

SUDOCREM AND WIN 2026

OFFICIAL RULES

The "SUDOCREM AND WIN 2026" game (the "Game") is offered by Leda Innovations USA Inc ("Game Sponsor") and is administered by WSP International Limited ("Administrators"). Game Sponsor and Administrators hereinafter will be referred to as the "Game Entities".

NO PURCHASE NECESSARY TO PLAY.

General Game Information: Customers can earn online entries for chances to win prizes by creating an account on our game website and entering a Bonus Code, as described in Rule 3, below. Any questions, concerns, or comments regarding the Game can be forwarded to support@sudocremwin.com or by sending a self-addressed, stamped envelope to "Sudocrem and Win, 600 Main Street, #300, Tonawanda, NY 14151-0888".

- 1. GAME DATES:** The Game begins at 12:01 am ET on April 16, 2026 (the "Game Start Date") and is scheduled to end on April 15, 2027, at 11:59 pm ET (the "scheduled Game End Date"). The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period".
- 2. WHO CAN PLAY:** The Game is open to all legal residents of the 48 contiguous United States and the District of Columbia, who have reached the age of majority in their State of residence as of Game Start Date. Employees of the Game Sponsor or Administrators, as well as those persons that reside with any Employee, are not eligible to play or win prizes.
- 3. HOW TO PLAY:** Go to www.sudocremwin.com at any time throughout the Game Period and follow the instructions to sign up for free and you will receive one (1) Game Play ("Game Play"). Once signed up, enter Bonus Codes that can be found on the Game Sponsor's social media pages (<https://www.facebook.com/SudocremUSA> and <https://www.instagram.com/sudocremusa/>) plus at Sudocrem live events and conferences and earn one (1) additional Game Play for every Bonus Code entered. With every Game Play, follow the instructions to play and you will receive (A) Ballot Entries, plus you have a chance to reveal an (B) Instant Win prize message.
 - A. Ballot Entries:** All Game Plays will reveal a random denomination of Ballot Entries into our prize drawings (see Table 1: Prize Drawings), between two (2) ballots and ten (10) ballots. Ballot Entries are automatically entered for our Sweepstakes Prize Drawings as outlined in Rule 4 below.
 - B. Instant Win:** Certain Game Plays may also reveal a message that states you have won an instant win prize for a \$25.00 Amazon Gift Card or a Year's Supply of Sudocrem (valued at \$50.00). See Table 2: Instant Win Prizes for prize details. Follow the instructions on page to redeem. See Rule 5, Notification and Redemption for details.

No purchase is required to sign up or obtain a Bonus Code. Bonus Codes are distributed free of charge through promotional channels including social media and live events, while supplies last. Bonus Codes can only be entered once. The Game is in no way sponsored, endorsed, or administered by, or associated with Facebook or Instagram.

4. PRIZES:

SWEEPSTAKES PRIZE DRAWINGS: There is a total of one hundred twenty-two (122) sweepstakes prizes available to be won. All sweepstakes winners will be randomly selected for each sweepstakes prize drawing from among all eligible Entries received prior to the date of each drawing. All non-winning Entries will automatically rollover into any subsequent sweepstakes drawing(s). All sweepstakes drawings will be conducted at the Administrator's offices in Markham, Ontario at 2:00pm EST, on the drawing dates shown in Table 1 below. The following prizes are available to be won:

Table 1: Sweepstakes Prize Drawings

Prize	Retail Value	Prize Quantity Available to be Won	Drawing Date(s)
Baby Works Deluxe Foam Change Pad	\$80.00	24	Two (2) prizes drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
MidWife Mumma Breast Pump	\$99.00	12	One (1) prize drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
Harmony Defender 360 Max Booster	\$189.00	12	One (1) prize drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
Harmony Dreamtime Elite	\$99.00	12	One (1) prize drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
UBBI Diaper Pail	\$79.99	12	One (1) prize drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
Nuby Boogie Buggy	\$75.00	12	One (1) prize drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
Dreambaby Inspire 3-Position Baby Carrier	\$45.00	12	One (1) prize drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
BIBS Prize Bundle	\$150.00	12	One (1) prize drawn on May 15, 2026, June 12, 2026, July 17, 2026, August 14, 2026, September 11, 2026, October 16, 2026, November 13, 2026, December 18, 2026, January 15, 2027, February 12, 2027, March 19, 2027, and April 16, 2027
Baby Brezza Bottle Washer Pro Sterilizer & Dryer	\$299.00	3	One (1) prize drawn on August 14, 2026, December 18, 2026, and April 16, 2027
Baby Brezza Formula Pro Advanced WiFi	\$329.00	3	One (1) prize drawn on August 14, 2026, December 18, 2026, and April 16, 2027
Baby Brezza Airswirl Bottle Warmer	\$99.00	3	One (1) prize drawn on August 14, 2026, December 18, 2026, and April 16, 2027
Baby Brezza Superfast Sterilizer Dryer	\$159.00	3	One (1) prize drawn on August 14, 2026, December 18, 2026, and April 16, 2027
Thule Spring 2 Stroller	\$499.00	1	One (1) prize drawn on April 16, 2027
Naturepedic Organic Breathable 2-stage crib mattress	\$369.00	1	One (1) prize drawn on April 16, 2027
MOMCOZY - Air 1 - Breast Pump	\$369.99	1	One (1) prize drawn on April 16, 2027
Wonderfold W4 Luxe Pro Stroller Wagon	\$899.99	1	One (1) prize drawn on April 16, 2027

Table 2: Instant Win Prizes

Prize	Retail Value	Prize Quantity Available to be Won	Odds to Receive
\$25 Amazon Gift Card	\$25.00	130	Odds to receive depend on the total number of Bonus Codes entered during the Game Period.
Year's Supply of Sudocrem	\$50.00	24	Odds to receive depend on the total number of Bonus Codes entered during the Game Period.

Additional Details on Sweepstakes Prizes:

Baby Works Deluxe Foam Change Pad: Prize Average Retail Value \$80.00 USD. See full prize details at <https://babyworksinc.com/>.

MidWife Mumma Breast Pump: Prize Average Retail Value \$99.00 USD. See full prize details at <https://themidwifemumma.com/>.

Harmony Defender 360 Max Booster: Prize Average Retail Value \$189.00 USD. See full prize details at <https://harmonyjuvenile.com/>.

Harmony Dreamtime Elite: Prize Average Retail Value is \$99.00 USD. See full prize details at <https://harmonyjuvenile.com/>.

UBBI Diaper Pail: Prize Average Retail Value \$75.00 USD. See full prize details at <https://ubbiworld.com/>.

Nuby Boogie Buggy: Prize Average Retail Value \$75.00 USD. See full prize details at <https://us.nuby.com/>.

Dreambaby Inspire 3-Position Baby Carrier: Prize Average Retail Value \$45.00 USD. See full prize details at <https://www.dreambaby.com/>.

BIBS Prize Bundle: Prize includes an assortment of BIBS baby products. Prize Average Retail Value \$150.00 USD.

Baby Brezza Bottle Washer Pro Sterilizer & Dryer: Prize Average Retail Value \$299.00 USD. See full prize details at <https://babybrezza.com/>.

Baby Brezza Formula Pro Advanced WiFi: Prize Average Retail Value \$329.00 USD. See full prize details at <https://babybrezza.com/>.

Baby Brezza Airswirl Bottle Warmer: Prize Average Retail Value \$99.00 USD. See full prize details at <https://babybrezza.com/>.

Baby Brezza Superfast Sterilizer Dryer: Prize Average Retail Value \$159.00 USD. See full prize details at <https://babybrezza.com/>.

Thule Spring 2 Stroller: Prize Average Retail Value \$499.00 USD. See full prize details at www.thule.com.

Naturepedic Organic Breathable 2-stage crib mattress: Prize Average Retail Value \$369.00 USD. See full prize details at www.naturepedic.com.

MOMCOZY - Air 1 - Breast Pump: Prize Average Retail Value \$369.99 USD. See full prize details at <https://momcozy.com/>.

Wonderfold W4 Luxe Pro Stroller Wagon: Prize Average Retail Value \$899.99 USD. See full prize details at <https://wonderfold.com/>.

Additional Details on Instant Prizes:

\$25.00 Amazon Gift Card: Prize awarded as a digital \$25.00 Amazon Gift Card, emailed to the winners. Average Retail Value of \$25.00 USD. Gift Card terms and conditions may apply. Amazon is not a sponsor of this promotion.

Year's Supply of Sudocrem: Prize awarded as four tubs, various sizes, of Sudocrem product. Average Retail Value of \$50.00 USD.

No cash or substitution, in whole or in part, is allowed for any prize except by the Game Sponsor, except as described herein. Game Sponsor reserves the right to substitute any prize with a prize of greater or equal value. No compensation or substitute is offered for any portion of the prize not claimed or utilized; any portion of the prize not utilized, and its corresponding value will be forfeited. Prizes are not transferable, nor assignable, except as specified herein. Prizes may not be exactly as shown in the Game publicity or promotional materials.

5. NOTIFICATION AND REDEMPTION: If you have been selected as a potential winner in any of the drawings described above, the Game Sponsor or Administrator will notify you via e-mail. As a condition of receiving any prize, the winner must have signed and returned, within seven (7) days of receipt, the Game Sponsor's Statement of Compliance, Release, and Indemnity Agreement under which, among other matters, the winner confirms his/her compliance and eligibility with these Official Rules, completes, releases, and indemnifies Game Entities, Administrator, and other certain parties. If a potential winner refuses or fails to timely return the required documents, in accordance with these Official Rules, or is found to have violated the Official Rules of the Game in any way, or is deemed ineligible to receive a prize for any reason, or if any prize or prize notification from Game Sponsor or Administrator is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. If a potential winner is disqualified and forfeits the prize, the Game Sponsor may hold a drawing to select an alternate prize winner from among the pool of remaining, eligible entries received.

All prizes will be shipped to the winner's address by prepaid delivery. Allow approximately four (4) to eight (8) weeks for shipment of prizes following verification. The Game Sponsor is not responsible for invalid addresses provided or undeliverable shipments.

No prize substitutions are allowed, except as provided herein. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value for reasons that may include but are not limited to unavailability; or production delays caused by labour disruptions, adverse weather conditions or other unforeseen events.

6. ODDS: Odds of winning any sweepstakes prizes depend on the number of eligible Ballot Entries received prior to each drawing, as described herein. Odds to receive an Instant Win prize depend on the total number of Bonus Codes entered during the Game Period.

7. PRIVACY: The Game Sponsor will collect personal information from participants for the purpose of administering the Game, including verifying eligibility, contacting potential winners, and fulfilling prizes. By entering the Game, you consent to the collection and use of your personal information for these purposes.

Personal information collected may include, but is not limited to, name, email address, mailing address, and any other information required to administer the Game.

The Game Sponsor does not sell or share personal information for monetary consideration and does not use personal information for cross-context behavioral advertising.

Personal information will not be disclosed to third parties except in the following circumstances:

- A) When you provide your consent;
- B) When required by law or legal process;
- C) As necessary to administer the Game, including to service providers, contractors, and agents (such as administrators, prize fulfillment vendors, and marketing agencies), who are contractually obligated to use the information only for purposes related to the Game;
- D) To professional advisors (such as legal, accounting, or auditing services) where necessary;
- E) As otherwise disclosed in these Official Rules or at the time of collection.

The Game Sponsor may use and share aggregated or de-identified information that does not identify any individual for business or marketing purposes.

U.S. Privacy Rights: Residents of certain U.S. states, including California, may have rights under applicable privacy laws,

including the right to request access to the personal information we have collected about you, request correction of inaccurate personal information, request deletion of your personal information (subject to certain exceptions, including where the information is required to administer the Game or comply with legal obligations), and to obtain information about how your personal information has been used or disclosed.

You may also have the right to opt out of the sale or sharing of personal information or the use of personal information for targeted advertising; however, as noted above, the Game Sponsor does not sell or share personal information or use it for targeted advertising.

To exercise any applicable privacy rights, you may submit a request by contacting us at support@sudocremwin.com or by writing to: "Sudocrem and Win, 600 Main Street, #300, Tonawanda, NY 14151-0888." We may take reasonable steps to verify your identity before fulfilling your request.

The Game Sponsor will not discriminate against you for exercising any of your privacy rights.

Any requests to access, update, correct, or delete personal information must be submitted as described above.

8. PUBLICITY: Acceptance or Submission of a Prize or Prize claim (see Rule 5 above) constitutes permission for the Game Entities to use your name, voice, picture, or other likeness for advertising, marketing, public relations, or other promotional purposes worldwide in commerce and in any media without limitation or further compensation.

9. RESTRICTIONS: The following are prohibited and will result in automatic and immediate disqualification from the Game: (1) Using any method to obtain entries by any means other than those described in these Official Game Rules (see General Game Rules); (2) Using any method that artificially increases odds of winning; (3) using any robotic, automatic, mechanical, programmed or any similar entry duplication method to enter or to claim any prize online; (4) non-compliance with these Official Rules; and (5) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game. Game Sponsor further reserves the right, at its sole discretion, to disqualify, disallow, block entry, and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

10. LIST OF WINNERS: The names of the major prize winners and a copy of the complete Official Rules are available online at www.sudocremwin.com or can be requested by mail by sending a self-addressed, stamped envelope to "Sudocrem and Win, 600 Main Street, #300, Tonawanda, NY, 14151-0888". Please specify "Rules" and/or "Winner's List" with your request. Requests must be received on or before July 16, 2027.

11. GENERAL TERMS AND CONDITIONS: Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Entities, which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Rules and where prohibited by law and is subject to all applicable federal, state, local, and municipal laws and regulations. The Game Sponsor reserves the right to terminate or withdraw the Game or to amend these Official Rules at any time, without prior notice. As a condition of acceptance of any Prize, the entrant, their heirs, executors, administrators, and assigns, RELEASE AND FOREVER DISCHARGE the Game Entities from and against, any and all Claims (which term includes without limitation all costs and liabilities of any kind (including solicitor fees), actions, claims, causes of action, or proceedings for damages), INCLUDING ANY CLAIMS ARISING FROM ANY ACT OF NEGLIGENCE OF THE GAME ENTITIES, that the entrant now have, or may hereafter have against the Game Entities directly or indirectly resulting or arising from: (i) participation in the Game, or the awarding, acceptance, use, or misuse of the Prize, or traveling to, preparing for, or participating in any Game-related or Prize-related activity; or (ii) the publicity rights granted to the Game Entities as described in the Publicity Release above. It is understood that there may be serious risks of bodily injury, death, or property damage associated with the use or misuse of any Prize, and you voluntarily assume these risks. The entrant may be required to pay any taxes associated with the awarding of any Prize. Any claim or dispute with respect to the Game, the Prize, or this Agreement shall be governed by Massachusetts law and any proceedings in relation to any such claim or dispute shall be resolved exclusively by Massachusetts courts. If any portion of this document is determined to be unenforceable by a court of law, all other parts of this document shall remain in full force and effect, and that the conditions and covenants herein shall be binding on the entrants' heirs and assigns.

PRIZES SHALL BE ACCEPTED "AS IS." IT IS UNDERSTOOD THAT THE GAME ENTITIES HAVE NOT MADE ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, REGARDING THE PRIZE, OR ANY SUBSTITUTE PRIZE. ALL ENTRIES AND PRIZE CLAIMS RECEIVED BECOME THE PROPERTY OF GAME SPONSOR AND WILL NOT BE RETURNED. GAME SPONSOR RESERVES THE RIGHT TO CANCEL OR MODIFY THE GAME IF FRAUD, TECHNICAL FAILURES INCLUDING

WITHOUT LIMITATION ANY NETWORK, SERVER OR HARDWARE FAILURE OR ANY OTHER FACTOR BEYOND THE GAME SPONSOR'S REASONABLE CONTROL IMPAIRS THE INTEGRITY OF THE GAME AS DETERMINED BY THE GAME SPONSOR IN ITS SOLE DISCRETION. IN THE EVENT SUCH IMPAIRMENT RESULTS IN CANCELATION/MODIFICATION, GAME SPONSOR RESERVES THE RIGHT TO SELECT WINNERS IN RANDOM DRAWINGS FROM AMONG ALL VALID ENTRIES/PRIZE CLAIMS RECEIVED AS OF THE TIME SUCH ACTION WAS TAKEN.

Prizes must be accepted as awarded and are not transferable. No prize substitutions or cash redemptions allowed except as provided herein. Total approximate value all available prizes: USD \$20,009.86.

Any trademarks used herein are the property of their respective owners.

Sudocrem is a trademark of Norton Creams, used under License by Leda Innovations USA Inc.

Game Sponsor: Leda Innovations USA Inc.

Administrator: WSP International Limited, Markham, Ontario, L3R 6H3, Canada.

2026 Sudocrem and Win Official Rules dated April 7, 2026.