

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF CANADA (EXCLUDING NUNAVUT, NORTHWEST TERRITORIES, AND YUKON), WHO ARE AT LEAST THE LEGAL AGE OF MAJORITY IN THE JURISDICTION IN WHICH THEY RESIDE AS OF DATE OF ENTRY.

1. **Sweepstakes Period:** The Advil Blitz Contest (the “**Sweepstakes**”) begins at 12:00 a.m. Eastern Time (“**ET**”) on August 13, 2025 and ends at 11:59 p.m. ET on October 8, 2025 (the “**Sweepstakes Period**”). The entire duration of the Sweepstakes runs from August 13, 2025 until potential winners have been notified, verified and prizes have been awarded (“**Entire Sweepstakes Period**”).
2. **Eligibility:** Open to legal residents of Canada (excluding Nunavut, Northwest Territories, and Yukon) (“**Eligibility Area**”), who are at least the legal age of majority in the jurisdiction in which they reside as of date of entry. Officers, directors, and employees of Haleon Canada ULC (“**Sponsor**”), Daniel J. Edelman, Inc., the NFL Entities (as defined below), and each of their respective affiliates, parents, subsidiaries, divisions, suppliers, distributors and advertising, promotional and judging agencies, and each of their respective shareholders, directors, officers, members and agents (collectively, the “**Released Parties**”) and their immediate family members (spouses, parents, children, and siblings and their spouses) and/or those living in the same household of each, are not eligible to participate or win. Void outside the Eligibility Area and where prohibited by law. All provincial, territorial, municipal and local laws and regulations apply.
3. **How To Enter:** During the Sweepstakes Period, you may enter by visiting advil.ca/nflcontest (the “**Site**”) and accurately completing the online entry form to receive one (1) entry (the “**Initial Entry**”) into the random drawing, as described below.

In addition, if you opted in to receive electronic commercial messages from Sponsor, including information, promotions, and offers, by clicking the corresponding box upon submitting your Initial Entry, you will receive one (1) additional entry (the “**Bonus Entry**”) into the random drawing. You may opt out at any time.

Initial Entries and Bonus Entries will be collectively referred to as “**Entries**.” Limit two (2) Entries per person [one (1) via Initial Entry and one (1) via Bonus Entry]. Entries in excess of that limit will be void. The person submitting the Entry will be deemed the entrant (the “**Entrant**”). In the event of a dispute as to the identity of an Entrant, the authorized account holder of the email address used to enter will be deemed to be the Entrant. “Authorized account holder” of an email address is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Any Entry not in compliance with the above and which does not meet the other requirements of these Official Rules may be disqualified as determined by Sponsor in its sole discretion. Entrants are subject to disqualification if Sponsor discovers that multiple email addresses are used by the same person. As applicable, normal Internet/phone access and usage/data charges imposed by Entrants’ online/mobile service will apply. Entries made through any robotic, automatic, mechanical, programmed or similar entry duplication method (without limitation, including scripts, bots or third party services) are ineligible and may be disqualified. Sponsor reserves the right to disqualify any individual and all Entries using such methods.

4. **Random Drawing:** One (1) Grand Prize winner and three (3) Secondary Prize winners will be selected in a random drawing on or about October 9, 2025 at 12:00 p.m. ET from among all eligible entries received. The drawing will be conducted by Haleon Canada (at their offices in Mississauga, Ontario, CAN), an

independent judging organization whose decisions in their sole discretion are final on all matters relating to the Sweepstakes. Odds of winning are dependent upon the total number of eligible entries received.

5. **Prizes and Approximate Retail Values ("ARV"):** There are a total of four (4) prizes to be won in the Sweepstakes, with a total retail ARV of [CAD\$9,571.53], as follows:

- a. **Grand Prize (1):** A 3-day/2-night trip for two (2) to attend a Sponsor-selected National Football League ("NFL") game in winner's choice of either Seattle, WA USA or Buffalo, NY USA on Sponsor-selected dates during the 2025-2026 NFL Season ("**Game**"). Trip includes same day round-trip economy class air transportation from major airport nearest winner's residence to destination city; two (2) nights' hotel accommodations (based on double occupancy); ground transportation to/from Game/hotel; two (2) Sponsor-selected signed jerseys; two (2) Sponsor-selected signed NFL hats; and \$500 USD worth of gift cards to nflshop.com (ARV: \$7,500 CAD). Certificate of authenticity not included with jerseys/hats.
- b. **Secondary Prizes (3 total):** \$500 USD worth of gift cards to nflshop.com (ARV: \$690.51 CAD).

Limit one (1) prize per person. Being drawn for either a Grand or Secondary Prize will eliminate eligibility for another prize. Gift cards subject to restrictions and expiration dates may apply. All prizes will be awarded provided a sufficient number of eligible Entries are received. Prizes are non-transferable and no cash redemption or prize substitution is permitted, except at the sole discretion of Sponsor.

Sponsor makes no conditions, representations or warranties, and hereby disclaims any and all conditions, representations or warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. Sponsor reserves the right to substitute a prize of equal or greater value. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, AND WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY, CONDITION OR REPRESENTATION OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, CONDITIONS OR REPRESENTATIONS, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

6. **Grand Prize Rules:** Grand Prize winner's travel companion must also meet eligibility requirements (unless travel companion is the child/charge of Grand Prize winner). Grand Prize winner's travel companion (or the Grand Prize winner, on behalf of their child/charge) must also execute and return a liability/publicity release prior to travel (or, if travel companion is child/charge of Grand Prize Winner, Grand Prize winner must do so on travel companion's behalf). Grand Prize winner and their travel companion are jointly and severally responsible (to the exclusion of any Released Party) for all other expenses not specifically set forth herein, including but not limited to meals, surcharges, service charges, personal charges, taxes, travel and other insurance, additional transportation, gratuities, souvenirs, and other incidentals and items of a personal nature. Sponsor is not responsible for lost, mutilated or stolen travel documents. Grand Prize winner and their travel companion must travel on same itinerary and must agree to depart and return on dates specified by Sponsor surrounding the Game, which are subject to change, or Grand Prize will be forfeited with no compensation. Game date will be specified by Sponsor. If the Grand Prize winner is unable to travel on dates specified, Grand Prize will be forfeited and an alternate Grand Prize winner may (without obligation) be selected in a random drawing from among all remaining eligible Entries received, time permitting. Grand Prize winner and travel companion must follow any applicable rules, regulations or other protocols required

by ticket issuer at time of Game. Travel is subject to availability. Grand Prize is subject to additional restrictions as specified by the relevant prize providers (e.g., hotel, air carrier, ground transport carrier, online merchants, etc.). If the Grand Prize winner lives within three hundred (300) kilometers of destination city (or otherwise if Sponsor determines in its sole discretion), round-trip ground transportation will (or otherwise, may) be provided in lieu of air transportation and no additional compensation will be provided. All travelers must have valid travel documents prior to departure (i.e., passport) and be eligible to enter the United States of America. If Grand Prize winner or their travel companion engage in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip early (including ejection from the Game), in whole or in part, and send the Grand Prize winner and their travel companion, home with no further compensation to the winner. If Grand Prize winner or their travel companion consume alcoholic beverages (none will be provided by Sponsor) or other intoxicating substances (which are not permitted except to the extent permitted by applicable local law and prize provider rules) while participating in any Grand Prize-related activities, they do so at their own discretion and agree to hold the Released Parties harmless from any subsequent damages or third-party claims arising out of or related to such consumption (without limiting any other releases or liability disclaimers set out herein). Grand Prize consists of only the items specifically listed as part of the prize in these Official Rules and prize details not specified herein shall be determined solely by Sponsor.

7. **General Rules:** Any Potential Prize winner (whether Grand or Secondary Prizes) will be notified by email and will be required to correctly answer, unaided, a time-limited mathematical skill-testing question and complete a Declaration of Eligibility, Release of Liability and a Publicity Release (except where prohibited by law) within forty-eight (48) hours of notification attempt or prize will be forfeited and an alternate winner may (without obligation) be selected, time permitting, by Sponsor in its sole discretion. Secondary Prize winners will be notified via email and will be required to correctly answer, unaided, a time-limited mathematical skill-testing question and verify their mailing address and eligibility within forty-eight (48) hours of notification attempt or prize will be forfeited and an alternate winner may be selected. Return of any prize notification/release as undeliverable will result in disqualification and alternate selection, time permitting. The Released Parties are not responsible for notification delivery failures, including without limitation, due to Entrant's equipment settings. If any potential winner is found to be ineligible, or if they have not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected, time permitting. Winners and all Entrants, as a condition of entry into the Sweepstakes and use of prizes, agree to release the Released Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with creation of or submitting an Entry, or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of the prizes awarded or any typographical or other error in these Official Rules or the announcement or offering of the prizes. Acceptance of a prize constitutes permission to use winner's name, likeness and Entry (as applicable) for promotional purposes (including any possible public relations opportunities) without further compensation, except where prohibited by law. By participating in the Sweepstakes, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor. The Released Parties are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user, by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any human error which may occur in the processing of the Entries in the Sweepstakes, or for any liability for damage to any computer system resulting from

participation in, accessing or downloading information in connection with the Sweepstakes. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then the Sponsor reserves the right at its sole discretion to cancel the Sweepstakes and select the winning Entries from among all eligible Entries received prior to cancellation, as outlined above. Entrants hereby represent and warrant that they have read these Official Rules and are fully familiar with its contents.

8. **Disputes:** If Entrant is resident in the province of Quebec, this section may not apply to you to the extent that it purports to limit applicable legal warranties or the liability of Sponsor for its own act or those of its representative. Entrant agrees that to the fullest extent permitted by law: (a) they release and will defend, indemnify and hold harmless the Sponsor and all of the other Released Parties from and all any and all claims arising out of or connected with this Sweepstakes; (b) claims arising out of or connected with this Sweepstakes, or any prize awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or provincial court located in Toronto, Ontario (except for residents of Quebec, where it is Montreal, Quebec); (c) Entrant submits to sole and exclusive personal jurisdiction to said courts in Toronto, Ontario (except for residents of Quebec, where it is Montreal, Quebec) for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (d) any and all claims, judgments, and awards shall be limited to actual damages of no more than \$100, including costs associated with entering this Sweepstakes, but in no event legal or other professional fees; and (e) under no circumstances will Entrant be permitted to obtain awards for and Entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. To the fullest extent permitted by law, and except for residents of Quebec, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants or the Released Parties in connection with this Sweepstakes shall be governed by, and construed in accordance with, the laws of the Province of Ontario, without giving effect to any choice of law or conflict of law rules of provisions (whether of the Province of Ontario, Canada, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province Ontario. For residents of Quebec only, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrants or the Released Parties in connection with this Sweepstakes shall be governed by, and construed in accordance with, the laws of the Province of Quebec, without giving effect to any choice of law or conflict of law rules of provisions (whether of the Province of Quebec, Canada, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of Quebec.

9. **Privacy:** Information collected as part of the Sweepstakes will be used for the purposes of this Sweepstakes and as set forth at Sponsor's Privacy Policy at <https://www.privacy.haleon.com/en-ca/>. This section does not limit any other consent(s) that an entrant may provide the Sponsor in relation to the collection, use and/or disclosure of their personal information. Entrants' data will be transferred to the US for the purpose of conducting the random drawing.
10. **Winners List:** For the names of the winners, available for ninety (90) days after October 15, 2025, send an email to: winners@dja.com with "Advil Blitz Contest" as the subject line. Winners List will be sent after the prizes have been awarded.
11. **Sponsor:** The Sponsor of the Sweepstakes is Haleon Canada ULC, 55 Standish Court, Suite 450, Mississauga, Ontario, L5R 4B2.
12. **Language Discrepancy:** In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Sweepstakes-related materials or Sweepstakes-related Information, including, but not limited to, point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

For the purposes of this Sweepstakes, the "NFL Entities" shall be defined as, collectively, the NFL, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives, and employees. The NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.