

Cheestrings x NBA x Jr.NBA Contest
OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

The “Cheestrings x NBA x Jr.NBA” contest (“The Contest”) is a contest which allows participants to enter for a chance to win the offered prize, pursuant to these official rules (the “Official Rules”), which are available online at <https://nbacontest.com/cheesy>. The Contest is brought to you by NBA Properties Inc. (“Sponsor”). The Contest prize supplier is the Sponsor and Lactalis Canada Inc. (“Lactalis Canada”), (collectively, the Prize Supplier”).

By taking part in this Contest you accept and agree to be bound by these Official Rules and agree that all decisions of NBA Entities (as defined below) are final and binding. The Contest is subject to all applicable federal, provincial and local laws and regulations and is void where prohibited by law. These Official Rules apply only to this Contest and not to any other promotions, contests, or sweepstakes by NBA Entities.

1. CONTEST PERIOD:

The Contest begins on May 31st, 2021 at 9:00AM ET and ends on June 13th, 2021 at 11:59:59 PM ET (the “Contest Period”).

2. ELIGIBILITY, RESIDENCY AND AGE:

The Contest is only open to legal residents of Canada, excluding residents in Quebec, who are at least nineteen (19) years of age (each, an “Entrant”). Employees, officers and directors, and the household and immediate family members and/or those with whom such employees, officers and directors are domiciled, of NBA Properties, Inc., the National Basketball Association (the “NBA”), NBA member teams, NBA Media Ventures, LLC, Prize Supplier, and advertising/promotion agencies and their respective parent companies, subsidiaries, affiliates (collectively, “NBA Entities”) are not eligible to enter or win. For the purpose of these Official Rules, “household members” means those people who share the same residence and/or mailing address at least three months per year with one or more NBA Entities and “immediate family members” means any parent, spouse, sibling or child and their respective spouses. Sponsor reserves the right to verify the eligibility of the winner.

3. HOW TO ENTER:

During the Contest Period, visit <https://nbacontest.com/cheesy> (the “Website”) and fully complete and submit the Contest entry form to enter (the “Entry”). Entries must be fully completed with all of the required information and received by 11:59:59 PM ET on June 13th, 2021 to be eligible. Entries will include among other things, you will need to: (i) provide your first name, last name, street address, city, province, phone, age and email address; (ii) confirm that you have read and agree to be legally bound by these Rules. Once you have fully completed the Entry Form with all required information, and successfully clicked on the “Submit” button at the bottom of the page, your Entry is completed.

Limit one (1) Entry per person and per email address during the Contest Period. Additional Entries received from any one person or email address thereafter will be void

Entries by any means, which subvert the Entry process, will be void. Releasees (as defined below in paragraph 5) are not responsible for lost, incomplete, illegible, late, misdirected, stolen, undelivered, damaged, garbled, or mutilated Entries; lost Entries or transmissions; any error, omission, interruption, defect or delay in transmission, interrupted or unavailable network, cable, satellite, Internet Service Provider (ISP), server or other connections; miscommunications, failed computer hardware or software or technical failures; garbled, misrouted or scrambled transmissions; incomplete Entries or communications; or other errors; printing, typographical or other errors appearing within these Official Rules, the Website, in any Contest-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, computer, electronic or otherwise relating to or in connection with the Contest, including, with limitation, errors or problems which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of the prizes, or the cancellation or postponement of any events or games. NBA Entities reserve the right, in their sole discretion, to void any and all Entries of an entrant who NBA Entities believe has attempted to tamper with or impair the administration, security, fairness or proper play of this Contest. The use of automated or similar devices which subvert the Entry process, including but not limited to Entries submitted using any bot, macro, script, or contest service (or any other devices intended to automate any aspect of Entry) to enter this Contest is prohibited and Entries through such devices are void.

4. PRIZES:

Grand Prize will include (subject to value restrictions):

- One (1) grand prize of a trip for a family of four (4) to Toronto to see a Toronto Raptors game during the 21/22 NBA season.
 - Transportation
 - Flight if outside of Ontario
 - Train or private transport if in Ontario
 - Four tickets to a Toronto Raptors regular season home game (excluding NBA Playoffs, NBA's discretion)
 - One (1) hotel room for one (1) night
 - Cheestrings coupons, twelve (12)

Secondary prize will include:

- 30 jr.NBA kits
 - Each kit includes:
 - One (1) Spalding basketball
 - One (1) ball bag
 - One (1) Under Armour jr.NBA branded t-shirt
 - Two (2) Cheestrings coupons
- Nine (9) NBA Store gift cards
 - Valued at \$100 USD

Prize Value:

Grand Prize:

- Full package to be valued no higher than \$10,000 CAD

Secondary prize:

- Each kit is worth \$41 CAD (approximate retail value) ARV
 - 30 kits valued at \$1,230 CAD ARV
- NBA Store gift card code valued at \$100 USD each
 - Nine (9) \$100 USD codes

Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at NBA Entities' option. NBA Entities reserve the right, in their sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at NBA Entities' sole and absolute discretion, a cash award.

PRIZE DRAW:

A random draw for the One (1) grand prize winner, the Thirty (30) Kit Winners and the Nine (9) gift card winners (the "Prize Winners") will take place on Monday June 14th, 2021 at 10:00AM ET in Toronto, Ontario from all eligible Entries received during the Contest Period. An Entry selected will be eligible to win one (1) Prize. The odds of winning a Prize will depend on the total number of eligible Entries received during the Contest Period.

In the event of any error of any kind whatsoever, another potential winner will be selected than specified in these Official Rules, the Sponsor reserves the right to hold a random draw amongst all potential prize claimants to award the correct number of prizes.

5. WINNER NOTIFICATION AND SELECTION:

The selected entrant for the Prize will be contacted via email or by telephone by a representative of the NBA Entities by June 14th, 2021. If the potential winner cannot be reached OR in the event a potential winner does not accept the prize or fails to comply with these rules and requirements within two (2) business days of being contacted by email or phone, the Prize will be forfeited. Upon prize forfeiture, no compensation will be given and the NBA Entities will have sole discretion to randomly select another potential winner.

All decisions of the NBA Entities with respect to any aspect of this Contest, including without limitation, the eligibility of Entries, are final and binding on all entrants in all matters as they relate to this Contest.

Before being declared a confirmed Prize winner (the "Winner"), the selected potential Prize winner will be required to (a) correctly answer a time limited mathematical skill testing question, and (b) sign and return within 24 hours of receipt the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize as awarded; (iii) releases Parmalat Canada Inc. d/b/a Lactalis Canada, NBA Entities, and its affiliates, and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all liability in connection with this Contest, and (iv) agrees to the publication, reproduction and/or other use of the Winner's name, address (city and province), voice, statements about the Contest and/or photograph, image or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor and NBA Entities in any manner whatsoever, including print, broadcast or the Internet and grants to the Sponsor, in perpetuity, a non-exclusive licence to publish, display, reproduce, modify, edit or otherwise use the material contained in the entry, in whole or in part, for advertising or promoting the Contest or for any other reason and waives all moral rights in and to the Winner's entry in favour of the Sponsor. If a

selected potential Prize winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed release and other Contest documents, as generally described above (the detailed contents of which shall be at the Sponsor's sole discretion), within the specified time; and/or (c) can't (or is unwilling to) accept his/her Prize as awarded for any reason; then he/she will be disqualified and will forfeit all rights to the Prize and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate potential Prize winner from among the remaining eligible entries (in which case the foregoing provisions of this section shall apply to such new selected entrant), and this process will continue until a Winner has been successfully awarded the Prize or until the Sponsor terminates the Contest in accordance with these Rules, whichever happens first.

6. INDEMNIFICATION AND LIMITATION OF LIABILITY:

BY ENTERING THE CONTEST, EACH ENTRANT AGREES TO INDEMNIFY, RELEASE AND HOLD HARMLESS THE RELEASEES FROM ANY LIABILITY, DAMAGES, LOSSES OR INJURY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ENTRANT'S PARTICIPATION IN THE CONTEST AND THE ACCEPTANCE OF ANY PRIZE THAT MAY BE WON. THE NBA ENTITIES DO NOT MAKE ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO THE CONDITION, FITNESS OR MERCHANTABILITY OF THE PRIZE.

THE RELEASEES SHALL HAVE NO LIABILITY WHATSOEVER IN RELATION TO THIS CONTEST AND WILL BE RELEASED AND HELD HARMLESS FROM ANY CLAIM, ACTION, LIABILITY, LOSS, INJURY OR DAMAGE, INCLUDING, WITHOUT LIMITATION, PERSONAL INJURY OR DEATH TO WINNER OR ANY THIRD PARTY OR DAMAGE TO PERSONAL OR REAL PROPERTY DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, BY ANY REASON, INCLUDING THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE AND/OR PARTICIPATION IN THIS CONTEST.

IN ADDITION TO ANY OTHER LIMITATIONS OF LIABILITY CONTAINED IN THESE OFFICIAL RULES OR OTHERWISE ON SPONSOR'S WEBSITE(S), INCLUDING THE CONTEST WEBSITE, SPONSOR ASSUMES ABSOLUTELY NO RESPONSIBILITY OR LIABILITY FOR (A) ANY INCORRECT OR INACCURATE ENTRY INFORMATION, OR FOR ANY FAULTY OR FAILED ELECTRONIC DATA TRANSMISSIONS; (B) ANY UNAUTHORIZED ACCESS TO, OR THEFT, DESTRUCTION OR ALTERATION OF ENTRIES AT ANY POINT IN THE OPERATION OF THIS CONTEST/SWEEPSTAKES; (C) ANY TECHNICAL MALFUNCTION, FAILURE, ERROR, OMISSION, INTERRUPTION, DELETION, DEFECT, DELAY IN OPERATION OR COMMUNICATIONS LINE FAILURE, REGARDLESS OF CAUSE, WITH REGARD TO ANY EQUIPMENT, SYSTEMS, NETWORKS, LINES, SATELLITES, SERVERS, CAMERA, COMPUTERS OR PROVIDERS UTILIZED IN ANY ASPECT OF THE OPERATION OF THE CONTEST; (D) INACCESSIBILITY OR UNAVAILABILITY OF ANY NETWORK OR WIRELESS SERVICE, THE INTERNET OR WEBSITE OR ANY COMBINATION THEREOF; (E) SUSPENDED OR DISCONTINUED INTERNET, WIRELESS OR LANDLINE PHONE SERVICE; (F) ANY INJURY OR DAMAGE TO PARTICIPANT'S OR TO ANY OTHER PERSON'S COMPUTER OR MOBILE DEVICE WHICH MAY BE RELATED TO OR RESULTING FROM ANY ATTEMPT TO PARTICIPATE IN THE CONTEST OR DOWNLOAD OF ANY MATERIALS IN THE CONTEST (IF ANY); AND (G) ANY LOSSES WHATSOEVER, FINANCIAL OR OTHERWISE, SUFFERED BY ANY PERSON OR ENTITY IN CONNECTION WITH THE CONTEST AND THESE OFFICIAL RULES.

7. GENERAL CONDITIONS:

The Releasees are not responsible for lost, incomplete, illegible, misdirected, garbled, stolen, or mutilated Entries or Release Form.

Entrants in this Contest agree to be bound by these Official Rules and agree that the NBA Entities and their designees and assigns may use the entrant's name, voice, city/province of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise), permission or notification.

NBA Entities reserve the right to withdraw, amend or suspend this Contest or to amend these Official Rules, in any way, in the event of an error, technical problem, tampering, unauthorized intervention, fraud, or any other cause beyond the reasonable control of the NBA Entities that interferes with the proper conduct of this Contest as contemplated by these Official Rules. Any attempt to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, NBA Entities reserve the right to seek remedies and damages to the fullest extent permitted by law. NBA Entities reserve the right to cancel, amend or suspend this Contest, or to amend these Official Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or for any other reason.

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 Contest-related materials, including, but not limited to: the Contest Entry form, the Website, point of sale, television, radio, print and/or online advertising; the terms and conditions of these Official Rules shall prevail, govern and control.

8. PERSONAL INFORMATION PRIVACY:

Personal information of Contest participants will (i) be held by NBA Properties Inc. 3-100 Plaza Drive, Secaucus, New Jersey, USA 07094; (ii) be used for, and accessible only to employees directly involved in the Contest, internal analysis by NBA Entities and its affiliates, agents and advertising and promotional agencies; and, (iii) not be disclosed to other third parties. For more information please visit our Privacy Policy at http://www.nba.com/news/privacy_policy.html.

By entering this Contest, each Entrant consents to the NBA Entities and their agent's collection, use and disclosure of Entry information for the purposes of administering this Contest.

Any inquiry concerning the personal information held by the Sponsor should be addressed to the Sponsor at 16 York, Suite 2510, Toronto ON M5J 0E6, to the attention of NBA Canada.

9. INTELLECTUAL PROPERTY:

All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations that appear on the Sponsor's websites and other sites in connection with this Contest, are owned or controlled by the Sponsor, its affiliates, and/or Lactalis Canada. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

10. ACCEPTANCE OF OFFICIAL RULES:

By entering this Contest, Entrants and participants automatically agree to accept and abide by these Official Rules. All decisions of the Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of any Entries, are final and binding on all Entrants in all matters as they relate to this Contest. 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 Contest related materials, including but not limited to the Entry form, or point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

11. JURISDICTION OF LAWS:

This Contest and Official Rules are subject to all applicable federal, provincial and municipal laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to Ontario conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Ontario.

12. LACTALIS CANADA

For avoidance of doubt, Contest participants confirm that they indemnify and hold harmless Lactalis Canada, from and against all liability and damages whatsoever arising from their participation in the Contest. Information provided by entrants is provided to the Sponsor and not to Lactalis Canada. Trademarks. Black Diamond®, and Cheestrings® are registered trademarks owned or used under license by Lactalis Canada, Toronto, ON, M9C 5J1.