



**Contest Rules for Best Buy Canada Ltd. ("Best Buy")
Best Buy's 25th Anniversary Sweepstakes (the "Contest")
February 20, 2026, to October 24, 2026**

How to Enter

1. No purchase necessary.
2. Entries must be made between 10:00 a.m. EST on February 20, 2026, and 11:59 p.m. EST on October 24, 2026 (the "Contest Period") by the following methods:

a. On Instagram:

- i. At least 5 days before the 25th day of each month of the Contest, Best Buy will: (a) post on Best Buy Canada's Instagram Feed and (b) display on in-store signage (with QR codes directing to Best Buy Canada's blog and related social media platforms, including Instagram and Facebook, featuring one 'iconic' tech product that was available in 2001 from Best Buy (each, a "Monthly Post"). To enter the Contest, make a comment under the then current Monthly Post, guessing the featured 2001 product's modern-day equivalent (each, a "Comment"). Unlimited entries are permitted per person, but each Comment must be unique to qualify. Comments for each Monthly Post must be made before 11:59 p.m. EST on the 24th of each month of the Contest.

b. By mail:

- i. Print your full legal name, date of birth, city or town of residence, phone number, email address, and tell us what your favourite electronic device is and why on a 3" by 5" piece of paper and mail it to: "Best Buy 25th Anniversary Contest", 102 - 425 W 6th Ave, Vancouver, BC V5Y 1L3. Attn: Brand Marketing Team. Unlimited entries are permitted per person, but each piece of mail and description must be unique to qualify.
- ii. Your mail-in entry will qualify for an entrance into the drawing for the then current Monthly Prize (defined below) only for the month in which it was received in Best Buy's office during the Contest Period.

3. Entries that are fraudulent are not permitted and will be declared invalid.

Who Can Enter

4. The Contest is open to residents of Canada. Where an entrant is a minor, a parent or guardian who has reached the age of majority in his or her province of residence by the closing date of the Contest, must indicate acceptance of the Contest rules for the entrant to be eligible and in such instances the prize will be awarded to such parent or guardian.
5. The Contest is not open to employees of Best Buy Canada Ltd. ("Best Buy") or its parent, subsidiaries or affiliated companies, their advertising and promotion agencies, or their other representatives or agents, or anyone with whom any of the foregoing lives together with.

6. No responsibility is assumed by Best Buy for any inability of a potential entrant to successfully enter the Contest for any reason or for Prizes that may remain unclaimed or unawarded. Proof of transmission (e.g., screenshots) does not constitute proof of receipt.

The Prize

7. During each month of the Contest, there are two (2) monthly prizes of Best Buy Gift Cards with a value of \$2,500 each (each, a "Monthly Prize").
8. The prizes are to be administered by Best Buy. All of the above prize details are subject to change without notice at Best Buy's sole discretion.
9. All other expenses not specified herein are the sole responsibility of the winner.
10. Prizes are subject to the following restrictions:
 - a. Each prize is non-transferable, non-exchangeable, not redeemable for cash and no component thereof is convertible to cash;
 - b. One entrant is eligible to win only one Monthly Prize;
 - c. Each prize must be accepted as awarded and may not be sold; and
 - d. Best Buy reserves the right to substitute any of the prizes with a prize of equivalent retail value in the event the prizes are not reasonably available at their discretion.

Contest Draw

11. The winners will be selected by random draw from all eligible entries submitted as provided in these Contest Rules. The draw for each of the two (2) Monthly Prizes will be made at 12:00 p.m. PST on the 25th of each month during the Contest Period.
12. Following the draw, the selected entrants will be contacted in a response to their Contest entry.
13. In order to receive a prize, the selected entrants must:
 - a. respond to the prize notification Instagram or Facebook direct message, email or telephone call within forty-eight (48) hours of transmission;
 - b. correctly answer, unaided, a time-limited, mathematical skill-testing question; and
 - c. sign and submit a declaration to Best Buy within five (5) days of receipt of the Prize Acceptance and Acknowledgement Form stating that he/she:
 - i. has read, understands and complies with the Contest rules;
 - ii. releases and discharges Best Buy, Meta Platforms Inc. dba Meta, and their respective subsidiaries, affiliates, officers, directors, employees, and agents (collectively, the "Released Parties"); and
 - iii. consents to the announcement of the winner's name and the use by or on behalf of Best Buy of the winner's name, address, photograph, likeness, voice or statements, for advertising and promotional purposes without any further compensation to the winner.
14. If the prize winner fails to comply with any of the requirements set out in paragraph 13 their applicable prize will be automatically forfeited and another entrant will be selected by random draw.
15. The chances of winning a prize depends on the number of eligible entries received.
16. The winners of the Monthly Prizes may be announced on Instagram, Facebook, Best Buy's website, and Best Buy's blog on a rolling basis throughout the duration of the Contest Period.

Consent to Personal Information Use and Disclosure

17. By entering the Contest, participants consent to Best Buy's collection, use and disclosure of the personal information provided in Contest entries for the administration of the Contest and in aggregated, non-personal form in order to create reports regarding Contest entrant demographics and consumer habits, which reports Best Buy's may disclose to others.
18. Participants who indicate on their entry form that they wish to receive Best Buy's e-newsletter further consent to the collection, use, and disclosure of their personal information (including their email address) by Best Buy for the purpose of providing the e-newsletter. Signing-up for the e-newsletter will not affect the odds of winning.

Disclaimer and Liability Exclusion

19. The Released Parties will not, under any circumstances, be responsible for, or liable to any Contest entrant or any other person for:
 - a. any erroneous, lost, damaged, late, incomplete, misdirected, deleted, defective, or altered Contest entries, regardless of the cause;
 - b. any failure for any reason whatsoever of the selected entrant to receive a prize notification email;
 - c. any changes in email addresses or email address assignments after Contest entry forms are submitted;
 - d. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause; or
 - e. any damage or loss, including any loss of use, loss of production, loss of profits (anticipated or otherwise), loss of markets, economic loss, special, indirect or consequential loss or damage or punitive damages, whether in contract, tort or under any other theory of law or equity, arising from, connected with, or relating to the Contest or the submission of entries to the Contest or participation in the Contest or the Contest prize, or the use of the www.bestbuycanada.ca website (including the downloading of any materials from that web site) and regardless of the cause or any negligence by Best Buy or anyone for whom Best Buy is responsible, and notwithstanding that Best Buy may have been advised of the possibility of such loss or damage being incurred.
20. This Contest is not supported or in any way endorsed by Instagram or Meta Platforms, Inc.

Other Matters

21. If for any reason the Contest is not capable of being conducted as intended by Best Buy, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest, Best Buy may, at its sole discretion, disqualify any entrant responsible for such misconduct and cancel, terminate, modify, or suspend the Contest.
22. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND BEST BUY RESERVES THE RIGHT TO SEEK DAMAGES AND/OR OTHER RELIEF FROM ALL RESPONSIBLE PERSONS TO THE FULLEST EXTENT PERMITTED BY LAW.**
23. Return of any prize notification email as undeliverable may result in disqualification, and an alternate winner may be selected.
24. Decisions of Contest judges in respect of any aspect of the Contest are final and binding on all entrants.
25. Participation in the Contest constitutes acceptance and agreement to these Contest rules.
26. Best Buy reserves the right, at their option, to publish the winner's name, address, photograph, likeness, voice or statements without any further compensation to the winner.
27. The Contest is subject to all applicable federal, provincial and local laws and is void where prohibited by law. Best Buy may, where required by law, disclose contest entrant information to the government. If any provision of these rules is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.

28. Best Buy reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest, in whole or in part, at any time for any reason, including for business, operational, or other reasons. In the event of cancellation or termination, Best Buy shall have no obligation to award any prizes not already awarded at the time of such cancellation or termination. Entrants will not be entitled to any compensation as a result of such cancellation, termination, modification, or suspension.