

Legal Disclaimer Copy to be included in any Advertising that Mentions the Sweepstakes:

NO PURCHASE NECESSARY to enter the sweepstakes. A purchase does not increase your chances of winning. Open only to legal residents of Canada who are 18 years of age or older as of the date of entry. Void where prohibited. 6 First Prizes available, each a \$1,000 CAD Pre-paid Card. 10 Second Prizes available, each a one year supply of Purex (consisting of 12 Purex product coupons valued at \$ 9.99 CAD each, total ARV of \$119.88). The odds of winning depend on the number of eligible entries received. Correct answer to skill testing question required. The Purex Back to Bright Sweepstakes starts 10:00 am ET on 6/15/2022 & ends 5:00 pm ET on 7/30/2022. Sponsored by Henkel Canada Corporation. For Official Rules, visit Backtobright.ca

OFFICIAL RULES. NO PURCHASE NECESSARY TO ENTER OR WIN THE SWEEPSTAKES.

A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

- 1. Sweepstakes Timing:** The Purex PayDay Sweepstakes (the “**Sweepstakes**”) begins 10:00 a.m. Eastern Time (“**ET**”) on June 15, 2022 and ends at 5:00 p.m. ET on July 30, 2022 (the “**Sweepstakes Period**”).
- 2. Eligibility:** The Sweepstakes is open only to legal residents of Canada who are 18 years of age or older as of the date of entry. Participants who are a minor at their time of participation must have the consent of their parent or legal guardian to these terms. Employees, representatives, or agents of Henkel Canada Corporation (the “**Sponsor**”), its respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies, including Snipp Interactive, Inc. (“**Administrator**”) and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not), are not eligible to participate or win. Void where prohibited by law. All federal, provincial/territorial and local laws and regulations apply.
- 3. HOW TO ENTER THE SWEEPSTAKES:** There is **NO PURCHASE NECESSARY** to participate in the Sweepstakes. A purchase does not increase your chances of winning. You may enter the Sweepstakes by visiting backtobright.ca (“**Website**”) and completing the on-screen registration form to receive one (1) entry into the Sweepstakes random drawing. Limit one (1) entry per person/email address per day. All entries must be received by 5:00 p.m. ET on July 30, 2022 in order to be eligible. Any attempt by any entrant to enter by using multiple/different email addresses, mailing addresses, identities, registrations and logins, or any other methods will void such entries and that entrant may be disqualified, in the sole and absolute discretion of the Sponsor. Use of any automated or computer system to participate online is prohibited and may result in disqualification in the sole and absolute discretion of the Sponsor. Normal Internet/phone access and data/usage charges imposed by your online/phone service may apply, consult your carrier for details.
- 4. Privacy:** Any entry information collected from the Sweepstakes shall be used only in a manner consistent with the consent given by entrants at the time of the entry, with these Official Rules and with Henkel Canada Corporation’s Privacy Policy. By participating in the Sweepstakes, entrants hereby agree to Sponsor’s collection and usage of their personal information in accordance with Sponsor’s privacy policy and acknowledge that they have read and accepted Sponsor’s privacy policy located at <https://www.henkel-northamerica.com/privacy-statement-na>.
- 5. Random Drawing:** Six (6) First Prize winners, and ten (10) Second Prize winners will be selected in a random drawing conducted at **Vancouver, British Columbia** on or about July 31, 2022 from among all eligible entries received within the Sweepstakes Period by Administrator whose decisions are final on all matters relating to the Sweepstakes. Odds of winning are dependent upon the total number of eligible entries received during the Sweepstakes Period.
- 6. Winner Notification:** The potential winners will be notified via email and required to sign and return, (and for a minor in their jurisdiction of residence, have their parent or legal guardian sign and return), the Sponsor’s form of Declaration of Compliance and Liability and Publicity Release (except where prohibited by law), within three (3) days of notification

attempt or the applicable prize will be forfeited and an alternate potential winner may be chosen by random drawing from among all remaining eligible entries, in the sole discretion of the Sponsor. Before being declared as a confirmed winner, each eligible winner will be required to answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. No individual will be declared a winner until the Sponsor officially confirms s/he as the winner in accordance with these Rules. Return of prize notification may result in disqualification and alternate potential winner selection, by random drawing from among all remaining eligible entries. First and Second prize winners will have their prize mailed to the address given at the time of registration approximately 4-6 weeks after the Sweepstakes Period has ended.

- 7. Prizes: First Prize (6 available):** A \$1,000 CAD Pre-paid Card. **Second Prize (10 available):** A one year supply of Purex (consisting of 12 Purex product coupons valued at \$9.99 CAD each). The approximate retail value of each Second Prize is \$119.88 CAD. The total approximate retail value of all prizes to be awarded is \$7,198.80 CAD. Gift cards, prepaid cards, and coupons are subject to terms and conditions and expiration dates may apply. No transfer, assignment, or substitution for any prize will be permitted, except at the sole discretion of the Sponsor. In Sponsor's sole discretion, due to prize unavailability or for any other reason, Sponsor may award an alternate prize (of equal or greater value) and the Sponsor's obligation to the winner will be fulfilled, and no other additional compensation will be provided. All federal, state, provincial/territorial, and local taxes are solely the responsibility of the winners.
- 8. Winners List:** To receive a Winners List by email, send an email to: hello@backtobright.ca with "The Back to Bright" Sweepstakes Winners as the subject line. Requests must be received by October 30, 2022. Winners List will be sent after prizes have been awarded.
- 9. Sponsor/Administrator:** The Sponsor of the Sweepstakes is Henkel Canada Corporation, 2515 Meadowpine Blvd., Mississauga, ON, L5N 6C3. The Administrator of the Sweepstakes is Snipp Interactive Inc., Suite 1700, 666 Burrard Street, Vancouver, British Columbia, V6C 2X8, Canada.
- 10. General rules:** By participating in the Sweepstakes, each entrant agrees to be bound by these Official Rules and the decisions of the Sponsor, which decisions are final and binding. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control. Entries become the property of the Sponsor. In the event of a dispute as to any entry, the authorized email account holder of the email account used to register will be deemed to be the entrant. Winner may be required to show proof of being the authorized account holder of the email account associated with the entry. Proof of entering information via the Sweepstakes website does not constitute proof of delivery or receipt of such information. 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 or Website; 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 or Website 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 cause beyond the reasonable control of the Sponsor that, in Sponsor's determination, corrupts or affects the administration, security, fairness, integrity or proper conduct of the Sweepstakes or Website, then the Sponsor reserves the right at its sole discretion (subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec) to cancel the Sweepstakes and select the winners from among all eligible entries received prior to cancellation. By entering the Sweepstakes, each entrant represents and warrants that he or she has read these Official Rules and is fully familiar with its contents.

11. Disclaimer, Release and Limitation of Liability. To the fullest extent permitted by applicable law, Sponsor makes no warranties, express or implied, with respect to the prizes, expressly disclaims any express or implied warranty with respect to the prizes and does not assume any liability for any personal injury, illness, death or property damage or loss that may be sustained by a winner or any other person in connection with Sweepstakes. By entering the Sweepstakes, to the fullest extent permitted by applicable law, each entrant releases and agrees to hold harmless the Sponsor, Administrator, each of their respective parent companies, subsidiaries and affiliates, the agents of each of the foregoing, all other companies involved in the development, operation or marketing of the Sweepstakes or the provision of the prizes or any component of the prizes, and the successors and assigns of each of the foregoing, and the directors, officers, employees and agents of each of the foregoing (all of the foregoing, collectively, the “**Released Parties**”) from and against any and all claims, causes of action and liabilities of any kind that the entrant ever had, now has or might in the future have arising out of or relating to the Sweepstakes, participation in the Sweepstakes and/or the acceptance, receipt or use of prize or any component thereof, including without limitation any and all claims, causes of action and liabilities relating to any personal injury, illness, death or property damage or loss sustained by any entrant or any other person. Each entrant agrees not to assert any such claim or cause of action against any of the Released Parties. Each entrant assumes the risk of, and all liability for, any injury, loss or damage caused, or claimed to be caused, by participation in this Sweepstakes, the use of any Sweepstakes-related website, or the provision, acceptance or use or misuse of any prize. The Released Parties are not responsible for, and will have not have any liability in connection with, (a) any typographical, printing, production, distribution or other error in the administration of the Sweepstakes or in the announcement of the prizes or winners, (b) late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of entries or entry information, or any other human, mechanical or technical error of any kind relating to the operation of the Website, communications or attempted communications with any entrant, the submission, collection, storage or processing of entries or the administration of the Sweepstakes, (c) any “act of God” or other force majeure event, including, without limitation, any event outside of Sponsor’s control that may cause any postponement or cancellation of any prize-related activity or interfere with, delay or prevent the provision of any prize, (d) undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user’s Internet service provider and/or e-mail client or for insufficient space in user’s e-mail account to receive e-mail or (e) any damage to any computer system resulting from participation in or accessing or downloading information in connection with the Sweepstakes. In no event will more than the stated number of prizes be awarded.

12. Governing Law; Limitation of Remedies: For participants who are not resident in the province of Quebec, the Sweepstakes and the Official Rules, and all questions and disputes relating thereto, shall be exclusively governed by and construed in accordance with the laws of the state of Connecticut, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than the State of Connecticut. Any legal proceedings arising out of or relating in any way to this Sweepstakes or these Official Rules shall be instituted only in a federal or state court located in the State of Connecticut. Each entrant submits to exclusive personal jurisdiction in such courts, waiving any right to trial by jury, and agrees not to commence, maintain or participate in any legal proceeding arising out of or relating in any way to this Sweepstakes or these Official Rules in any other forum. Each entrant (who is not a resident of Quebec) agrees that: (a) any and all disputes, claims and causes of action arising out of, or connected with the Sweepstakes or prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Connecticut (Note: Some jurisdictions, including Quebec, do not allow restricting access to class actions. This provision will not apply to entrants who live in such a jurisdiction). Each entrant agrees that any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorney’s fees; and that under no circumstances will any entrant be permitted to obtain any award for, and each entrant hereby waives all rights to claim, punitive, special, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages other than for actual out-of-pocket expenses.

13. For Residents of Quebec: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.