

BEST BUY RGB LED TV MASTERCLASS BY SONY OF CANADA SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND, AND NO CLASS ATTENDANCE, IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. MUST BE THE AGE OF MAJORITY IN YOUR PROVINCE OF RESIDENCE (19 IN BRITISH COLUMBIA; 18 IN ALBERTA AND ONTARIO) OR OLDER AT TIME OF ENTRY. THIS SWEEPSTAKES IS INTENDED FOR PLAY ONLY BY LEGAL RESIDENTS OF BRITISH COLUMBIA, ALBERTA AND ONTARIO AND WILL BE GOVERNED BY APPLICABLE CANADIAN LAW. RESIDENTS OF ALL OTHER PROVINCES ARE NOT ELIGIBLE TO ENTER OR WIN. VOID WHERE PROHIBITED. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AT THE TIME OF ENTRY AND/OR DO NOT AGREE TO THESE OFFICIAL RULES.

1. ELIGIBILITY

The Best Buy RGB LED TV Masterclass by Sony of Canada Sweepstakes (“Sweepstakes”) consists of a series of separate sweepstakes, one (1) for each Class listed in Rule 2. For each Class: (i) the first twenty (20) eligible entrants to enter will win admission to attend that Class in person; and (ii) one (1) winner will be selected by random drawing from all eligible entrants for that Sweepstakes Period to win one (1) Prize (see Rule 5). The Sweepstakes is open only to legal residents of the Canadian provinces of British Columbia, Alberta and Ontario who, at the time of entry, have reached the age of majority in their province of residence (19 in British Columbia; 18 in Alberta and Ontario).

Employees, officers and directors of Sony of Canada ULC (“Sponsor”) or Best Buy Canada Ltd. (“Best Buy”), and their respective parent entities, subsidiaries, affiliates, sales representatives, distributors, suppliers, advertising, promotion, production and web design agencies, any companies who are promotional participants or prize providers, web masters and web suppliers, the Sponsor’s on-site representatives (“Sponsor’s Representatives”), all other persons or entities associated with the development, administration or execution of, or supply of prizes to, the Sweepstakes, and the immediate family members (spouse, parents, children and siblings) of, and persons living in the same household as, each of the foregoing, are not eligible to enter or win. The Sweepstakes is void where prohibited by law. Sponsor’s Representatives may require valid government-issued photo identification to verify age and province of residence; identification is viewed only and is not copied or recorded.

2. HOW TO ENTER

The Sponsor will host a series of free, approximately 20-minute educational classes on RGB LED TV technology at the designated Best Buy locations in British Columbia, Alberta and Ontario on the dates and times indicated in the table below (each, a “Class”). To enter, visit the applicable “Website to Enter” listed in the table below during the Sweepstakes Period for that Class and complete the online entry form (an “Entry”). No purchase or Class attendance is necessary to enter or win. Entrants who do not win admission to the Class remain eligible for that Prize drawing during that Sweepstakes Period.

Each Sweepstakes Period constitutes a separate Sweepstakes. For each Class, the “Sweepstakes Period” begins at the Entry Start Time and ends at the Entry End Time set out in the table below. All times are local time at the Class location (Pacific Time in British Columbia, Mountain Time in Alberta and Eastern Time in Ontario).

Limit: One (1) Entry per person per Sweepstakes Period and one (1) Class reservation per person. Entries are not carried forward to any other Sweepstakes Period. Any attempt to obtain more than one (1) Entry per Sweepstakes Period, including by using multiple identities or e-mail addresses, will void all of that entrant’s Entries. The Sponsor’s computer is the official clock for the Sweepstakes.

Class	Website to Enter	Entry Start Time	Entry End Time	Date & Time of Drawing/Notification
(All Classes start at 11:00 AM local time)				

		(12:00 PM ET)	(11:00 AM local time)	About 11:30 local time
10/31/2026 Best Buy #928 – Ottawa West ON	Enter Here - Best Buy #928 - Ottawa West, ON	10/14/2026	10/30/2026	10/31/2026
10/31/2026 Best Buy #941 – Richmond BC	Enter Here - Best Buy #941 - Richmond, BC	10/14/2026	10/30/2026	10/31/2026
11/07/2026 Best Buy #947 – Deerfoot Meadows AB	Enter Here - Best Buy #947 - Deerfoot, AB	10/14/2026	11/06/2026	11/07/2026
11/14/2026 Best Buy #980 – London ON	Enter Here - Best Buy #980 - London, ON	10/14/2026	11/13/2026	11/14/2026
12/05/2026 Best Buy #930 – Oakville ON	Enter Here - Best Buy #930 - Oakville, ON	10/14/2026	12/04/2026	12/05/2026
12/05/2026 Best Buy #941 – Richmond BC	Enter Here - Best Buy #941 - Richmond, BC	10/14/2026	12/04/2026	12/05/2026
12/12/2026 Best Buy #928 – Ottawa West ON	Enter Here - Best Buy #928 - Ottawa West, ON	10/14/2026	12/11/2026	12/12/2026
12/12/2026 Best Buy #947 – Deerfoot Meadows AB	Enter Here - Best Buy #947 - Deerfoot, AB	10/14/2026	12/11/2026	12/12/2026
12/12/2026 Best Buy #980 – London ON	Enter Here - Best Buy #980 - London, ON	10/14/2026	12/11/2026	12/12/2026

3. ODDS OF WINNING

Admission to a Class is awarded on a first-come, first-served basis to the first twenty (20) eligible entrants for that Class; the chance of winning admission depends on when an entrant enters relative to other entrants. Odds of winning a Prize depend on the total number of eligible Entries received for that Sweepstakes Period.

4. SELECTION OF PRIZE WINNERS

One (1) Prize winner per Sweepstakes Period will be selected in a random drawing conducted by the Sponsor from all eligible Entries received during that Sweepstakes Period. The drawing will take place on the Class date at approximately 11:30 a.m. local time, as set out in the table in Rule 2 (the “Drawing and

Notification Time”). The potential winner will be notified at the Class if present and, if not present, by e-mail to the email provided at entry.

5. PRIZES

Class Admission: The first twenty (20) eligible entrants for each Sweepstakes Period will win in-person admission to the Class for that Sweepstakes Period (Approximate Retail Value (\$10.00 CAD each). Eleven (11) Classes are scheduled, for a total of up to 220 Class admissions for a total ARV \$2,200 CAD).

Prizes: For each Sweepstakes Period, one (1) winner will win one (1) Best Buy Canada gift card (ARV \$200.00 CAD) (“Prize”). Eleven (11) Prizes for a total ARV \$2,200.00 CAD. Each Prize is available only to eligible entrants for the Sweepstakes Period in which it is drawn. Entrants who win Class admission are also eligible to win a Prize.

Total ARV \$4,400. Limit of one (1) Prize per person; a person cannot win a Prize more than once. The ARV represents the Sponsor’s good-faith determination, which is final and binding. Prize winner shall be solely responsible for all federal, provincial and local taxes, if any, due as a result of receipt of the Prize. Prize must be accepted as awarded and may not be transferred, assigned, redeemed for cash, or substituted, except by Sponsor, who reserves the right to substitute the Prize, or any component thereof, with another of comparable or greater value. The Sponsor has no responsibility for a winner’s inability or failure to accept or use the Prize. The gift card is subject to the terms and conditions of its issuer; Best Buy issues the gift card solely as a third-party merchant and is not a sponsor or administrator of the Sweepstakes.

6. WINNER NOTIFICATION

As a condition of winning a Prize, a potential winner must, within three (3) days of attempted notification: (a) complete, sign and return a Declaration of Eligibility/Liability Release/Publicity Release form (“Declaration”); (b) first correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question, which will be administered as part of the Declaration; and (c) timely return the Declaration to Sony at matt.muir@sony.com.

In the event a potential winner does not return documents in a timely manner, does not correctly answer the skill-testing question, does not accept the Prize, or if the Prize notification or Prize is not deliverable, or a potential winner is ineligible or not in compliance with these Official Rules, the Prize will be forfeited and may be awarded to an alternate winner who will be selected randomly from all remaining non-winning Entries received during the Sweepstakes Period, at Sponsor’s sole discretion. The Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify a winner. If after a good-faith attempt (as determined by Sponsor) Sponsor is unable to award or deliver a Prize, the Prize will not be awarded. By participating in this Sweepstakes, you acknowledge and agree that Sony of Canada ULC may collect the personal information submitted by you and use the information pursuant to the Sony of Canada ULC privacy policy available online at <https://electronics.sony.ca/en/privacy-policy>.

By entering the Sweepstakes, Entrant consents to the transfer of their personal data to the United States for purposes of administration of the Sweepstakes, and to their personal information being transmitted, stored and processed in jurisdictions outside of Canada that may not have the same protections as Canada. By entering the Sweepstakes, Entrant agrees that their personal information may be used for the following purposes: (A) to contact Entrants regarding the Sweepstakes; (B) to publish a winner’s name in a Winners List; and (C) if an Entrant elects to receive additional information, to send additional information to that Entrant. Entrants have the right to access, withdraw consent to and correct their personal data by writing to: Best Buy RGB LED TV Masterclass by Sony of Canada Sweepstakes Opt-out Request, c/o Sony of Canada ULC, [Privacy Policy](#).

7. CONDITIONS TO PARTICIPATION

Entrants agree to release and hold harmless Sponsor, Best Buy, and each of their respective parent entities, subsidiaries and affiliated companies, advertising and promotion agencies, any companies

who are promotional participants or prize providers, and web masters and web suppliers, and all of their respective officers, directors, employees, representatives and agents (collectively, “Released Parties”) against any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize, attendance at a Class, or participation in this Sweepstakes or any Sweepstakes-related activity, or for any printing, production, typographical, human or other error in the printing, offering or announcement of any prize. Except where legally prohibited, by accepting a prize, winner grants (and agrees to confirm that grant in writing if requested by Sponsor) permission for Sponsor and those acting under its authority to use winner’s name, city and province of residence, photograph, voice and/or likeness for advertising, trade and/or publicity purposes relating to the Sweepstakes, without additional compensation, in all media now known or hereafter discovered, worldwide, without notice, review or approval.

8. LIMITATIONS ON LIABILITY

Released Parties are not responsible for illegible, lost, late, damaged, destroyed, inaccurate, delayed, incomplete, unintelligible, non-delivered, misdirected, stolen entries; or for incomplete, inaccurate, lost, interrupted or unavailable network, satellite, telephone networks or lines, cellular towers or equipment (including handsets), computer online systems, computer equipment, software, viruses or bugs, servers or providers, or other connections, availability or accessibility; or for unauthorized access to, or alteration of entries; or miscommunications, failed computer, telephone, cellular, satellite, or cable transmissions, lines or other technical failure; or for jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors of any kind, whether human, technical, mechanical, electronic or network, including, without limitation, any errors which may occur in connection with the administration of the Sweepstakes or in any Sweepstakes-related materials; or for the incorrect or inaccurate capture of entry or other information, or the failure to capture any such information. Persons who tamper with or abuse any aspect of the Sweepstakes, as solely determined by the Sponsor, will be disqualified (and all associated entries will be void), and Sponsor reserves the right to terminate such entrant’s eligibility to participate in this or any other promotion offered by Sponsor. Entries generated by robotic, programmed, script, macro or other automated means or by any means which subvert the entry process will be disqualified. Released Parties are not responsible for injury or damage to entrants’ or to any other person’s computer related to or resulting from participating in this Sweepstakes. In the event of a dispute regarding prize claims or entries received from multiple users having the same billing address, telephone number or e-mail, the authorized subscriber of such e-mail account used at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), online service provider, or other organization responsible for assigning e-mail addresses.

Force Majeure: Should any portion of the Sweepstakes or any Class be, in Sponsor’s opinion, compromised by fire, flood, epidemic, pandemic, public health order, labour dispute, venue closure, act of government, virus, worms, bugs, non-authorized human intervention or any other cause beyond the reasonable control of the Sponsor which corrupts or impairs the administration, security, fairness or proper conduct of the Sweepstakes, Sponsor reserves the right, subject only to applicable law, to cancel, modify, suspend, reschedule or terminate the affected Class or the Sweepstakes, and to select a potential winner from all non-suspect, eligible Entries received for the affected Sweepstakes Period prior to the action taken, or as otherwise deemed fair and appropriate by Sponsor. Sponsor may amend these Official Rules in such circumstances, with any amendment posted at [INSERT URL]. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In the event of any discrepancy between these Official Rules and any summary rules or advertising, point-of-sale or in-class materials, these Official Rules prevail.

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF YOUR PARTICIPATION IN THIS SWEEPSTAKES. THE PRIZE IS

PROVIDED WITHOUT WARRANTY OR CONDITION OF ANY KIND BY THE RELEASED PARTIES, EITHER EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OR CONDITION OF MERCHANTABLE QUALITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSIONS OF LIABILITY OR OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. NOTHING IN THESE OFFICIAL RULES LIMITS ANY RIGHT THAT CANNOT BE WAIVED UNDER THE CONSUMER PROTECTION LEGISLATION OF YOUR PROVINCE OF RESIDENCE.

9. GOVERNING LAW

Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the entrant and Sponsor, shall be construed and governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein, without regard to conflicts of law. All suits or claims brought in connection with this Sweepstakes must be brought in the courts located in Toronto, Ontario.

10. DISPUTES

Except where prohibited, including by the non-waivable consumer protection legislation of the entrant's province of residence, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, in the courts located in Toronto, Ontario; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event legal fees; and (c) entrant waives all rights to claim indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Sweepstakes, subject to applicable law. Any dispute should first be raised with the Sponsor's Representatives or in writing with the Sponsor at the address below, and the parties will attempt in good faith to resolve it informally.

11. WINNERS LIST

For a list of winners, send a self-addressed, stamped envelope to: Best Buy RGB LED TV Masterclass by Sony of Canada Sweepstakes Winners List, c/o Sony of Canada ULC, 2235 Sheppard Avenue East, Suite 800, Toronto, ON M2J 5B5, no later than March 30, 2027.

This Sweepstakes is in no way sponsored, endorsed, promoted, recommended or administered by, or associated with, Best Buy Canada Ltd. or any of its affiliates.

Sponsor: Sony of Canada ULC, 2235 Sheppard Avenue East, Suite 800, Toronto, ON M2J 5B5.

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