

National Honey Month Official Contest Rules:

Bee Maid Honey Limited reserves the right to amend these Official Contest Rules or terminate the Contest without prior notice.

1. **CONTEST PERIOD:** The Contest begins on September 7, 2022 at 12:01 a.m. Central Time (CT) and ends on September 30, 2022 at 11:59:59 a.m. CT (the “Contest Period”).
2. **HOW TO ENTER:**
 1. **GRAND PRIZE -**
 - Tag us in a photo or reel of any creation you’ve made using BOTH BeeMaid Honey and Bothwell Cheese. Multiple entries accepted provided each entry represents a different recipe.
 - Follow both @BeeMaidHoney and @BothwellCheese on the social media platform you tag us on (either Instagram or Facebook)
 - Subscribe to both BeeMaid Honey’s Sweet Talk and Bothwell’s Cheese Board newsletters. Newsletter sign up is at www.beemaid.com and www.bothwellcheese.com
 2. **SECONDARY PRIZE –**
 - Comment on the prize post on either Instagram or Facebook and tag a friend who loves honey and cheese. Multiple entries accepted.
 - Follow both @BeeMaidHoney and @BothwellCheese on the social media platform you comment on (either Instagram or Facebook)
 - Subscribe to both BeeMaid Honey’s Sweet Talk and Bothwell’s Cheese Board newsletters. Newsletter sign up is at www.beemaid.com and www.bothwellcheese.com
3. **ELIGIBILITY:** Contest is open to legal residents of Canada (except the region of Quebec), who are over the age of 18 as of the Contest Closing Date (“entrant”). Employees of Bee Maid Honey Limited its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively the “Employees”), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Contest.
4. **WINNER SELECTION:** A random draw will be made on October 4, 12:00 PM CT in Winnipeg, Manitoba from all eligible entries received on or before the Contest Closing Date. For the GRAND PRIZE, one eligible entrant will be randomly selected from among all eligible entries that were submitted and received in accordance with these Rules during the Contest Period. For the SECONDARY PRIZE, one eligible

entrant will be randomly selected from among all eligible entries that were submitted and received in accordance with these Rules during the Contest Period. The selected winners will be notified by a direct message from the @beemaidhoney Facebook or Instagram account, no later than October 5, 2022, 4:00 PM CT. If the potential winners do not respond to the direct message notifying that they are the winner within two (2) business days after October 5, 2022, 4:00 PM CT, Bee Maid Honey Limited will pass the prize to the next, alternative participant on October 11, 2022.

5. PRIZES: Total Number of prizes to be won: GRAND PRIZE: Kitchen Aid Stand Mixer in the Honey Colour, Five (5) Bothwell Cheese Free Product Coupons, a selection of Five (5) BeeMaid Honey Products. SECONDARY PRIZE: Five (5) Bothwell Cheese Free Product Coupons, a selection of Five (5) BeeMaid Honey Products.
6. LIMITATION OF LIABILITY: By entering, contestants agree to release and hold harmless Bee Maid Honey Limited and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Contest; (v) use of a contestant's entry by Bee Maid Honey Limited.; and/or (vi) electronic or human error in the administration of the Contest or the processing of entries. Each prize must be accepted "as is" and may not be exchanged for an alternative prize. In the event the stated prizes are unavailable due to reasons beyond the control of Bee Maid Honey Limited, the prizes of equivalent nature and value (at the sole discretion of Bee Maid Honey Limited) will be available to be won, or Bee Maid Honey Limited., at its sole option, may award the winner(s) the equivalent monetary value in lieu of prize. The prize will be delivered only to the confirmed winner(s). Refusal to accept a prize releases Bee Maid Honey Limited, as well as its respective directors, officers, and employees, of all responsibility and obligations toward the winner of such prize. In no event shall Bee Maid Honey Limited, be required to award more prizes than are indicated in these Official Contest Rules.

Bee Maid Honey Limited shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation unforeseeable or beyond their control, including but not limited to force majeure, a strike, lockout, or any other labour dispute at their location or the locations of the businesses whose services are used to hold this event.

Any dispute relating the Contest, or these Official Contest Rules will be decided in courts of the Province of Manitoba and subject to the laws of Manitoba.

7. **CONDITIONS OF ENTRY:** Acceptance of a prize constitutes permission for Bee Maid Honey Limited to use a winner's name, entry, city and province/territory of residence, and likeness for purposes of advertising and publicity in all media now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law. All information requested by and supplied by each entrant must be truthful, accurate, and in no way misleading. Bee Maid Honey Limited reserves the right to disqualify any entrant from the contest in its sole and unfettered discretion, should the entrant at any stage supply untruthful, inaccurate, or misleading details and/or information or should the entrant be ineligible for the contest pursuant to these rules.