

**RUFFLES\* AND BUDWEISER® MAN CAVE CONTEST (the "Contest")**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY.** This Contest is intended for viewing and participation in Canada only and shall be interpreted according to the laws of Canada. The Contest is only open to legal residents of Canada who are of legal drinking age in their province or territory of residence at the time of entry.

1. **SPONSOR:** The sponsor of this Contest is PepsiCo Canada ULC (the "**Contest Sponsor**").
2. **CONTEST PERIOD:** The Contest begins at 9:00 am Eastern Time (ET) on April 19, 2015 and ends at 11:59:59 pm am (ET) on May 17, 2015 (the "**Contest Period**").
3. **ELIGIBILITY:** The Contest is open to legal residents of Canada, who are of legal drinking age in their province or territory of residence and who have a Facebook account, all at the time of entry, **except** employees, representatives and agents of the Contest Sponsor, and its affiliates or related companies and, if applicable, advertising or promotion agencies, contest judges, contest prize suppliers, any other companies engaged in the development, production, or distribution of materials for this Contest, and members of the immediate families of (defined as parents, siblings, children and spouses, regardless of where they live), or persons domiciled with (whether related or not), any of the above.
4. **HOW TO ENTER:** You can enter the Contest by visiting [www.facebook.com/rufflescanada](http://www.facebook.com/rufflescanada) and click on the "MAN CAVE Contest" tab (the "**Contest Page**"). In order to interact with the Contest Page, you will need to confirm that you are of legal drinking age in your province / territory of residence by providing your birth date. To enter the Contest, complete the on-line Contest entry form in full, including your first name, last name, email, telephone number, province/territory and date of birth. You must also confirm that you are eligible to participate in the Contest according to these Official Rules (the "**Rules**"). Once you have completed the above, click "submit" to submit your entry (the "**Entry**").

There is a limit of one (1) Entry per individual and per email address per day period during the Contest Period. **Only one (1) email address and one (1) Facebook account may be used by any person to participate in the Contest.** Duplication or any attempts or suspected attempts, as determined in the sole discretion by the Contest Sponsor, to exceed the maximum number of Entries or accounts per person or per email address is a violation of these Rules and may result in disqualification and forfeiting of any prize. Entrant must not create false identities, or impersonate any person or entity, or falsely state or otherwise misrepresent an affiliation with any person or entity. All Entries must be received by the date and time indicated in Rule 2.

The sole determinant of time for the purposes of receipt of a valid Entry in this Contest will be the Contest server machine(s). Automated, scripted or robotic entries are prohibited, and any use of such automated devices may result in disqualification. Proof of submission does not constitute proof of receipt.

In the event of a dispute regarding the identity of an entrant, the Entry will be deemed to have been made by the Registered Owner (as defined below) of the email address associated with the Facebook account used for entry. "**Registered Owner**" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization/individual that is responsible for assigning email addresses for the domain associated with the submitted email address.

5. **NO PURCHASE NECESSARY.** Although online access, an email account, and a valid Facebook account are required in order to participate in the Contest, no purchase is required. Many public libraries, Internet cafés, retail businesses and others offer access to the Internet and a number of Internet service providers and other companies offer free email accounts.
6. **PRIZE:** There is one (1) Budweiser® Man Cave prize package available to be won during the Contest Period, consisting of one (1) 60" LCD TV, one (1) barbeque, two (2) rocker recliners and one (1) Budweiser® branded mini-fridge. The approximate retail value of the prize package is \$4,000 CAN (the "**Prize**"). The Prize must be accepted as awarded, cannot be substituted, transferred, exchanged or surrendered for cash, except at the sole and absolute discretion of the Contest Sponsor, which reserves the right for any reason to award a substitute prize of equal or greater value, including without limitation a cash award. See Prize Claim Conditions in Rule 8. All Prize details are at the Contest Sponsor's sole discretion.

7. **PRIZE DRAW:** On May 20, 2015 at approximately 2:00 pm ET in Brantford, Ontario, one (1) entry will be randomly drawn from among all eligible entries received during the Contest Period for the Prize identified in Rule 5. The odds of winning the Prize depend on the total number of eligible entries received during the Contest Period. No responsibility is assumed by the Contest Group (as defined herein) for any inability for a potential entrant to successfully enter any draw for any reason. The Contest Group is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Proof of transmission (e.g. screenshots) and/or mailing does not constitute proof of delivery.
8. **PRIZE CLAIM CONDITIONS:** The potential winner will be notified by telephone at the telephone number provided by the entrant at the time of Contest entry. Please ensure that you provide a valid telephone number that you can be reached at. In order to be declared a winner, the selected entrant must (i) speak with the Contest Sponsor's designated agent within seven (7) business days of initial notification, if not available at the time of initial notification; (ii) correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, the required time-limited mathematical skill-testing question which will be administered by the Contest Sponsor's designated agent by telephone at a mutually agreeable time; (iii) sign and return the Contest Sponsor's form of Declaration of Compliance and Release (which will release the Contest Group in a manner similar to the release outlined in Rule 19 below); and (iv) otherwise comply with these Rules. If the selected entrant fails to meet any of these criteria, the selected entrant will be disqualified and forfeit the prize, and the Contest Sponsor will, at its sole and absolute discretion, select by random draw another potential winner whom the Contest Sponsor or its representatives will attempt to contact, and who will be subject to disqualification, in the same manner. The potential winner may be required to furnish proof of identification that may include a drivers' license or other form of picture identification as part of the verification process. The Contest Sponsor will not be responsible for failed attempts to notify any potential winner.

No responsibility is assumed by the Contest Sponsor for any prizes after they have been shipped, and Contest winner bears all risk of loss or damages to prizes after shipping. If a prize is unavailable to be picked-up according to instructions outlined by the Contest Sponsor, the Contest Sponsor reserves the right to substitute a prize of equal or greater monetary value. Prize must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise; except by the Contest Sponsor as contemplated herein. Unclaimed prizes will not be awarded.

9. **ADDITIONAL CONDITIONS OF PARTICIPATION:** By participating in this Contest, each entrant accepts and agrees to these Rules and all decisions of the contest judges (who may be employees, agents or independent contractors of the Contest Sponsor), which shall be final and legally binding on the entrant in all matters relating to this Contest including, without limitation, eligibility and/or disqualification of Entries. All Entries become the property of the Contest Sponsor and will not be acknowledged or returned. No responsibility is assumed by the Contest Group for any inability for a potential entrant to successfully enter any draw for any reason. The Contest Group is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete Entries. Proof of transmission (e.g. screenshots) does not constitute proof of receipt by the Contest Sponsor. By submitting an Entry to this Contest, entrants confirm their compliance with these Rules, and release the Contest Sponsor, the prize suppliers, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees, the contest judges and each of their respective shareholders, employees, parents, directors, officers, affiliates, subsidiaries, representatives, agents, successors and assigns (collectively, the "**Contest Group**") from all liability or responsibility for any claim arising in connection with participation in this Contest or any prize awarded.
10. **RESIDENTS OF QUEBEC:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux du Québec (the "**Régie**") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
11. Any attempt by an entrant or other individual to deliberately damage any website or undermine the legitimate operation of this promotion, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Participants engaging in any of the foregoing activities may be disqualified and will forfeit any prizes won.
12. Entries generated (or suspected to have been generated) by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.
13. The Contest Sponsor may, at its sole discretion and without liability, terminate the Contest in whole or in part, without notice, or modify or suspend the Contest at any time, subject to the approval of the Régie des alcools, des

courses et des jeux with respect to the province of Quebec, if fraud, technical failures, including any network server or hardware failure, viruses, bugs, errors in programming, or communications or any other errors or other causes beyond the control of the Contest Sponsor corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules. In no event will the number of prizes awarded exceed the available number of prizes as specified in these Rules.

14. The Contest Group is not responsible for (and reserves the right, in its sole discretion, to correct) typographical or other errors in the offer or administration of this Contest, including but not limited to, errors in advertising, the Rules, the selection and announcement of winners, distribution of the prizes or technical malfunctions of telephone network lines, computer online systems, servers or providers, computer equipment or software, viruses, bugs, failure of personal computers and/or software and hardware configurations, or failure of any email to be received by the Contest Sponsor or a participant for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof. The Contest Group is not responsible for damage to a user's system occasioned by participation in this Contest or downloading any information necessary to participate in this Contest.
15. The Contest Group does not warrant that access to or use of the Contest will be uninterrupted or error-free.
16. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited.
17. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of entrant and the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to Ontario conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Ontario. The Contest Sponsor's failure to enforce any term of these Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision of the Rules is determined to be invalid or otherwise unenforceable, then the Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
18. In the event of any discrepancies between the English language rules and the French language rules for this Contest, the English rules shall prevail.
19. **LIMITATION OF LIABILITY:** By entering this Contest, each entrant and winner acknowledges and agrees that the Contest Group: (i) shall have no liability of any kind whatsoever with respect to this Contest and/or the awarding, use or misuse of the prize, (ii) makes no warranty, guaranty or representation of any kind concerning the prize, (iii) disclaims any implied warranty, and (iv) is not liable for injury, loss or damage of any kind resulting from the entrant's acceptance, use or misuse of the prize or otherwise from such entrant's participation in this Contest.
20. **PERSONAL INFORMATION AND PUBLICITY RIGHTS:** Unless entrants otherwise indicate, the personal information collected, used and disclosed by the Contest Sponsor about entrants in the course of this Contest will be used by the Contest Sponsor for the administration of the Contest and prize fulfillment. The Contest Page is hosted on servers in the United States, and the personal information you provide may therefore also be subject to the laws of the United States.

By participating in this Contest or accepting a prize, you agree to the Contest Sponsor's use of your name, city/province of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity the Contest Sponsor may conduct relating to the Contest in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice.

For further information about Contest Sponsor's privacy practices, please see the Contest Sponsor's Privacy Policy at: <http://www.pepsico.ca/en/Privacy-Policy.html>.

21. **BUDWEISER:** Budweiser is a prize supplier only. Budweiser is not responsible for the administration of the contest, the collection of entries, the conduct of the draw or the awarding of prizes.
22. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to the Contest Sponsor and not to Facebook.