

Official Rules

NO PURCHASE OR PAYMENT OF ANY KINDS IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED OR RESTRICTED BY LAW. DO NOT PARTICIPATE IN THE PROGRAM (DEFINED BELOW) IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

PARTICIPATION IN THIS PROGRAM (DEFINED BELOW) CONSTITUTES ENTRANT'S (DEFINED BELOW) FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THE TERMS AND CONDITIONS OF THESE OFFICIAL RULES (THE "OFFICIAL RULES") WHICH ARE A CONTRACT AND TO THE DECISIONS OF THE SPONSOR, WHICH ARE FINAL AND BINDING IN ALL RESPECTS. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE SPONSOR PARTIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES AND BINDING ARBITRATION.

Program; Program Period

The Activia Gut Health Challenge Sweepstakes (the "**Program**") commences at 12:00:01 AM Eastern Time ("ET") on 04/22/2026, and ends at 11:59:59 PM ET on 05/31/2026 (the "**Program Period**"). All Entries must be submitted by 11:59:59 PM ET on 05/31/2026 (the "**Program Closing Time**"). Entries submitted after the Program Closing Time will not be accepted.

The computer clock of Sponsor is the official time-keeping device in the Sweepstakes, and the Sponsor may also rely on the time processing functions of third parties. Sponsor shall have the sole discretion in determining the timeliness of any action or inaction related to this Sweepstakes.

The Program comprises a sweepstakes game of chance (the "**Sweepstakes**") as further set out in these Official Rules.

Sponsor

1. The Program is sponsored by Danone US LLC (the "**Sponsor**"). The Sponsor's address is 1 Maple Ave, 3rd Floor, White Plains, NY 10605 The Program is administered by **Snipp Interactive Inc.** ("Administrator").

Eligible Persons

2. The Program is open only to individuals who: (a) are legal residents of the fifty (50) United States and the District of Columbia (the "Eligibility Area"); (b) who are at least eighteen (18) years of age at the time of entering the Program; (c) agree to be bound by the terms of these Official Rules; and (d) submit a valid Entry (as defined below) (each such individual, an "Entrant" or "you"). This Sweepstakes is **not open** to Entrants who: (i) are employees, officers, directors, agents and representatives of the Sponsor, or any other entity which is involved in any aspect of the creation, production, operation, execution or fulfilment of the Program, including without limitation, the Administrator (such entities, collectively, the "Sponsor Parties"); (ii) are immediate families (defined as parents, child, sibling, domestic partner, spouse and their respective spouses, regardless of where they reside) or household members (defined as those people who share the same residence at least three (3) months a year) of such individuals listed in clause (i) above); (iii) are prohibited by applicable law from entering the Sweepstakes; or (iv) do not meet any of the eligibility requirements set forth above.
3. An Entrant must meet the eligibility requirements set out in these Official Rules from the time of Entry until the time they are confirmed a winner, if applicable.

How To Enter

4. **NO PURCHASE NECESSARY. Purchase is not required to enter the Program and will not improve your chances of winning.**
5. There is one method to participate in the Program (the "Method") and to receive Sweepstakes Entries (defined below) as further set forth below (an Internet connection is required and connection fees may apply).

To Enter, take the following steps during the Program Period, as applicable:

5.1. **Digital Entry Method.**

During the Program Period, visit the Program website at <https://www.activia.us.com/GHCsweepstakes> (the "Program Site") and follow the onscreen instructions to register online on the Program Site, including by providing your name, email address, phone number and mailing address, as well as passing authentication tests requiring the requesting of a one-time password ("OTP") to your mobile phone and entering the OTP on the registration form, and reading and accepting any required terms and conditions. Upon successful completion of this registration process, you will receive one (1) entry into the Sweepstakes (a "Sweepstakes Entry").

LIMITS

6. **Entry Limits. Notwithstanding anything to the contrary contained in these Official Rules, each person/Entrant can earn a maximum of two (2) Sweepstakes Entries for the entire duration of the Program Period.**
7. **Prize Limits. Notwithstanding anything to the contrary contained in these Official Rules, each person/Entrant can win a maximum of one (1) Prize for the entire duration of the Program Period.**
8. By participating through the Method, you agree to these Official Rules and to the decisions of the Sponsor and Program Administrator, which are final and binding in all respects.
9. Where you use a mobile device to access the Program, data rates may apply. Please consult with your mobile device service provider regarding rate plans.
10. Any available opt-in opportunities offered in connection with this Program are not required to Enter this Program, and checking any opt-in boxes will not improve your chances of winning.

Prizes and Odds of Winning

11. There are a total of seventy (70) prizes available to be won (each, a "Prize"). The description of the Prizes and the Approximate Retail Value ("ARV") of each Prize is as set out below
 - **Ten (10) Grand Prizes:** Each winner of a Grand Prize will receive: (a) one hundred (100) Activia product coupons (ARV: \$799), each coupon having a face value of \$7.99 and valid for any Activia 12-pack or 4-pack cups, 8-pack Dailies, or 7oz drink up to \$7.99 in value, expiring on June 1,

2027, delivered as physical coupons; and (b) one (1) pair of premium headphones (ARV: \$229). Total ARV per Grand Prize winner: \$1,028.

Note: Residents of the states of Connecticut (CT), Los Angeles (LA), Minnesota (MN), North Dakota (ND), New Jersey (NJ), and Nevada (NV) are not eligible to receive the Activia product coupons described in subsection (a) above. Grand Prize winners, if any, residing in these states will receive, in lieu of the Activia product coupons, a substitute prize component with an approximate retail value equal to or greater than \$799, as determined by Sponsor in its sole discretion

- **Sixty (60) First Prizes:** Each winner of a First Prize will receive one (1) one hundred dollar (US\$100) Digital Prepaid Mastercard®*. (ARV: \$100)

* This Card is issued by Sunrise Banks N.A., Member FDIC, pursuant to a license from Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. This card may be used everywhere Debit Mastercard is accepted. Registration, activation, acceptance, or use of this card constitutes acceptance of the terms and conditions stated in the Prepaid Card Agreement. Sunrise Banks does not endorse or sponsor the sweepstakes, game, or contest and is not affiliated in any way with this sweepstakes, game or contest.

The total ARV of all Prizes is: \$16,280

12. A person eligible to win a Prize must accept the Prize as awarded and may not transfer such Prize or substitute or exchange for, or apply the Prize's value towards, cash or a higher cost or an alternative prize. All Prizes are non-refundable, cannot be replaced if lost or stolen and are provided on an "as is" basis, without any representation or warranty of any kind. The Sponsor reserves the right, in its sole and absolute discretion, to make substitutions of equivalent or greater kind or value in the event of the unavailability of all or part of a Prize or for any other reason whatsoever.
13. The ARV of any Prize is subject to change based upon current market conditions at the time of Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. All Prize details not specified in these Official Rules will be determined at the Sponsor's sole discretion. If for any reason a Prize is unavailable, Sponsor reserves the right to modify the Program in its sole discretion and award a substitute prize, or portion of a prize, of comparable or greater value as set forth in these Official Rules. No substitution, transfer, assignment or cash equivalent of a Prize, or any portion thereof, is permitted by a winner. The Sponsor Parties shall have no responsibility or obligation to a winner who is unable or unavailable to, or who does not for any reason, accept or utilize a Prize.
14. The value of a Prize may be taxable to the winner as income. If the ARV of the Prize is \$2,000 or more, an IRS Form 1099 will be issued in the name of the Winner for the actual value of the Prize awarded, and the Winner will be required to complete and return an IRS Form W-9 before the Prize is awarded. All U.S. federal, state and local tax liability, and any other costs and expenses associated with acceptance or use of a Prize not specifically provided for in these Official Rules are solely the winner's responsibility. Failure to complete any component of any Prize does not relieve the Prize Winner of his/her tax obligations associated with winning such Prize.
15. THE PRIZE(S) ARE AWARDED "AS IS" WITH NO GUARANTEE. ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY DISCLAIMED BY THE SPONSOR PARTIES. ALL PRIZE DETAILS ARE AT SPONSOR'S SOLE DISCRETION. ANY COSTS AND EXPENSES ASSOCIATED WITH PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED ARE WINNERS' SOLE RESPONSIBILITY.

16. NEITHER SPONSOR NOR ANY SPONSOR PARTY SHALL HAVE ANY LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF OR RELATED TO A PRIZE OR ANY ACTIVITY RELATED TO A PRIZE OR ANY OTHER ASPECT OF WINNER'S OR THEIR GUEST'S ACCEPTANCE OR USE OF A PRIZE. Prizing may be fulfilled by a third-party fulfillment agency. Prize will only be awarded if properly claimed according to the Official Rules. All costs and expenses related to the Prize acceptance; the Prize use not specified herein as being provided are the sole responsibility of the winner.
17. Prize will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor.
18. The odds of winning a Prize depend on the total number of eligible Sweepstakes Entries received by the Program Closing Time.

Prize Draw:

19. A random draw (a "**Prize Draw**") to award the Prizes, subject to these Official Rules (including the verification), will be held on or around 06/08/2026 from all eligible Sweepstakes Entries received during the Program Period. The Prize Draw will be conducted by the Program Administrator.

Winner Notification and Confirmation

20. Potential winners will be notified by email only by the Administrator. The Administrator will attempt to contact each potential winner up to three (3) times. Each potential winner has a maximum of three (3) days to respond before forfeiting the Prize. If a potential winner cannot be contacted, fails to respond within three (3) days, or is otherwise found ineligible, the Prize will be forfeited and an alternate winner may be selected from among all remaining eligible Entries through a random draw subject to these Official Rules, and the process of notifying and confirming the winner will again be followed. This will be repeated until such time as a Prize winner is ultimately determined, unless the Sponsor determines in its reasonable discretion that it is unlikely that a Prize Winner will be determined in which case the applicable Prize will remain un-awarded. Sponsor expressly reserves the right to delay the announcement of the Winner for any reason it deems necessary. Any disqualified winner will not receive any alternate prize, substitution or compensation.
21. Provided that a potential winner is in compliance with these Official Rules and after having successfully proven eligibility and provided any documentation as may be required by the Program Administrator, the potential winner will be determined to be a Prize "winner."
22. Upon satisfaction of all requirements of these Official Rules, Winners will be contacted to make further Prize delivery arrangements.
23. Please allow six (6) to eight (8) weeks after winner determination for delivery of any Prize.

Verification:

24. All Entries may be subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identification and/or eligibility (in a form acceptable to the Sponsor, including, but not limited to, government-issued photo identification): (i) to verify an individual's eligibility to participate in this Program; (ii) to verify the eligibility and/or legitimacy of any Entry, submission and/or information submitted (or purportedly submitted) for the purposes of

this Program; and/or (iii) for any other purpose that Sponsor deems necessary, in its sole and absolute discretion, for the administration of this Program in accordance with Sponsor's interpretation of the letter and spirit of these Official Rules. Any person who fails to provide such proof to the complete satisfaction of the Sponsor, within the time period specified by the Sponsor, may be disqualified from participating in this Program in the sole and absolute discretion of the Sponsor. Without limiting the generality of the preceding, Entrants must comply with the following conditions, or they may be disqualified, and their Entry may be cancelled:

- Entrants must use a valid email address.
- Multiple Entrants cannot share the same email address.
- Entrants must use the same email address at all times in connection with the Program.
- Use of more than one (1) email address by an Entrant will result in automatic disqualification.
- Multiple accounts created by the same Entrant will be disqualified.

Privacy

25. The Sponsor respects your right to privacy and works at all times to comply with all applicable data protection and privacy laws. Except as expressly set out in these Official Rules, in the Sponsor's Privacy Policy (available at <https://www.danonenorthamerica.com/privacy-policy.html>), or as otherwise agreed to by you, any personal information provided in connection with this Program will only be collected, used and disclosed by the Sponsor and its third party partners and service providers for the purposes of administering and conducting this Program, including, without limitation, verification of eligibility and identity and awarding and delivering Prizes.

26. Please note that personal information provided as part of this Program may be collected in, transferred to, and processed and stored in jurisdictions outside of the United States. Such information will be subject to the general laws applicable within those jurisdictions, including, without limitation, possible access by regulatory authorities. The Sponsor will not sell, share or otherwise disclose personal information provided in connection with this Program to or with third parties or agents, other than to third parties or agents engaged by the Sponsor to fulfill the above purposes, to comply with legal obligations, to protect and defend the rights or property of Sponsor, or as otherwise permitted or required by applicable laws. This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

Release

27. By participating in this Program, to the fullest extent permitted by law, you agree to release, discharge and hold harmless Sponsor and Sponsor Parties, and its and their respective directors, officers, employees, agents and assigns; and each of these companies' and individuals' respective successors, representatives and assigns (the "Released Parties") from and against: (a) any claims, liabilities, losses, and damages arising out of, or relating to, your participation in this Program or any Program-related activities and the acceptance and use, misuse, or possession of any Prize awarded hereunder (including, without limitation, any misrepresentation made by you in connection with this Program; (b) any non-compliance by you with these Official Rules; (c) claims brought by persons or entities other than the parties to these Official Rules arising from or related to your involvement with this Program; (d) acceptance, possession, misuse or use of any prize or participation in Program-related activity or participation in this Program; (e) any malfunction, error or other problem arising in connection with the collection, processing, or retention of Entry information; or any typographical or other error in the printing, offering or announcement of any winner), except to the extent such claims arise from the gross negligence or willful misconduct of the Released Parties. The foregoing includes, without limitation, any claim for personal injury, property loss or damage, or death arising in any way in connection with this Program, except to the extent such claims arise from the gross negligence or willful misconduct of the Released Parties. If Sponsor's use of your Entry in accordance with these

Official Rules and applicable law causes Sponsor to be subject to a claim by any third party (including, but not limited to, a claim of infringement), you agree to indemnify and hold harmless the Released Parties, and all persons acting by, through, under or in concert with them, against any and all damages, costs, judgments and expenses (including reasonable attorney's fees) which the Released Parties (or any one of them) may incur as a result of the use of your Entry, provided that such claim does not arise from Sponsor's modification of the Entry or Sponsor's use of the Entry in a manner not authorized by these Official Rules.

Additional Rules and Restrictions

28. If due to production, online, internet, computer or other error of any kind, more Prizes, in any category, are claimed than intended to be distributed or awarded according to these Official Rules, then, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible Prize claimants to award the correct number of Prizes in each category. In no event will the Sponsor be liable for more than the number of Prizes in any category as stated in these Official Rules.
29. By participating in this Program, Entrants agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and the Program Administrator, which shall be final and binding on all Entrants in all matters relating to this Program. In the event an entrant wins a Prize and is later found to be in violation of these Rules, they will be required to forfeit the Prize or to reimburse Sponsor for the stated value of the Prize if such violation is discovered after winner has used the Prize. False, fraudulent or deceptive Entries or acts shall render entrants ineligible for the Prize.
30. Proof of sending Entry (regardless of Method) is not proof of receipt by the Sponsor or Program Administrator. Incomplete, altered, mutilated or garbled Entries will be disqualified. The Released Parties are not responsible for lost, late, misdirected, garbled, stolen, incomplete, invalid, unintelligible or damaged Entries, or for Entries submitted in a manner that is not expressly allowed under these Rules, or for any Entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, the effects of hackers or other unauthorized third parties, the failure of any electronic equipment, computer transmissions and/or network connections or any other reason beyond Sponsor's reasonable control; all of which will be disqualified. The Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including, without limitation: failed, incomplete, garbled or delayed transmission of online Entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Program, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Program. Entrants are restricted to use of ordinary and typical computer equipment and internet access use in respect of the Program.
31. The Released Parties are not responsible for the cancellation or postponement of any component of this Program or any associated programs and materials. The Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Program. The Released Parties are not responsible for typographical or other errors in the offer or administration of this Program, including, without limitation, errors which may occur in connection with the printing or advertising of this Program, these Official Rules, administration or execution of the Program, the conducting of the any Prize drawing or winner selection, the cancellation of any element of a Prize, the processing of Entries or in the selection or announcement of a Prize or Prize winner.
32. Each entrant must be a natural person and must submit an Entry and participate in the Program on his/her own behalf in accordance with these Official Rules. Any Entry submitted on behalf of another

individual, on behalf of a group or organization, or using another person's email address, name, social media account, or other personal information, or any Entry that Sponsor determines in its sole discretion was submitted through fraudulent means or in violation of these Official Rules, will be disqualified and ineligible to claim any Prize, and Sponsor may, in its sole discretion, pursue all available legal remedies against such entrant. Sponsor reserves the right to verify the identity and eligibility of any entrant and to require proof of identity and eligibility as a condition of awarding any Prize.

33. Any attempt by any Entrant to obtain more than the specified number of Entries by using (or attempting to use) multiple names, identities, email addresses, registrations or logins, or by any other means whatsoever, will entitle the Sponsor, in its sole and absolute discretion, to void that entrant's Entries and disqualify that entrant from the Program. Entries by any means which subvert the Entry process will be void. Any Entry that is determined by the Sponsor, in its sole and absolute discretion, to have failed to have been fully completed and submitted during the Program Period will be rejected. Use (or attempted use) of any automated, macro, script, robotic or other systems or programs to enter or otherwise participate in, subvert or disrupt the Program, and any other attempt to manipulate, tamper with or defraud any element of this Program, is prohibited and is grounds for disqualification by the Sponsor in its sole and absolute discretion.
34. In the event of a dispute as to any Entry, the authorized account holder of the email address included in the Entry form for that Entry will be deemed to be the entrant and they must be eligible according to these Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. All Entries received become the property of the Sponsor and will not be returned or acknowledged.
35. The sole determinant of the time of receipt of an Entry for the purposes of determining the eligibility of that Entry shall be the Sponsor or Program Administrator's computer or server.
36. By participating in the Program, except to the extent prohibited by applicable legislation, each Entrant consents to the publication, reproduction and/or other use of his/her name, city and state of residence, voice, statements about the Program and/or photograph and/or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including, without limitation, print, broadcast and the Internet, for a period of two (2) years from the end of the Program Period.
37. The Released Parties shall not be liable to any Prize winners or any other person for failure to supply any Prize or any part thereof by reason of any acts of God, viral or bacterial outbreaks, pandemics, epidemics or similar events, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond the reasonable control of the Released Parties.
38. Sponsor reserves the right, where applicable and to the extent permitted by law, to cancel, modify, suspend or terminate the Program, to change any Program draw dates and to modify these Rules at any time with reasonable notice where practicable, for any reason, including, without limitation, if, in the opinion of the Sponsor, in its sole and reasonable discretion: (a) fraud, misconduct or technical failures destroy or threaten the integrity of any portion of the Program; (b) a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Program; or (c) there is any accident or printing, administrative or other error of any kind related to the Program. In the event of an early termination of the Program, Sponsor reserves the right at its sole discretion to determine the Prize winners in a random drawing from among all eligible, non-suspect Entries received as of the time/date of such termination.

39. The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or entry with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Program as contemplated in these Rules
40. The Sponsor may, in its reasonable discretion, and with notice where practicable, terminate the right of any entrant or user of the Program Site to participate in the Program or use the Program Site or any other website related to the Program for cause, including but not limited to material violation of these Rules, fraudulent activity, or conduct that undermines the integrity of the Program.
41. In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Program-related materials, including, but not limited to, the Entry form, the French version of these Official Rules and/or point of sale, television, print or online advertising, the terms and conditions of these English Official Rules shall prevail, govern and control.
42. Except where prohibited by law, by completing the act of entering the Program, each Entrant agrees that: (a) the Program, and all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, shall be governed by and construed in accordance with the domestic laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws; and (b) any dispute, claim, or controversy arising out of or relating to these Official Rules or the Program shall be resolved by binding arbitration administered by the American Arbitration Association ("AAA") in accordance with its Consumer Arbitration Rules then in effect. The arbitration shall take place in New York, New York before a single arbitrator. The arbitrator's decision shall be final and binding, and judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. Notwithstanding the foregoing, Sponsor may seek equitable relief in any court of competent jurisdiction. Each party shall bear its own costs and expenses in any arbitration, except that the arbitrator may award reasonable attorneys' fees and costs to the prevailing party as permitted by law.
43. If any provision of these Official Rules is determined to be invalid or unenforceable, the remaining provisions of these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained herein.
44. Except where prohibited by law, by participating in this Program, each entrant agrees that (a) any and all claims, judgments, and awards arising solely from the administration of this Program shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, and in no event will entrant be entitled to receive lawyers' fees or other legal costs, except as may be required by applicable law; and (b) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages arising solely from the administration of this Program, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased, except where such waiver is prohibited by law or where Sponsor's conduct constitutes willful misconduct or gross negligence.
45. A copy of these Official Rules is available on the Program Site. For the names of the winners of the Prizes (first name, last initial and city of residence) email danoneactiviasweepstakeshelp@snippmail.com. All requests for the names of the winners must be made by 09/16/2026. Requests received after this date will not be honored.

This Program is in no way sponsored, endorsed, or administered by Bose Corporation.