

WEST COAST CURE™
420 JEFFEREY DIAMOND TICKET CONTEST OFFICIAL RULES

VOID WHERE PROHIBITED OR RESTRICTED BY LAW. Participation in this contest (this “Contest”) constitutes your agreement to be bound by these Official Rules. All applicable federal, state and local laws and regulations apply.

HOW TO ENTER: Beginning on March 29, 2024 at 8:00am PT and ending June 1, 2024 at 11:59pm PT (the “Entry Period”), complete all of the following:

1. Purchase a WCC Jefferey 5 pack (the “Product”) from a licensed retailer in California while supplies last.
2. Open the Product to see if you reveal one of four official “Diamond Tickets.”
3. If you receive an official Diamond Ticket, scan the unique QR code on the Diamond Ticket, which will lead you to the contest landing page.
4. Follow the prompts and complete the skilled quiz to enter the contest. A skilled quiz will only be completed when all answers are entered and accepted, and a screen message that the skilled quiz has been submitted is displayed.
5. Diamond Ticket contestants who successfully complete the skilled quiz will be notified immediately that they are a potential winner, subject to verification of eligibility.

Incomplete entries (including skilled quizzes that have not been completed or submitted in full) will not be eligible. Limit one (1) entry and one (1) prize per person. Use of any robotic, automatic, programmed, or similar entry method, or entering more than the number of times permitted will void all entries and result in disqualification. You may not enter more times than indicated by using multiple e-mail addresses, identities, or devices in an attempt to circumvent the rules. Odds of winning depend on the number of Products purchased. Diamond Tickets are non-transferable and may not be redeemed or exchanged for cash or product.

ELIGIBILITY: This Contest is open only to natural persons who are 21 years of age or older at the time of entry. Persons who on or after the start date of the Contest were or are employees of Shield Management Group, LLC (“Sponsor”), its parent company or their respective affiliates, subsidiaries, or employee staffing companies, or any of their advertising or promotion agencies (collectively with Sponsor, “Promotion Parties”), and members of their immediately family or persons living in the same household, are not eligible.

THIS CONTEST IS INTENDED FOR PLAY IN CALIFORNIA ONLY. DO NOT ENTER THIS CONTEST UNLESS YOU ARE LOCATED IN CALIFORNIA AT THE TIME OF ENTRY.

OWNERSHIP/USE OF ENTRIES: By submitting an entry, each entrant agrees to grant to the Promotion Parties, their affiliates and their respective successors, assigns, designees and licensees a perpetual, irrevocable, assignable, royalty free, full paid license and right to exploit, edit, modify, post, disseminate, create derivative works of, distribute and otherwise use the entry and all elements of such entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, as well as entrant’s name, likeness, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law.

WINNER SELECTION, NOTIFICATION AND CONDITIONS:

Diamond Ticket holders who successfully complete the skilled quiz and satisfy the prompts prior to the end of the entry period will be automatically notified that they are a potential winner, subject to

verification of eligibility. A skilled quiz will only be completed when all answers are entered and accepted, and a screen message that the skilled quiz has been submitted is displayed. The decisions of Sponsor and any judges with respect to the winners and other matters pertaining to this Contest, including the interpretation of these Official Rules, shall be final and binding. The potential winners will be contacted by Sponsor by telephone or e-mail using the contact information provided in the entry. All potential winners will have forty-eight (48) hours from the date they are notified by Sponsor to confirm by responding by e-mail. Once confirmed by Sponsor, the winner will be asked to provide an address and e-mail for Sponsor to provide the winner with instructions on how to claim the prize, including completing and returning all required forms, all of which must be completely filled out, signed and returned within forty-eight (48) hours or such other date set by Sponsor. Failure to respond within the applicable time period or to timely complete and return the required forms will result in forfeiture of the prize and Sponsor shall have the option to award the prize to an alternate winner or to use the prize for any other purpose in Sponsor's sole discretion. Sponsor is not responsible for any delay or failure to receive notification for any reason, including inactive e-mail account(s), technical difficulties associated therewith, or a winner's failure to adequately monitor any e-mail account. The return of any prize notification or prize as undeliverable may result in disqualification and Sponsor may use the prize for any other purpose. All federal, state and/or local taxes, fees, and surcharges are the sole responsibility of the prize winners. The Prize Winner may be issued a 1099 tax form for the actual value of the Prize. By entering this Contest, each entrant accepts and agrees to these Official Rules, and to abide by the decisions of the Sponsor which shall be final and binding in all matters. The Sponsor has sole discretion to make all determinations regarding this Contest, including without limitation selecting any judge(s) and interpreting and applying these Official Rules.

PRIZES; WINNERS; APPROXIMATE RETAIL VALUES ("ARV"):

Prize: Up to four (4) winners will be eligible to purchase up to one (1) ounce of WCC Top Shelf Indoor Flower per calendar month (not to exceed the individual daily purchase limits) for up to twelve (12) consecutive months beginning July 2024 for \$4.20/year, or \$0.35/month, plus applicable taxes. Only products designated by Sponsor as "Top Shelf Indoor Flower" are eligible for purchase. WCC Top Shelf Indoor Flower may only be purchased at the above price at the store of the licensed retailer in California where the Product with the Diamond Ticket was purchased by the applicable winner (the "Participating Retailer"). Winners may not redeem more than one (1) ounce of WCC Top Shelf Indoor Flower in any calendar month. In the event a winner does not redeem the one (1) ounce of WCC Top Shelf Indoor Flower (or any portion thereof) in any given month, that month's allotment (or unpurchased portion thereof) will be forfeited and will not be rolled over to the next calendar month or paid or redeemed for any cash value.

The Prize will be redeemable only at the Participating Retailer. Winners are responsible for all applicable taxes. The entire prize must be redeemed on or before July 31, 2025. Sponsor is not the prize provider. All prizes will be provided by the applicable Participating Retailer.

The winners are solely responsible for confirming that a retailer is the Participating Retailer and that the Participating Retailer has sufficient inventory prior to purchasing any products. Sponsor will not be responsible for reimbursing any amounts to the winner, whether after any purchase or otherwise. Sponsor will not be responsible for any portion of the prize that goes unredeemed as a result of the Participating Retailer permanently or temporarily closing.

The approximate retail value ("ARV") of each Prize is \$4,800, and the total ARV of all Prizes is \$19,200.

Only one (1) prize per person and per household will be awarded. Prizes cannot be transferred, redeemed for cash or substituted by the winner. In the event that one or more Diamond Ticket is not redeemed, the prize associated with that Diamond Ticket(s) will be forfeited and Sponsor will not award the prize to a new winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize is unavailable or cannot be awarded, in whole or in part, for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items. TO THE EXTENT PERMITTED BY APPLICABLE LAW, ALL PRIZES ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, IN FACT OR IN LAW (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF SATISFACTORY QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

LIMITATION OF LIABILITY: By entering this Contest, entrants waive all right to, and hold each of the Contest Parties harmless from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including attorneys' fees) arising out of or in connection with participation in the Contest or the acceptance, use, or misuse of the Prize. None of the Contest Parties will be responsible for: late, incomplete, or incorrect entries; an entrant's failure to receive prize notices due to entrant's spam, junk e-mail, or other security settings or for entrants' provision of incorrect or otherwise non-functioning contact information; technical, hardware, software, or platform malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender, or by any of the equipment or programming associated with or used in the Contest; by any human error which may occur in the processing of the entries in the Contest; or any typographical, technological, or other error in the publishing of the offer, administration of the Contest, or announcement of the prizes. If, in Sponsor's sole opinion, there is such an error, or there is any suspected evidence of tampering with any portion of the Contest, or if technical difficulties (including viruses and bugs) compromise the integrity of the Contest, Sponsor reserves the right, in its sole discretion, to cancel or modify the Contest in a manner deemed appropriate by Sponsor. In the event of termination of the Contest, winners will be selected from among all eligible entries received for the Contest as of date of termination. In the event a dispute arises as to the identity of a potentially winning entrant, Sponsor will determine the winner at its sole discretion.

PRIVACY; USE OF INFORMATION: In connection with the entry process for this Contest, Sponsor will be collecting personal data about entrants. Any personal information supplied by entrants will be subject to the privacy policy of West Coast Cure™ posted on its website <https://wcc.com/privacy-policy/>. By entering, each entrant authorizes each Promotion Party to contact entrants about West Coast Cure™ products and the promotion and sale thereof. To opt-out of receiving these promotional offers, please refer to our [Privacy Policy](#).

CHOICE OF LAW AND FORUM: Each entrant agrees that all matters arising out of or relating to this Contest and these Official Rules are governed by, and construed in accordance with, the laws of the State of California, without giving effect to any of its conflict of laws provisions thereof. Each entrant and Sponsor further agree that any legal suit, action, or proceeding arising out of or relating to this Contest and these Official Rules shall be resolved individually, without any class actions or any claims brought as a plaintiff or class member in any class or representative proceeding, and shall be brought exclusively in the applicable federal or state courts located in Orange County, California.

WINNERS LIST: For the names of all prize winners, available within ten (10) days of the date winners are determined, send an e-mail requesting the names to customerservice@wcc.com.

Sponsor reserves the right to modify these Official Rules in any way and at any time. If Sponsor makes material changes to these Official Rules, we will provide entrants with reasonable notice.

This Contest may be advertised on Facebook, Instagram, Snapchat, Twitter, Telegram and/or TikTok but is in no way sponsored, endorsed, or administered by, or associated with, Facebook, Instagram, Snapchat, Twitter, Telegram and/or TikTok.

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