

## Organic Social UGC Contest

### OFFICIAL RULES

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.**

**1. Eligibility:** Organic Social UGC Contest ("Contest") is open only to legal residents of the forty-eight (48) contiguous United States and DC, excluding Alaska and Hawaii, who are at least twenty-one (21) years of age at the time of entry. Employees of BlueTriton Brands, Inc. ("Sponsor"), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state and local laws and regulations and is VOID WHERE PROHIBITED. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's decisions are final and binding in all matters related to the Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** BlueTriton Brands, Inc., 3001 Summer Street, Stamford CT 06905.

**3. Timing:** The Contest begins on August 7<sup>th</sup>, 2026, at 12 p.m. Eastern Time ("ET") and ends on September 30, 2026 at 5 p.m. ET (the "Promotion Period"). Sponsor's servers are the official time-keeping devices for the Contest.

#### **4. How to Enter:**

**Account Requirements:** To participate, you must have a personal Instagram account ("Account") that is set to public at all times from the date of entry through the date prizes are awarded. Creating an Account is free but subject to Instagram's legal terms and conditions: (<https://help.instagram.com/terms-of-use>). **If entering via a mobile device and using your wireless carrier network, standard data charges from your wireless carrier may apply.**

**Entry Requirements:** During the Promotion Period, eligible participants may enter by doing all of the following:

(a) Follow the official Brand Instagram account in which you are tagging in your Content. @arrowheadwtr, @deerparkwtr @icemountainwtr, @ozarkaspringwtr, @polandspringwtr, @zephyrhills, or @purelifeusa.

(b) Create original user-generated content based on the criteria described in Section 5 below ("**Content**") that features or relates to one or more of Sponsor's water brands, namely, ARROWHEAD, DEER PARK, ICE MOUNTAIN, OZARKA, POLAND SPRING, ZEPHYRHILLS, or PURE LIFE (each a "**Brand**") and complies with the Entry Requirements and Content Restrictions set forth below; AND submitting the Content via *Instagram tags* in accordance with the provided instructions.

(c) Post the Content to your public Instagram account during the Promotion Period, tag the applicable official Brand Instagram account in the post, and include the hashtag #BlueTritonContest clearly and conspicuously near the beginning of the caption.

(d) For video Content: if your endorsement of or reference to a Brand is audible in the video, you must also include a clear and conspicuous disclosure (e.g., "#ad" or "[Sponsored]") audibly within the video. In all cases, the contest disclosure (#BlueTritonContest) must appear visually on screen in the video.

(e) Keep your Instagram account public, your Instagram handle unchanged, and your entry post publicly available from the date of posting through the date prizes are fully awarded (as described in Section 6).

(f) Your Content need not include any reference, positive or negative, to Sponsor's products or services, and **including such a reference will not improve your chances of winning**. However, your Content must not violate any of the Content Restrictions listed below; and

(g) You must not change your Instagram handle once you post the Content to enter this Contest and until the prizes are awarded (as described in Section 6).

**Number of Entries:** There is no limit on the number of entries per person during the Promotion Period; however, duplicate or substantially identical entries will be disqualified. Entries that are late, incomplete, corrupted or do not comply with these Official Rules may be disqualified.

**Content Restrictions: Your Content must comply with all of the following:**

- Your Content must be your original work. You must own all rights in and to the Content or have obtained all rights and written permissions necessary for Sponsor's use as described in Section 8.
- You should not depict, identify, mention or otherwise include any minor (i.e. any individual under 18 years of age) in your Content.
- Your Content must not include any identifiable adult individual other than yourself unless you have obtained prior written permission from each such individual in a form acceptable to Sponsor. If requested, you must provide such written permissions to Sponsor.
- Your Content must not include any third-party music, audio, artwork, logos, trademarks or other protected material unless you own such material or have secured rights sufficient for Sponsor's intended reuse as described in Section 8. Your Content must not convey any claims about Sponsor's products or services that would be deemed unsubstantiated or deceptive if made by Sponsor.
- Your Content must not disparage Sponsor, any Brand, or any other person or party, and must not contain material that is tortious, defamatory, or libelous.
- Your Content must not contain material that violates or infringes any third party's rights including without limitation intellectual property rights. Except for Sponsor's own Brand assets, your Content must not include third-party logos, trademarks, or other intellectual property without the owner's written authorization.
- Your Content must not make references to or depict alcohol, illegal drugs, marijuana, tobacco, firearms or weapons, or any activities that are or appear to be dangerous, or relate to any political agenda.
- Your Content must not be indecent, obscene, sexually explicit, or hateful, and must not promote bigotry, racism, hatred, or harm against any group or individual or promote discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- Your Content must not be unlawful in any way or violate any applicable federal, state or local laws or regulations.

**5. Judging Criteria for Content.**

All eligible entries will be judged based on the following skill-based criteria:

- a. Creativity and Originality. The entry demonstrates original creative thinking. The featured Brand is present but not forced and is integrated seamlessly and naturally into the moment depicted (25%).
- b. Overall impression and Brand alignment. Aligns with Brand voice and platform – Content should feel true to the Brand's personality while still being creator-led (50%).
- c. Quality of Execution The entry demonstrates strong visual storytelling and clarity. The Content celebrates real, everyday moments and reflects how the Brand naturally appears at home, outdoors, with family or in the community (25%).

Total possible score: 100 points.

Judging will be conducted by a panel selected by Sponsor. Judges' decisions are final and binding.

Entries must comply with all applicable laws and, if submitted via social media, the applicable platform terms and guidelines.

Sponsor reserves the right, in its sole discretion, to disqualify any entry that does not satisfy these requirements or otherwise harms the goodwill associated with the Sponsor and the Brands.

**6. Winner Selection:**

Sponsor's decisions regarding the selection of potential winners are final and binding. During the Promotion Period, entries will be evaluated and scored. Sponsor will select twenty (20) potential winners on or about October 7, 2026. . The entrant(s) receiving the highest total scores will be deemed the potential winners, subject to verification and compliance with these Official Rules. In the event of a tie, the tied entry with the highest score in the Creativity and Originality criterion will win. If a tie remains, after applying the tiebreaker, the tied entry with the highest score in the Quality of Execution criterion will win. The potential winner will be notified by Instagram direct message or by comment on the entrant's post. Each potential winner must respond within five (5) days and provide information reasonably required to verify eligibility and deliver the prize. Potential winners may be required to complete a Declaration of Eligibility and Liability/Publicity Release, which must be received by Sponsor within 5 days of the date notice or attempted notice is sent in order to claim the prize. In the event that a potential winner cannot be contacted, is disqualified for any reason, or forfeits the prize, Sponsor will award the prize to an alternate winner with the next highest total score. Up to two (2) alternate winners selections will be held for each prize, time permitting, after which any unawarded prize will remain unawarded. Only one prize per potential winner will be awarded.

**7. Prize, Approximate Retail Value ("ARV"), and Odds of Winning:**

**(A) Prize:** Each of the **twenty (20)** winners will **receive one (1)** case pack of **one** of the following water Brands ARROWHEAD®, DEER PARK®, ICE MOUNTAIN®, OZARKA®, POLAND SPRING®, ZEPHRYHILLS®, or @PURE LIFE®. The specific Brand of the case pack awarded to each winner will be selected by the Sponsor based on delivery availability in the ZIP code of the winner's provided delivery

address. **Approximate Retail Value ("ARV"):** One (1) case of **Arrowhead® Mountain Spring Water, 0.5 L (16.9 oz.) bottles (24-count case) — \$7.49.**

**Approximate Retail Value ("ARV"):** One (1) case of **Deer Park® Spring Water, 0.5 L (16.9 oz.) bottles (24-count case) — \$7.49.**  
**Approximate Retail Value ("ARV"):** One (1) case of **Ice Mountain® Spring Water, 0.5 L (16.9 oz.) bottles (24-count case) — \$7.49.**

**Approximate Retail Value ("ARV"):** One (1) case of **Ozarka® Spring Water, 0.5 L (16.9 oz.) bottles (24-count case) — \$7.49.**  
**Approximate Retail Value ("ARV"):** One (1) case of **Poland Spring® Maine Spring Water, 0.5 L (16.9 oz.) bottles (24-count case) — \$7.49.**

**Approximate Retail Value ("ARV"):** One (1) case of **Zephyrhills® Spring Water, 0.5 L (16.9 oz.) bottles (24-count case) — \$7.49.**  
**Approximate Retail Value ("ARV"):** One (1) case of **Pure Life® Purified Water, 0.5 L (16.9 fl. oz.) bottles (24-count case) — \$6.49.**

**B. Total ARV of One Prize:** The total ARV of each individual prize is **\$ \$6.49 to \$7.49 (depending on the Brand).** The total ARV of all twenty (20) prizes is \$129.80 to \$149.80.

**C. Chances of Winning: The Contest is a skill-based contest. Winner selection is based solely on relative judged scores under the criteria set forth in Section 5, not on chance. Chances of receiving a higher score depend on the quality and skill of the entrant's Content relative to all other eligible entries received during the Promotion Period.**

**D. Taxes:** Any valuation of the prize stated above is based on available information provided to the Sponsor, and if applicable, the actual value of any prize awarded to a winner will be reported to the IRS as required by law. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Winner may receive an IRS Form 1099 reporting the value of the prize. The Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Prize. Sponsor will not provide any further assistance towards the winner's tax obligation.

Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Prize is non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize (or any component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for federal, state and local taxes as well as all other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Limit of 1 prize per household. NAMES, LOGOS AND OTHER MATERIALS ARE USED FOR PURPOSES OF CONTEST AND/OR PRIZE DESCRIPTION ONLY. ALL TRADEMARKS, SERVICE MARKS, TRADE NAMES, TRADE DRESS, PRODUCT NAMES AND LOGOS APPEARING IN THE CONTEST ARE THE PROPERTY OF THEIR RESPECTIVE OWNERS; USE DOES NOT IMPLY AFFILIATION OR ENDORSEMENT.

**8. Sponsor's Use of Entry/Content:** Submitting an entry and posting the Content constitute entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual license to use, reproduce, modify, adapt, distribute, publish, create derivative works from, and display such Content in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes without additional compensation. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Content.

**9. Publicity Release.** By accepting the prize, winner permits Sponsor to use winner's name, Instagram handle, likeness, city and state, and entry for advertising, promotional and publicity purposes without additional compensation, except where prohibited by law.

#### **10. Representations and Warranties**

Each entrant represents and warrants that:

- a. The entry and all Content are original and owned by entrant.
- b. Entrant has obtained all rights and written permission necessary for Sponsor's use as described in Section 8, including written permission from every identifiable adult individual appearing in the Content, and permission to use every location, music or audio element, and other third-party materials included in the Content sufficient in scope for Sponsor's intended reuse; and
- c. The entry does not violate any laws, rules, regulations or third-party rights.

**11. RELEASE AND INDEMNIFICATION:** By entering the Contest each entrant, on behalf of himself/herself, and his/her executors and heirs, agrees: (1) to be bound and abide by these Official Rules and by all decisions of Sponsor, whose decisions are final and not open to appeal; (2) to release, indemnify, defend and hold harmless Sponsor, Instagram and their respective parents, subsidiaries, affiliates, members, shareholders, agents, representatives, employees, suppliers, agencies, successors, assigns, licensors, advertising or promotional agencies and any prize-sponsoring agency (collectively, "**Released Parties**"), from any and all liability whatsoever in connection with or related to this Contest, including, without limitation, from any and all causes of action, liabilities, suits, claims (including but not limited to, third party claims that may be made against entrants, and claims arising out of or relating to acceptance, receipt, possession or use/misuse of any prize (including any travel or activity related thereto), or any publicity or other public exposure of entrants, including without limitation, claims concerning infringement or invasion of entrants' privacy or publicity rights, or defamation, or acts undertaken in preparation for, or participation in, the Contest, cross-claims or counterclaims, costs, injuries, losses or damages or demands of any kind (including without limitation personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light) (collectively, "**Claims**"), WHETHER OR NOT ARISING FROM THE NEGLIGENCE OF A RELEASED PARTY; (3) on behalf of himself/herself, and his/her executors and heirs that he/she has no right to bring, and covenants not to bring, any claim, action, or proceeding of any kind or nature whatsoever against the Released Parties; (4) to assume all risks, express or implied, associated with all Claims released above, including without limitation,

all risks concerning entry into and participation in the Contest; and (5) that NEITHER SPONSOR NOR ANY OF THE RELEASED PARTIES HAVE MADE OR MAKE OR ARE RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, RELATIVE TO THIS CONTEST OR A PRIZE, INCLUDING BUT NOT LIMITED TO, ITS QUALITY OR FITNESS OR MERCHANTABILITY, AND ALL PRIZES ARE TENDERED TO ENTRANTS ON AN "AS IS" BASIS. THERE ARE NO WARRANTIES THAT EXTEND BEYOND THE DESCRIPTION ON THE FACE OF ANY PROMOTIONS OR MATERIALS OF ANY PRIZE.

**12. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Contest, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Contest, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Contest, including but not limited to fulfillment of the prize(s), or any part thereof, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest, including but, not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the twenty (20) prizes stated in these Official Rules, Sponsor reserves the right to award only twenty (20) prizes based on the judging procedure set forth in Section 5 and to correct any error causing such over-notification or over-claiming. In the event there is a discrepancy or inconsistency between any statements contained in any Contest-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the website or other location identified by Sponsor for the Official Rules, the Official Rules as so posted shall prevail, govern, and control.

**13. Limitations of Liability:** The Released Parties are not responsible for: (a) any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Contest or provided by entrants; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the Contest, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Contest, including but not limited to the processing of entries; (e) late, lost, undeliverable, damaged or stolen mail; or (f) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest, or to the receipt, use, inability to use, or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, if it is possible.

**14. GOVERNING LAW/ARBITRATION:** The Contest and these Official Rules are governed by the laws of the State of Connecticut, without regard to its conflicts of law rules. As a condition of participating in this Contest, participants agree that any dispute or cause of action relating in any way to these Official Rules or the Contest shall be submitted to confidential arbitration in Stamford, Connecticut. Arbitration shall be conducted under the rules then prevailing of the American Arbitration Association. The arbitrator's award shall be binding and may be entered as a judgment in any court of competent jurisdiction. To the fullest extent permitted by applicable law, no arbitration by any party under these Official Rules shall be joined to an arbitration involving any other party subject to these Official Rules, whether through class arbitration proceedings or otherwise. In no event shall the arbitrator be entitled to award exemplary, treble or any other form of punitive damages, regardless of the claims raised.

**15. Severability:** If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity, or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

**16. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's [Privacy Policy](#).

**17. Winner List:** To obtain the names of the Contest winners (name only), after winner verification is complete, send a self-addressed stamped envelope to: Emily Novak, BlueTriton Brands, Inc., 3001 Summer Street, Stamford CT 06905 by **December 15, 2026**.

**18. Sponsor:** BlueTriton Brands, Inc., 3001 Summer Street, Stamford CT 06905.

**This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram.**

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