

# THE GREAT CANADIAN OUTDOOR UPGRADE (THE “CONTEST”)

## Official Contest Rules (these “Rules”)

The Contest is subject to all federal, provincial, and municipal laws and is void where prohibited.

Void where prohibited. **NO PURCHASE NECESSARY**

- 1 **Contest Organizer & Prize Sponsor:** The Contest is organized by **Blue Ant Media Inc., dba Cottage Life (“Cottage Life”)** and the Prize (defined below) is sponsored by **SharkNinja Canada (“Ninja”)**. This Contest will be run in accordance with these Rules, subject to amendment by Cottage Life. Entrants must comply with these Rules, and, by entering the Contest, will be deemed to have received, understood and accepted the Rules.
- 2 **Contest Period:** The Contest starts at 6:00am (Eastern Time) on May 14, 2026 and ends at 11:59pm (Eastern Time) on June 28, 2026 (the “**Contest Period**”).
- 3 **Eligibility:** The Contest is only open to legal residents of Canada (excluding residents of Quebec) who are at least eighteen (18) years of age or older. Employees of either Cottage Life or Ninja, or their respective parent and affiliated companies, subsidiaries, and immediate family members of any such person (regardless of where they live), or those with whom any such persons are domiciled, **are not eligible to enter the Contest**. Entries are limited to individuals only; commercial enterprises and business entities are not eligible to enter the Contest.
- 4 **How to Enter:** No purchase necessary. During the Contest Period, go to [cottagelife.com](http://cottagelife.com) to complete the online entry form. All entries must be accompanied by the entrant’s first and last name, email address and city (hereinafter, an “**Entrant**”). Each Entrant must click to accept these Rules, and then click on the “**Submit**” button. Each Entrant also has an option to share pictures of his/her/their old BBQ and/or other products (each an “**Entrant’s Photo**”) subject to terms provided below, **but it is not mandatory for Entrants to submit Entrant’s Photos to enter the Contest**.

**Limit one (1) entry per person and per e-mail address.**

- 5 **Entrant’s Photo (if applicable):** If an Entrant chooses to submit an Entrant’s Photo, said Entrant hereby represents and warrants to Cottage Life and Ninja that:
  - a. Entrant has taken said Entrant’s Photo and has obtained the consent of all individuals who are included in said Entrant’s Photo (if applicable) and consent from the individuals who own any of the personal property (e.g. cottage or house) featured in said Entrant’s Photo (if applicable).
  - b. The Entrant’s Photo **cannot** show background artwork or items (including but not limited to clothing, tools, and vehicles) bearing business, designer, or sports logos/designs.

- c. The Entrant's Photo is **not** defamatory or obscene and does not violate the rights of any third-parties or any applicable laws.
- d. Entrant has not used any form of generative artificial intelligence, whether now known or hereinafter devised, to create the Entrant's Photo. For the purpose of this clause, "**generative artificial intelligence**" means tools, machine-learning models, and algorithms, used to create new content, data, and ideas, including without limitation to audio, code, stories, images, text, simulations, and videos.
- e. Entrant agrees to grant (and warrant that any individuals shown in his/her/their Entrant's Photo grant) to both Cottage Life and Ninja, and their respective designees (together, the "**Licensees**"), a non-exclusive, perpetual, worldwide, and royalty-free licence to edit, publish, use, and exploit said Entrant's Photo, in whole or in part, in any format and in any media (including without limitation print; websites, social media platforms, and other internet or mobile use; television and film; and any advertising or promotional use), **for promotional / marketing purposes in connection with this Contest**, without attribution or compensation to the Entrant or any third party. Entrant further irrevocably waives all moral rights in connection with the Entrant's Photo. Licensees shall have the right to determine the extent and manner of use of any submitted Entrant's Photo in their sole discretion and are not obligated to use any Entrant's Photo nor are the Licensees responsible for return or preservation of any Entrant's Photo (if applicable).

Cottage Life may disqualify any Entrant's Photo that it deems, in its sole discretion, not to abide by any of the foregoing eligibility or submission requirements. **For the avoidance of doubt, disqualifying an Entrant's Photo does not mean the Entrant is disqualified from the Contest subject to the Entrant meeting all of the Contest conditions outlined in these Rules.**

- 6 **ENTRANT IDENTITY:** If the identity of an Entrant is disputed, the authorized account holder of the e-mail account indicated on the Contest entry form will be deemed to be the Entrant. A selected Entrant may be required to provide proof that he/she/they is/are the authorized account holder of the e-mail account associated with the selected entry.
- 7 **Prize:** There is **one (1)** prize available to be won (the "**Prize**") consisting of the following prize package itemized on the attached document linked [here](#). Approximate retail value of the Prize is CAD \$8,358. All prizing to be shipped to the Winner from Ninja Canada.
- 8 **Winner Determination:** The eligible winner (the "**Winner**") will be selected by a random draw from all eligible entries received during the Contest Period on July 3, 2026 at Blue Ant Media's head offices at 99 Atlantic Avenue, Toronto, Ontario M6K 3J8. Odds of winning depend on the total number of eligible entries received during the Contest Period.
- 9 **Contact Method(s):** Cottage Life will contact the Winner via e-mail at the e-mail address indicated on the Contest entry. If the Winner does not acknowledge winner notification attempts within **forty-eight (48) hours** after Cottage Life sends the e-mail or, if contacted,

does not claim his/her/their Prize, or does not meet all of the Contest conditions outlined in these Rules, the Winner will be disqualified and will forfeit his/her/their Prize, and another Entrant may be selected from among all remaining eligible entries whom Cottage Life will attempt to contact, and who will be subject to disqualification in the same manner as the Winner (and references to the “**Winner**” contained herein will include any replacement Entrant(s) selected by Cottage Life in accordance with these Rules to take the place of the original Winner). This process will continue until contact is made with a selected Entrant who meets Contest requirements or until there are no more eligible entries, whichever comes first. Neither Cottage Life nor Ninja are responsible for failed attempts to notify any selected Entrant(s). Upon prize forfeiture, no compensation will be given.

- 10 **Prize Substitution:** The Prize is non-exchangeable, non-transferable, and non-refundable, has no cash-surrender value, and must be accepted as awarded with no substitutions. Cottage Life and Ninja reserve the right, in their sole discretion, to substitute and/or modify the Prize with prize(s) of equal or greater value for any reason.
- 11 **Winner Conditions:** To be declared the Winner, a selected Entrant must first: (i) have complied with, be in compliance with, and continue to comply with these Rules; (ii) correctly answer, unaided, a time-limited, mathematical skill-testing question to be administered by Cottage Life; and (iii) sign and return a Declaration and Release form within a specified period of time confirming compliance with these Rules and releasing the Releasees (as defined below) from liability in connection with the Contest.
- 12 **Tampering:** All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules may be disqualified by Cottage Life. Neither Cottage Life nor Ninja shall be responsible for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, typographical or other production errors, or any errors or omissions in printing or advertising related to this Contest. Any attempt by any Entrant to obtain more than the stated maximum number of entries by using multiple/different names, email addresses, identities, registrations and logins, or any other methods will void that Entrant’s entries and eligibility to win the Prize and that Entrant will be disqualified from the Contest. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest entry services) will void all entries by that Entrant.
- 13 **Technology Failure(s):** Neither Cottage Life nor Ninja shall be responsible for failure of the internet, the website or any social media accounts during the Contest, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website or social media sites, or any combination thereof including any injury or damage to an Entrant’s or any other person’s computer related to or resulting from playing or downloading any material in the promotion. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, both Cottage Life and Ninja reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

- 14 **Modification/Termination:** Subject to applicable law, both Cottage Life and Ninja reserve the right, in their sole discretion and without liability, to terminate or suspend the Contest in whole or in part, or modify the Rules of the Contest at any time without notice if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or communications or any other errors or other causes beyond the control of either Cottage Life or Ninja corrupts the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules, or for any other reason at the sole discretion of either Cottage Life or Ninja.
- 15 **Privacy:** By entering this Contest, each Entrant expressly consents to Cottage Life and Ninja, and each of their agents and/or representatives, storing, sharing, and using the personal information submitted with the Entrant's entry only for the purpose of administering the Contest and in accordance with the Cottage Life's Privacy Policy found at <https://cottagelife.com/privacy-policy/> and Ninja's Privacy Policy found at <https://www.sharkninja.ca/privacy-policy.html>. Entrants further agree to receive Docksider, a free weekly email newsletter about news and happenings in cottage country. Entrants may unsubscribe at any time.
- 16 **Publicity:** By accepting the Prize, the Winner agrees that both Cottage Life and Ninja, and their respective designees may use his/her/their name, photograph(s), video(s), likeness(es), city of residence, biographical information, Prize information and/or statements about this Contest, and (if applicable) the Entrant's Photo for advertising and/or publicity purposes in any and all media (now or hereafter known) throughout the world, in perpetuity without compensation, notification, or permission, unless otherwise prohibited by law.
- 17 **Release and Liability:** By entering this Contest the Entrants forever release and hold harmless both Cottage Life and Ninja and their respective advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively the "Releasees") from any and all damages, injuries, death, loss, or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use or misuse of any prize, or while preparing for and/or participating in any Contest and/or prize-related activity.
- 18 **Construction:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of Entrants and Cottage Life and Ninja in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario without giving effect to its conflict of law rules and provisions. All Entrants consent to the jurisdiction and venue of the Province of Ontario. All Entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Ontario, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Toronto, Ontario. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision is

determined to be invalid or otherwise unenforceable, these Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

- 19 **Social Media Platform(s) Disclaimer:** This Contest is in no way sponsored, endorsed or administered by, or associated with any social media platforms, including without limitation to Facebook or Instagram. Entrants are providing information to Cottage Life and Ninja, **and not to any social media platform(s).**