

BUBBL'R BOOST YOUR FUTURE PROMOTION OFFICIAL RULES

NO PURCHASE NECESSARY IN THIS PROGRAM. VOID WHERE PROHIBITED

1. PROGRAM PERIOD: The BUBBL'R "Boost Your Future" Program (the "Program") Period begins on June 4th, 2024, at 12:01 PM Central Time ("CT") and ends on October 22nd, 2024, at 4:00 p.m. CT (the "Program Period"). The Judging Phase begins October 4th, 2024, at 4:00 p.m. CT and ends on October 11th, 2024, at 4:00 p.m. CT. The Voting Period will begin on October 11th, 2024, at 4:00 PM CT and will end on October 21st, 2024, at 4:00 PM CT. The winners will be announced on October 22nd, 2024. Sponsor may terminate this Promotion at any time.

2. ELIGIBILITY: The Program is open to legal residents of the United States as of June 4th, 2024, who, at the time of participation and entry, are at least the age of majority in their state of residence OR have the permission of their parent or legal guardian ("Parent") prior to entering and are the age of nine (9) at the time of entry (each a "Participant"). Each Participant Aged 9 – 17 at the time of the entry must have the permission of his/her Parent prior to entry and such entry shall be deemed submitted by the Parent and shall be treated as if the Parent had made such entry and if chosen as a winner, the Grand Prize (hereinafter defined) will be awarded in the name of his/her Parent. The employees (including immediate family and household members), subsidiaries, affiliates and shareholders of Wis-Pak, Inc, BUBBL'R distributors, Metablocks, Inc., or any other company or individual involved in the Program's design, production, execution, or distribution are not eligible. Participation constitutes an entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are and shall be final and binding in all respects. Sponsor reserves the right to disqualify any participant determined, in Sponsor's sole judgment and absolute discretion, to be (a) tampering or attempting to tamper with the entry process or the operation of the Program; (b) violating the Official Rules of the Program; or (c) acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten, harass or act fraudulently in any manner. PROGRAM VOID WHERE PROHIBITED BY LAW OR REGULATION.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Promotion.

3. SPONSOR: Program sponsor is Wis-Pak, Inc., 860 West Street, Watertown, WI 53094. All decisions regarding all matters and aspects of and relating to the Program shall be made by Wis-Pak, in its sole and absolute discretion, and all such decisions shall be final, binding and conclusive. This includes materials submitted for verification, and the eligibility of participants. By entering this Program, entrant agrees to these Official Rules and to the binding, final and conclusive nature of Sponsor's decisions.

4. HOW TO ENTER THE CONTEST: During the Program Period, an eligible entrant must visit www.boostyourfuture.com (“Website”) and enter his/her valid e-mail address and the information requested on the entry form, which may include, without limitation: his/her first and complete last name (no initials); valid e-mail address; phone number; street address (no P.O. Boxes will be allowed); city, state; and zip code. Entrant must then follow the on-screen prompts to link to a TikTok video, Instagram video, or upload a video (60 seconds or less, 80 MB, in one of the following file formats: .MOV, .MPEG, .WMV, .MP4) (“Video”) declaring why they are deserving of a monetary prize to “boost their future” whether it be used for college scholarship funds, to start a business, to follow their passion, etc., collectively a (“Submission”). **All Submissions must comply with the restrictions outlined below.**

Limit: There is a limit of one (1) unique Submission per person during the Program Period. An entrant who attempts to enter more than the stated limit may be subject to disqualification from the Promotion. If it is discovered or suspected that a person has attempted to enter or upload Submissions using multiple e-mail addresses or identities, all of that person’s Submissions may be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive and such prize may be forfeited, at the Sponsor’s sole and absolute discretion.

NOTE: By submitting a Submission, each entrant agrees that his/her Submission conforms to the Submission Requirements set forth in Section 4 below and all other terms and conditions in these Official Rules and that Sponsor or Administrator may, at its sole and absolute discretion, disqualify him/her from the Promotion if Sponsor (in Sponsor’s sole discretion) decides that his/her Submission fails to conform to the Submission Requirements or any other provision of these Official Rules.

If an entrant enters from his/her wireless phone, the entrant’s wireless service provider may charge the entrant. Entrants should consult their wireless-service providers regarding their pricing plans. Message and data rates may apply.

5. SUBMISSION REQUIREMENTS: All Submissions must comply with the following restrictions:

- Must be in English, except for commonly understood foreign words;
- Videos must not be longer than 60 seconds and 250 MB, and must be submitted in one of the following formats; MOV, MPEG, WMV, MP4, Instagram Reel, Instagram Video, or TikTok;
- Must not contain material that violates or infringes on another’s rights, including, but not limited to, privacy, publicity, or intellectual property, including copyright infringement, or legal or moral rights of any third party, living or deceased;
- Must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Promotion;

- Must not include any personally identifiable information;
- Must be original work of the entrant and must not contain images or artwork, music, quotes, parodies or other materials not created by the entrant; excluding the song “Say Cheese” by Paul Russell.
- Must not feature brand names, logos, or trademarks other than Sponsor’s trademarks in any other element of the entry or image, which Sponsor has granted, with respect to the Sponsor’s trademarks, entrant limited license to use for the purpose of this Promotion;
- Must not have been submitted previously in a promotion or contest of any kind and has not exhibited or distributed currently or previously in any media;
- Must not contain, facilitate, reference or use material that is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, or contain nudity or any materially dangerous activity;
- Must not contain, facilitate, reference, or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
 - gambling, including without limitation, any content related online casinos, sports books, bingo or poker;
 - the use of firearms, weapons, ammunition, any illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of alcohol or tobacco products;
 - the taking up of arms against any person, government, or entity or otherwise challenge or seek to overthrow any government;
- Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way;
- Must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age; and
- Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the Video was created.

Entrant must have approval from any persons appearing in the Submission and be able to provide express written consent of every such person appearing in the Submission to Sponsor and/or Administrator if requested.

NOTE: If any entry fails to comply with any of these Submission Requirements or any other provisions of these Official Rules, Sponsor and Administrator reserve the right to disqualify the entrant.

SUBMISSIONS POSTED TO THE WEBSITE WERE NOT EDITED BY SPONSOR AND ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS OF SPONSOR IN ANY MANNER. Any entrant who incorporates any intellectual

property owned by a third party into his/her Submission does so at his/her own risk. Without in any way limiting, expanding or amending the terms and conditions residing on any Promotion-related website, including the Website, which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant's Submission infringes upon the rights of another person and/or receives a legally valid request to remove the affected Submission from any Promotion-related website because of such infringement, such Submission may be disqualified from the Promotion, as Sponsor may determine in its sole discretion. Further, no entrant will be eligible to receive the prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's Submission has been or can be sufficiently cleared for legal purposes and such entrant eligibility is verified. Each person who enters this Promotion represents and warrants as follows: (i) the Submission is the entrant's own original; (ii) the Submission has not been previously published; (iii) the Submission has not won previous awards; (iv) the Submission does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (v) the Submission does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; (vi) entrant has obtained permission from any person whose name, likeness or voice is used in the Submission; and (vii) the Submission does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Promotion Entities harmless from and against any and all third-party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

By submitting a Submission, entrant hereby grants permission for the Submission to be publicly posted, at Sponsor's sole discretion. By submitting a Submission, entrant grants Sponsor an unlimited, worldwide, royalty-free, irrevocable, perpetual, license and right to publish, use, publicly perform and display the Submission in whole or in part, in any way, in any and all media, without limitation, and without consideration to the entrant, for promotional or marketing purposes. The Promotion Entities are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected entries, Submissions – all of which will be void. Sponsor reserves the right to disqualify any entrant and/or Submission in its sole and absolute discretion.

Once a Submission is submitted in the Promotion it may be made available on Sponsor's social media accounts or other websites for viewing by the general public and any such posting will be deemed made at the direction of the entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act.

6. JUDGING PHASE: The Judging Phase begins October 4th, 2024, at 4:00 p.m. CT and ends on October 11th, 2024, at 4:00 p.m. CT. During the Judging Phase, the assigned judges will use the following "Judging Criteria" to select the top 15 submissions that will move forward into the Voting Phase. Judging Criteria: 33%; (i) Creativity, 33% (ii) Storytelling; and 34% (iii) How well they explain their passion and what they plan on doing with the prize money. After the

5 judges assess all the submissions, each judge will select 3 submissions to move on as part of the 15 finalists. The 15 finalists will be added to the website for the public to vote for during the Voting Phase.

7. VOTING PHASE: During the Voting Phase (October 11th, 2024, at 4:00 p.m. CT to October 21st, 2024 at 4:00 p.m. CT), the top 15 submissions chosen during the Judging Phase, will be uploaded to the website and will be available for people to vote for their favorite submission. Each voter may vote one time per day during the Voting Phase. During the Voting Phase, a person who is a legal resident of the fifty (50) United States or District of Columbia and eighteen (18) years or older may vote for his/her favorite Submission. A person who satisfies the eligibility requirements set forth in Section 2 may vote for his/her favorite entry and enter the Sweepstakes. The voter must visit the www.boostyourfuture.com (“Website”) and follow the onscreen instructions to vote. Each voter may vote one (1) time per day during the Voting Phase. Votes received from any person or e-mail address or household in excess of this limitation will be void. Votes generated by script, BOT, macro or other automated means are void. Voting must be completed by the actual person casting the vote. A person may not vote on behalf of another person. Subsequent votes during one calendar day by a single voter or e-mail address will be disqualified. Votes intended to impact the integrity of the voting process as determined by Sponsor in Sponsor’s sole discretion are void. Payment or other consideration in exchange for votes is prohibited.

The top 15 submissions will all receive a monetary prize. The top 3 submissions with the most votes at the end of the voting period, will each receive a larger monetary prize. Each Contest winner is a potential winner pending verification of eligibility and compliance with the Official Rules. In the event there are any ties, the tied Submissions will be judged again, and the Submission chosen by a panel of judges, will prevail. If a potential winner is found to be ineligible or does not comply with these Official Rules, or otherwise does not accept his/her prize as awarded, he/she will be disqualified and the nominee in the Submission with the next highest number of votes will be named a potential winner. selection of the winners. The winners will be announced on October 22nd, 2024.

8. PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”):

- 1. Contest Grand Prize (1):** The Contest grand prize is \$20,000 (“Contest Grand Prize”). There will be one (1) Contest Grand Prize in the Promotion awarded to the 1st place submission. The ARV of the Contest Grand Prize is \$20,000.
- 2. Contest Second Prize (1):** The Contest second prize is \$10,000 (“Contest Second Prize”). There will be one (1) Contest Second Prize in the Promotion awarded to the 2nd place submission. The ARV of the Contest First Prize is \$10,000.
- 3. Contest Third Prize (1):** The Contest third prize is \$5,000 (“Contest Third Prize”). There will be one (1) Contest Third Prize in the Promotion awarded to the 3rd place submission. The ARV of the Contest Third Prize is \$5,000.

- 4. Contest Fourth Prize (12): The Contest fourth prize is \$500 (“Contest Fourth Prize”). There will be twelve (12) Contest Fourth Prizes in the Promotion, awarded to the 4th – 15th place submissions. The ARV of the Contest Fourth Prize is \$500.**

9. WINNER VERIFICATION: Potential winners are subject to verification of eligibility and compliance with these Official Rules. Sponsor or Administrator will notify the potential Contest winners by sending the nominator an e-mail at the e-mail address provided upon registration. Sponsor or Administrator will get each potential nominee winner’s contact information from the nominator/entrant. Sponsor or Administrator will notify each potential Sweepstakes winners and Nominator Prize winners via email with instructions on how to redeem his/her respective prize. Each potential Contest winner will be required to sign and execute an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) within five (5) days of prize notification. If a potential winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification, the potential winner may be disqualified and an alternate winner may be selected. Failure to provide all required information within the stated time period may result in forfeiture of winner’s right to claim his/her prize and may result in the prize being awarded to an alternate winner, if time permits. Upon verification of eligibility and compliance with these Official Rules, the winners will be contacted by Sponsor or Administrator to arrange prize fulfillment. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, the respective prize may be forfeited, and in the Sponsor’s sole discretion, the forfeited prize may be awarded to an alternate winner, as determined by Sponsor in its sole discretion.

Administrator will attempt to notify each potential winner as set forth above, but Released Parties are not responsible for any undelivered e-mails that are not received because of a winner’s privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes are not transferable and includes only the items specifically listed as part of a prize. Any portion of a prize not accepted by a winner will be forfeited. The winners shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her prize won. Odds of winning a prize depend upon the number of eligible Submissions received and the quality of the Submissions. All other costs and expenses not expressly set forth herein shall be solely each winner’s responsibility. The prizes will only be awarded to verified winners. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize will not be re-awarded.

THE CONTEST WINNERS, WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES IN THE AMOUNT OF THE ACTUAL RETAIL VALUE OF THE PRIZE AND MUST SUBMIT HIS OR HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE, AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF THE WINNER.

10. LIMITATION OF LIABILITY: By participating in this Promotion, entrants agree that Sponsor, Administrator, and each of their respective parents, affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective

officers, directors, stockholders, employees, representatives, designees and agents (collectively, "Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, delayed, garbled, postage due or undeliverable tweets posts, messages, e-mails or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Promotion; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Promotion and/or accepting a Prize including any item redeemed therewith and/or any travel related thereto; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Released Parties are not responsible for any unanswered or undeliverable winner notifications.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion, including without limitation, in connection with any costume created, sold, distributed or otherwise used by the Released Parties regardless of whether such costumes is similar or identical to the costume contained in entrant's entry; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Promotion, including, but not limited to, any Promotion - related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof (including any travel or activity related thereto)); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of the winners in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. If for any reason, including but not limited to

an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more Prizes are claimed than are intended to be awarded according to these Official Rules, the intended Prize will be awarded according to Section 8 above.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

11. DISPUTES: Any dispute arising out of or connected with the Program, including without limitation any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively in the Circuit Court of Jefferson County, Wisconsin, or, if applicable, in the federal district court in which such county sits. All issues and questions concerning the construction, validity, interpretation and enforceability of the Program's Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Program, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of Wisconsin. In any dispute, In the event of any dispute, under no circumstances shall entrant (and/or the person traveling with any Grand Prize winner) recover anything other than actual out-of-pocket costs incurred in entering this Program; without limitation, there shall be no equitable or injunctive relief and no recovery of incidental, consequential, increased, multiplied or punitive damages, or attorney fees. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES OR REMEDIES, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT.**

12. PUBLICITY RIGHTS: By participating in the Promotion and/or accepting a Prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, user name(s), address (city and state), biographical information, photos (including, without limitation, profile photo(s)), picture, portrait, likeness, voice, and/or statements regarding the Promotion and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

13. GENERAL: Any attempted form of participation in this Promotion other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the

Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Promotion and void all associated entries. Any attempted form of participation in this Promotion other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or the potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address associated with the social media account used to enter. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

14. WINNERS LIST: To obtain a list of the names of the winners, mail a self-addressed, stamped business-sized envelope to:

BUBBL'R Boost Your Future - Winners List Request
P.O. Box 8006
Madison, WI 53716

5/2/2024