contest are final. If any provision contained herein is determined to be void, invalid or otherwise unenforceable by a court of competent jurisdiction, such determination shall not affect the remaining provisions contained herein.

11. PRIVACY: The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor or its representatives to administer the Contest. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in the Sponsor's privacy statement, which is available at: www.marybrowns.com

12. GOVERNING LAW: By entering the Contest, each entrant agrees (a) that any and all disputes, claims and causes of action arising out of or connected with this Contest or any Prize shall be resolved in accordance with the laws of the Province of Ontario and federal laws applicable therein, and (b) to irrevocably submit to the exclusive jurisdiction of the courts of the Province of Ontario over any claim or matter arising under or in connection with the Contest or these Official Rules & Regulations.

13. FACEBOOK RELEASE. This Contest is not sponsored, endorsed or administered by, or associated with Facebook or Instagram. The entrant releases Facebook and Instagram from any liability in respect of the Contest.

12 DAYS OF GIVEAWAYS SCHEDULE CONTEST DAYNUMBER	DATE	NUMBER OF AVAILABLE PRIZES	PRIZE	ENTRY	VALUE
6	December 6, 2025	1	MB for a Year!	Purchase on app or no purchase necessary link:	\$1,200 in MB gift cards