

Mattel Canada, Inc. Jurassic World Rebirth Sweepstakes (the “**Sweepstakes**”)
OFFICIAL RULES AND REGULATIONS

THIS SWEEPTAKES IS ONLY OPEN TO LEGAL RESIDENTS OF CANADA (EXCLUDING RESIDENTS OF THE PROVINCE OF QUEBEC) AND IS GOVERNED BY APPLICABLE CANADIAN AND PROVINCIAL LAWS.

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT INCREASE OR IMPACT YOUR CHANCES OF WINNING.

Standard data rates apply to entrants who choose to participate in the Sweepstakes via a mobile device. Please contact your service provider for service plan information and rates before mobile device participation.

1. **AGREEMENT TO RULES:** By submitting an entry into the Sweepstakes, you are signifying your agreement that you have read and agree to be legally bound by these Official Rules and Regulations (the “**Rules**”).
2. **SWEEPSTAKES PERIOD:** The Sweepstakes begins on June 11th, 2025 at 12:00:01 A.M. Eastern Time (“**ET**”) and ends on July 30th, 2025 at 11:59:59 P.M. ET (the “**Sweepstakes Period**”).
3. **ELIGIBILITY:** The Sweepstakes is open to legal residents of Canada who have reached the age of majority in their province/territory of residence at the time of entry (excluding residents of the Province of Quebec). To enter, an entrant will require a valid email account. You are not eligible to participate if you are an employee, officer, director, representative or agent (or someone with whom any such person is domiciled, whether related or not, or a member of their respective immediate family) of Mattel Canada, Inc. (the “**Sponsor**”) or of any of its divisions, subsidiaries, affiliates, advertising or promotional agencies, or any other entity involved in the development, production, implementation, administration or fulfillment of the Sweepstakes (collectively, the “**Sweepstakes Parties**”). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. For clarity, “immediate family” means a parent, sibling, child and/or legal or common-law spouse.
4. **HOW TO ENTER: NO PURCHASE NECESSARY.**
 - a. To enter, at any time during the Sweepstakes Period: (i) scan the QR code on the specially-marked Sweepstakes signage at any participating Walmart Canada store in Canada, which will direct you to the Website (as hereinafter defined); or (ii) visit <https://shop.mattel.com/en-ca/pages/jurassic-world-rebirth-sweepstakes> (the “**Website**”) directly.
 - b. Complete the Official Sweepstakes Entry Form with the required information and a vote for which dinosaur would win.

- c. Check the box to signify your agreement that you have reached the age of majority in your province/territory of residence at the time of entry and that you have read and agree to be legally bound by these Rules.
- d. **Optional, Opt-in:**

Check the box to indicate if you would like to sign up and start receiving emails from Mattel Canada, Inc. about its brands and programs.

IMPORTANT NOTE: It is not necessary to opt-in to receive promotional communications from Mattel Canada, Inc. in order to enter or win the Sweepstakes, and you can opt-out of receiving promotional communications from Mattel Canada, Inc. at any time, without impacting your chances of winning in the Sweepstakes.
- e. Select "Vote Now" to submit your completed Entry Form (the "**Entry**"). To be eligible, your Entry must be submitted and received during the Sweepstakes Period in accordance with these Rules.
- f. Upon receipt of your Entry, you will receive a "Thank you for entering" message. The personal information that you provide in your Entry will only be collected, used and disclosed for the administration of the Sweepstakes (unless you opted in to receive future promotional communications from the Sponsor), and in accordance with its privacy statement (see Section 20 below). No entries will be accepted by any other means.

5. **ENTRY LIMIT:** There is a limit of one (1) Entry per person for the duration of the Sweepstakes Period. All personal information provided must be truthful and accurate. An entrant can only use one (1) email address to enter the Sweepstakes, and each email address may only be used by one (1) person regardless of whether the email is shared by two (2) or more people. An entrant may **not** submit an Entry on behalf of any other person including, without limitation, a member of their household and/or any other family member who may or may not reside with the entrant. If any person has attempted to: (i) obtain [more than one (1) Entry]; and/or (ii) use multiple names, identities, email addresses and/or any automated means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to enter or disrupt the Sweepstakes; then such person and any of their Entries will be disqualified from the Sweepstakes in the sole and absolute discretion of the Sponsor.

6. **VERIFICATION:** All Entries and entrants are subject to verification at any time and for any reason. Your Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the Entry Form is not fully completed with all required information and submitted and received in accordance with these Rules. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor including, without limitation, government issued photo identification) for the purposes of: (i) verifying an individual's eligibility to participate in the Sweepstakes; (ii) verifying the eligibility and/or legitimacy of any Entry, and/or any information provided in connection with the

Sweepstakes; and/or (iii) administering the Sweepstakes in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification of the entrant and any or all of their Entries in the sole and absolute discretion of the Sponsor. Proof of transmission (screenshots or captures, etc.) or attempted transmission of any Entry or communication does not constitute proof of delivery or receipt by the Sweepstakes computers or the Sponsor. The sole determinant of the time of an Entry or receipt of an Entry for the purposes of the Sweepstakes will be the official time-keeping device(s) used by the Sponsor. The Sweepstakes Parties are not responsible for, and accept no liability in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

7. **PRIZES:** There will be ten (10) prizes (each a "**Prize**") available to be won during the Sweepstakes Period, each Prize consisting of one (1) Limited Edition Jurassic World Action Figure, to be selected at Sponsor's entire discretion (having an approximate retail value of \$90.00 CAD).

Limit one (1) Prize per entrant per household. A Prize must be accepted as awarded and is not transferable or assignable. No substitutions except at Sponsor's option. The Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize with an item or items of equal or greater value.

A Prize will only be awarded to the individual who is verified as the eligible entrant associated with the Entry in question and who is confirmed as a winner, in accordance with these Rules. By accepting a Prize, the confirmed winner agrees to waive all recourse against the Sweepstakes Parties if the Prize does not prove satisfactory, either in whole or in part. A Prize winner is solely responsible for any and all costs associated with the Prize not expressly described herein. To the fullest extent permitted by applicable law, none of the Sweepstakes Parties make any representation or offer any warranty, express or implied, as to any Prize.

8. **WINNER SELECTION PROCESS AND ODDS OF WINNING:** At approximately 4:00 P.M. ET on August 6th, 2025 (the "**Draw Date**") a random draw will be held in Mississauga, Ontario to select ten (10) eligible winners from among all eligible Entries that were submitted and received in accordance with these Rules during the Sweepstakes Period. The odds of winning a Prize depend on the total number of eligible Entries submitted and received in accordance with these Rules during the Sweepstakes Period.
9. **ELIGIBLE WINNER NOTIFICATION:** The Sponsor or a representative or agent of the Sponsor will attempt to contact each eligible winner by email (using the email address provided on their Entry Form) within three (3) business days of the Draw Date. The Sweepstakes Parties will not be responsible for failed attempts to contact an eligible winner. If an eligible winner cannot be contacted as outlined above,

or if there is a return of any notification as undeliverable, then such eligible winner will be disqualified without any liability to the Sweepstakes Parties (and the disqualified eligible winner will have no claim against the Sweepstakes Parties with respect to the Sweepstakes or any Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules during the Sweepstakes Period (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

10. WINNER CONFIRMATION / ACCEPTANCE OF PRIZE: No entrant is a winner unless and until the Sponsor officially confirms him/her as a winner in accordance with these Rules. Before being declared as a confirmed Prize winner, an eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's Release Form); and (b) print, complete, sign and return **within ten (10) business days of notification** the Sponsor's Declaration of Compliance / Release of Liability and Consent to Publicity Form (the "**Release Form**") wherein the eligible winner (among other things): (i) confirms compliance with these Rules; (ii) acknowledges willingness to accept the Prize (as awarded); (iii) releases the Sweepstakes Parties and their respective officers, directors, employees, agents, representatives, successors and assigns (the "**Releasees**") from any and all liability in connection with the Sweepstakes, their participation therein and the acceptance, use and/or misuse of the Prize; and (iv) consents to the publication, reproduction and/or other use of their name, city/province/territory of residence, voice, statements about the Sweepstakes and/or photograph or other likeness, without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any media, including print, broadcast and/or the Internet (including, but not limited to, any social media platforms) unless prohibited by law. If the eligible winner: (A) fails to correctly answer the mathematical skill-testing question; (B) fails to sign and return the Release Form to the Sponsor or its designated representative or agent within the time period specified; (C) cannot accept (or is unwilling to accept) the Prize for any reason; and/or (D) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then the eligible winner will be disqualified (and will forfeit all rights to the Prize) without any liability to the Sweepstakes Parties, and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules during the Sweepstakes Period (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

The Sweepstakes Parties are not responsible for the failure of the eligible winner to receive notification or other communications, concerning the Sweepstakes or for the failure for any reason whatsoever of

the Sweepstakes Parties to receive the eligible winner's response or other communications concerning the Sweepstakes.

The eligible winner may be required, at the Sponsor's sole discretion, to provide the Sponsor with a copy of government issued photo identification or other acceptable documentation showing their valid address as part of the verification process. The eligible winner agrees to cooperate in any investigations by the Sponsor to confirm their eligibility and to help ensure that the use of such eligible winner in advertising or publicity for the Sweepstakes will not bring the Sweepstakes Parties into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Sweepstakes or the Sweepstakes Parties, as determined by the Sponsor in its sole discretion.

No correspondence will be entered into except with the eligible winners. Subject to the foregoing, it is anticipated that the Prize will be sent to the confirmed winner's address as indicated on their Release Form no later than sixty (60) days of confirmation as a winner. If a Prize is returned as undeliverable for any reason, the Prize winner will have forfeited the right to receive such Prize.

11.FALSE OR MISLEADING STATEMENTS: If it is discovered that a Prize winner made any false or misleading statement in any document related to the Sweepstakes, the Prize winner must promptly return to the Sponsor upon demand the Prize or, at the election of the Sponsor, the total value of the Prize as stated in these Rules.

12.CONDITIONS OF ENTRY: By entering the Sweepstakes, entrants acknowledge compliance with these Rule, including all eligibility requirements, and agree to abide by these Rules and by the decisions of the Sponsor with respect to all aspects of the Sweepstakes, including without limitation, any decision respecting the eligibility, validity or disqualification of any Entry or the identity of any entrant. All decisions of the Sponsor are final and binding on all persons who enter the Sweepstakes. Entrants who have not complied with these Rules will be disqualified, in the sole and absolute discretion of the Sponsor. As a condition of entering, entrants agree to release the Sweepstakes Parties and each of their officers, director, employees, agents, representatives, successors and assigns from any and all liability, loss or damage incurred in connection with their participation in the Sweepstakes.

13.DISPUTE AS TO IDENTITY OF ENTRANT: In the event of a dispute as to the identity of an entrant, entries made on-line will be deemed to have been made by the authorized account holder of the email address submitted at the time of entry. An "authorized account holder" is defined as the natural person assigned to an email address by an Internet service provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted

email address. The eligible winner may be required to show proof of being the authorized account holder for the email address associated with the selected Entry.

14. DISQUALIFICATION: It is the responsibility of any entrant who submits an Entry into the Sweepstakes to ensure that he/she has complied in full with these Rules. Entrants who have not complied with these Rules will be disqualified, in the sole discretion and absolute discretion of the Sponsor. Without limiting any other rights of the Sponsor, the Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entrant who is found to be tampering with the entry process or with the operation of the Sweepstakes, or who is acting in violation of these Rules or with the apparent intent to disrupt or undermine the legitimate operation of the Sweepstakes. The Sponsor reserves the right to seek damages and other remedies from and against any such entrant to the fullest extent permitted by law. Entries generated by script, macro, programmed, robotic or other automated means are prohibited and will be disqualified.

15. GENERAL; DISCLAIMER: All Entries become the property of the Sponsor and will not be returned. To the maximum extent permitted by law, the Sweepstakes Parties are not responsible for: (i) the incorrect or inaccurate capture for any reason of an Entry; (ii) Entries that fail to comply with these Rules; (iii) any loss, damage, or injury caused by a Prize or participation in the Sweepstakes; (iv) any technical, communication or human errors or failures affecting the Sweepstakes or the awarding of a Prize, or causing damage or injury to any person, including without limitation, any failure of the Website during the Sweepstakes Period, any printing, prizing, programming or production errors, any lost, stolen, damaged, misdirected, delayed or garbled Entries, any malfunction of any computer systems, servers, equipment or software, any failure of any email or Entry to be received for any reason, or any loss of or delay in any mail or courier service; (v) any injury or damage to an entrant's or any other person's computer or other electronic devices related to or resulting from the Sweepstakes, or (vi) any combination of the foregoing, all of which may affect a person's ability to participate in the Sweepstakes. Entries that have been tampered with or altered are void.

16. GOVERNING LAW: To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of entrants and the Sweepstakes Parties in connection with the Sweepstakes will be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein in, without regard to conflicts of law principles, and each entrant consents to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Rules or relating to the Sweepstakes. Void where prohibited by law.

17.DISCREPANCIES: In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any other Sweepstakes-related materials, including, but not limited to: the Entry Form, the Website, point of sale materials, television, print or online (including social media) advertising, and/or any instructions or interpretations of these Rules given by any representative of the Sweepstakes Parties; the terms and conditions of these Rules shall prevail, to the fullest extent permitted by law.

18.FORCE MAJEURE / PRINTING AND PROMOTION ERRORS: The Sponsor, reserves the right to suspend, terminate or modify the Sweepstakes or to amend or modify these Rules at any time and in any way, without prior notice, for any reason including, without limiting the generality of the foregoing, , if it determines, in its sole discretion; (i) that the Sweepstakes is impaired or corrupted in any way or that fraud or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors) have destroyed or severely undermined the integrity and/or feasibility of the Sweepstakes, in whole or part; or (ii) in the event that the Sponsor is impeded or prevented from continuing with the Sweepstakes as planned or intended by any event beyond its reasonable control, including, but not limited to fire, flood, pandemic, epidemic, public health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, technical, communications or equipment failure, riot or civil disturbance, terrorist threat or activity, war, any federal, provincial, or local government law, order, or regulation, or the order of any court of applicable jurisdiction. Subject to the provisions of these Rules, only the type and number of Prizes described in these Rules will be awarded in the Sweepstakes. If, due to printing, prizing, programming, production or other errors or for any other reason, the number of eligible entrants claiming the right to receive a Prize exceeds the number of Prizes available to be won as set out in these Rules, the Sponsor may, at its sole discretion, elect to award only the correct number of Prizes as described in these Rules by means a random drawing from among all such entrants making purportedly valid claims for such Prizes. Inclusion in such drawing shall be the only remedy available in such circumstances for any eligible entrant who has participated in the Sweepstakes. Under no circumstances shall the Sponsor be required to award or distribute more than the correct number of Prizes as specified in these Rules.

19.INVALIDITY / HEADINGS: The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid, unenforceable or illegal provision were not contained herein. Headings used in these Rules are solely for ease of reference and shall not be deemed or considered to affect in any manner the meaning or intent of these Rules or any provision hereof.

20.CONSENT TO USE PERSONAL INFORMATION: The Sponsor respects your right to privacy.

21. To view Sponsor's privacy statement, visit <http://shop.mattel.com/privacy-statement>. In the course of conducting the Sweepstakes, the Sponsor may disclose personal information of entrants to its agents, partners or representatives as necessary for the purposes of administering the Sweepstakes, including without limitation, Sweepstakes-related publicity and any other purposes set out in these Rules. If you choose to "opt into" receiving future marketing or promotional email communications from the Sponsor, the Sponsor from time to time may send you email notifications of other contests, products, news and other matters which the Sponsor deems may be of interest. You may ask the Sponsor to remove your name and email address from that email list in accordance with the instructions included in any such email or by contacting the Sponsor in the manner specified in the Sponsor's privacy statement on the Sponsor's website at <http://shop.mattel.com/privacy-statement>.
22. **[SOCIAL MEDIA:** The Sweepstakes is no way sponsored, endorsed, administered by, or associated with Meta (Facebook), Instagram or Pinterest. By participating in the Sweepstakes you agree to fully release and hold harmless Meta (Facebook), Instagram and Pinterest from any claims and liability in connection with, or arising out of your participation in, the Sweepstakes.]

© Mattel 2025