

Zabiha Halal "You could WIN a \$10,000 Kitchen Upgrade" Contest
OFFICIAL RULES AND REGULATIONS

THIS CONTEST IS OPEN TO CANADIAN RESIDENTS
AND IS GOVERNED BY CANADIAN LAW

- 1. ELIGIBILITY:** To enter, you must: (a) be a legal resident of Canada; (b) be located in Canada; (c) have reached the age of majority in your province or territory of residence at the time of entry; and (d) use only one (1) valid e-mail address to participate in the Contest. Employees, officers, and directors (including members of their immediate families and any other person living in the same household of such person whether related or not) of Maple Lodge Farms Ltd ("**Sponsor**"), its affiliates (including, without limitation, its parent, sister and subsidiary companies), the independent contest organization, advertising or promotional agencies, suppliers of prizes, materials or services related to the Contest are not eligible to enter the Contest (collectively, the "**Contest Parties**"). For these Official Rules, "**immediate family**" means mother, father, sister, brother, son, daughter or spouse, including common law spouse, regardless of where they reside. The decisions of Sponsor and/or independent contest organization are final and binding in all matters related to this Contest and the awarding of a prize. Professional chefs, sous-chefs, dieticians, people whose professional qualifications include food styling or food preparation of any sort, and any groups, clubs, organizations, businesses and commercial and non-commercial entities cannot participate.
- 2. MOBILE PARTICIPATION:** If you opt to participate in this Contest via your wireless mobile device (which is not required to enter the Contest), then standard data rates may apply according to the terms and conditions of your services agreement with your wireless carrier. Other charges may also apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans or data plans and charges relating to your participation in this Contest. Data plans may not be available from all mobile phone service carriers and handset models. Mobile device service may not be available in all areas. Check your device's capabilities for specific instructions. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

3. **CONTEST PERIOD:** The Contest starts at 9:00:00 AM Eastern Daylight Time (“EDT”) on June 15, 2015 and closes at 11:59:59 PM EDT on July 26, 2015 (the “Contest Period”). During the Contest Period, a “Week” starts at 12:00:00 AM EDT on a Monday and ends at 11:59:59 PM EDT on a Sunday, except for the first Week where the Week starts at 9:00:00 AM EDT on June 15, 2015 and ends at 11:59:59 PM EDT on June 21, 2015. The sole determinant of time for the purposes of this Contest, including receipt of a valid entry, will be the Contest computer system (the “Contest computers”).
4. **PARTICIPATING PRODUCTS:** For a recipe to be a valid entry, the entrant’s personal recipe must list and/or include one (1) of the following chicken or beef products as an ingredient within his/her recipe:
 - Zabiha Halal Fresh Chicken:** Boneless Skinless Chicken Breasts; Boneless Skinless Chicken Thighs; Chicken Thighs; Chicken Drumsticks; Ground Chicken; Split Chicken Wings; Chicken Wings; Chicken Leg Quarters; Chicken Half Breasts; Roasting Chicken; Whole Chicken.
 - Zabiha Halal Wieners:** Original Chicken Wiener or Big Original Chicken Frank.
 - Zabiha Halal Deli/Sliced Luncheon Meats:** Smoked Chicken Breast Deli; Cooked Chicken Breast Deli; Roast Beef; Beef Salami; Original Chicken Bologna; or Original Chicken Loaf.
 - Zabiha Halal Breakfast Chicken Strips:** Breakfast Chicken Strips – Original Flavour or Breakfast Chicken Strips – Cracked Peppercorn.
 - Zabiha Halal Frozen products:** Beef Burgers; Chicken Breasts; Chicken Burgers; Chicken Breast Fillets; Chicken Breast Nuggets; Chicken Breast Strips; Breaded Chicken Burgers; Spicy Buffalo Style Chicken Wings; BBQ Style Chicken Wings.
5. **HOW TO ENTER: No Purchase Necessary.** There are two (2) ways to enter: (i) visit www.ZabihaHalal.com or (ii) www.facebook.com/ZabihaHalal (each a “Website” and collectively the “Websites”).
 - a. To participate in the Contest, you will need to submit a recipe that (a) is original, (b) is creative, (c) has not been previously published or won another award, and (d) incorporates the use of a chicken or beef product as listed in Rule 4 above. See Rule 13 below for selection process and recipe judging criteria.
 - b. From the Contest Website click on the “Contest” button or log-in into your Account and select the “Application”;
 - c. Complete the on-line Entry Form with your full name, complete mailing address including postal code, daytime telephone number including area code, year of birth, and e-mail address;
 - d. In English or French enter your original recipe name, list each ingredient with the quantity/measurements and all preparation, cooking and/or baking instructions;
 - e. In 100 words or less in English or French tell us the inspiration behind your submitted recipe;

- f. For bonus points (not mandatory) upload a digital photograph (optional) which captures your original recipe as the main subject in the photograph in a JPG format with a maximum file size of 1MB (upload directions will be available on-line);
- g. Select the tick boxes if you would like to opt in to receive future information regarding promotions from the Sponsor (not mandatory for participation);
- h. Read and accept these Official Rules, enter the security code found on the Entry Form webpage and select “Submit” herein defined as the “**Entry**”.
- i. Upon receipt of your Entry, you will receive a “thank you” message.

To be eligible, your Entry must be submitted and received in accordance with these Official Rules during the Contest Period. An Entry will be considered to be void if the Entry (or any component thereof, including, without limitation, the recipe and if submitted the photograph): (i) does not include a chicken or beef product and reflect the “Theme” of a “family” recipe; (ii) is not otherwise in accordance with these Official Rules, including, without limitation, the specific Submission Requirements listed below in Rule 6 (all as determined by Sponsor in its sole and absolute discretion). (For greater certainty, as used in these Official Rules, the term “Entry” and the corresponding term “Entries” include(s) all elements of an Entry, including without limitation the applicable recipe and if submitted the photograph).

6. **SUBMISSION REQUIREMENTS:** By submitting an Entry, you agree that the Entry (and each individual component thereof – including, without limitation, the recipe and if submitted the photograph) complies with all conditions stated in these Official Rules. The Released Parties (as defined below) will bear no liability whatsoever regarding: (i) the use of your Entry (or any component thereof – including, without limitation, the recipe and if submitted the photograph); (ii) participation in any Contest-related activities; (iii) any use, collection, storage and disclosure of any personal information; and/or (iv) if declared a winner of a prize (including any use or misuse of a prize). The Released Parties shall be held harmless by you in the event it is discovered that you have departed from or not otherwise fully complied with any of these Official Rules and/or the Facebook rules if submitted through the Contest App. This release and indemnity shall continue in force following the termination of the Contest and/or awarding of any prize.

By participating in the Contest, each entrant hereby warrants and represents that his/her Entry (including for greater certainty, the recipe and if submitted a Photograph as part of the Entry) that he/she submits:

- a. is original to him/her;
- b. If the recipe is not the entrant’s own creation that he/she has obtained all necessary rights in and to the recipe/Entry for the purpose of entering such Entry in the Contest;
- c. If a photograph is submitted that the entrant has obtained all necessary rights in and to the photograph for the purposes of entering such Entry in the Contest;

- d. does not violate any law, statute, ordinance or regulation;
 - e. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals;
 - f. does not contain any reference to or likeness of any identifiable third parties who are under the legal age of majority in their jurisdiction of residence;
 - g. will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party; and
 - h. is/are not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor (e.g. for a photograph submitted any clothing worn and/or products appearing in your Entry must not contain any visible logos, trade-marks or other third party materials unless the appropriate consents have been obtained - note: all identifiable third party products, trade-marks, brands and/or logos for which consent has not been obtained by the entrant must be blurred out so as to be unrecognizable); conduct or other activities in violation of these Official Rules; and/or any other materials that are or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.
 - i. Further, the recipe and if submitted your Photograph must **not**: (i) contain any personal information about you; and (ii) be a modification, enhancement or alteration of a third party's pre-existing work. The recipe must be your original creation. For the avoidance of any doubt, your recipe cannot be something that you have copied or downloaded (e.g. from the worldwide web, stock recipes or otherwise).
7. **LICENSE:** By entering the Contest and submitting an Entry, each entrant: (i) without limiting the Facebook rules if an entry is submitted through Facebook, grants to the Sponsor, in perpetuity, a non-exclusive world-wide license to publish, display, reproduce, modify, edit or otherwise use his/her Entry (and each component thereof), in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to his/her Entry (and each component thereof) in favour of the Sponsor (and anyone authorized by the Sponsor to use such

Entry); and (iii) agrees to release and hold harmless the Contest Parties, Facebook Inc., and each of their respective agents, employees, directors, successors, and assigns (collectively, the **“Released Parties”**) from and against any and all claims, damages, liabilities, costs, and expenses arising from use of his/her Entry (or any component thereof), including, without limitation, any claim based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action whatsoever.

8. **HOW TO SHARE THIS CONTEST:** If you click the “Share on Facebook®” or “Share on Twitter®” button from the Contest App or Website anytime, you will be asked to confirm that you want to “share” a post on your Facebook® timeline or on your Twitter® feed such as: “I entered for a chance to win a \$10,000 kitchen upgrade and to have my recipe featured by Zabiha Halal in the Zabiha Halal #FamilyRecipeChallenge. Does your recipe have what it takes to win?”. You will also be given the option to NOT share the post. You will not be able to share the post to your friends’ timelines. If you want to limit the visibility of the “share” post on your Facebook® timeline, you can hide the post or make it visible to certain people (see “Share Policy”, below). Visit Facebook®’s Privacy Help Center for details (<https://www.facebook.com/help/325807937506242/>).
9. **SHARE POLICY:** While you can post the “Share” post to your timeline for your Facebook® friends or Twitter® followers to see, you should only “share” with those with whom you have a personal/professional relationship and who are eligible to enter the Contest.
10. **LIMITS:** A person may use only one (1) e-mail address to participate in the Contest. Limit of one (1) entry per person per Week and each recipe submitted must be unique (do not submit the same recipe, or substantially the same recipe, more than one (1) time in this Contest and do not submit the same recipe as another entrant). For greater certainty and the avoidance of any doubt, an eligible entrant can only use one (1) e-mail address to enter the Contest and an entrant may not submit an Entry on behalf of any other person, including without limitation but for greater certainty, another member of his/her household. All information provided must be truthful and accurate. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry, per Week; (ii) submit the same recipe, or substantially the same recipe, more than one (1) time in this Contest; (iii) submit the same recipe as another entrant; (iv) submit or purport to submit an Entry on behalf of another person; and/or (v) use multiple names, identities or misleading personal details and/or information, e-mail addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. The Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or

incompatible Entries (all of which are void). An Entry may be rejected if, in the sole and absolute discretion of the Sponsor: (i) the Entry is not submitted and received in accordance with these Official Rules; and/or (ii) the recipe or photograph accompanying the Entry is not in compliance with these Official Rules (including, but not limited to, the specific Submission Requirements listed above in Rule 6) and/or the applicable Facebook rules (all as determined by Sponsor in its sole and absolute discretion). All entries become the property of Sponsor upon receipt and none will be returned.

11. **VERIFICATION:** All Entries are 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 identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry, recipe or photograph or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the letter and spirit of these Official Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. Proof of transmission (post-marks, screenshots or captures etc.) or attempted transmission of an Entry (or any related recipe or photograph) or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Contest computers or Sponsor.
12. **PRIZES:** A total of six (6) prizes (each a “Prize” and collectively, the “Prizes”) are available to be won during the Contest Period.
 - a. **Grand Prize:** One (1) grand Prize is available to be won and consists of \$10,000.00 CDN Kitchen Upgrade (issued in the form of a single or multiple gift cards with a total value of \$10,000.00 CDN), and his/her selected recipe featured on Zabiha Halal website for a minimum period of one (1) month; Facebook page and in a selected monthly e-newsletter (the month will be selected by the Sponsor at its sole and absolute discretion) including his/her recipe prepared by a professional food stylist and photographed and video by the Sponsor. Approximate retail value of the grand Prize is \$12,755 CDN. The Sponsor at their sole and absolute discretion will select the national retailer from which the gift cards will be purchased from. The gift card(s) is/are subject to the terms and conditions imposed by the issuer. Gift card(s) cannot be exchanged for cash or otherwise. If a purchase exceeds the value of the gift card(s), the winner will be responsible for any amount due which is over the value of the gift card(s) (or the available balance at the time of purchase) (including applicable taxes). If any purchase does not exceed the gift card value, the remaining available balance will not be paid in cash to the winner but will

remain on the gift card. The winner is responsible for his/her own transportation to and from the retailer.

- b. **Runner-up Prize:** One (1) runner-up Prize is available to be won and consists of \$5,000.00 CDN Kitchen upgrade (issued in the form of a single or multiple gift cards with a total value of \$5,000.00 CDN), and his/her selected recipe featured on Zabiha Halal website for a minimum period of one (1) month; Facebook page and in a selected monthly e-newsletter (the month will be selected by the Sponsor at its sole and absolute discretion) including his/her recipe prepared by a professional food stylist and photographed and video by the Sponsor. Approximate retail value of the runner-up Prize is \$7,755.00 CDN. The Sponsor at their sole discretion will select the national retailer from which the gift cards will be purchased from. The gift card(s) is/are subject to the terms and conditions imposed by the issuer. The gift card(s) cannot be exchanged for cash or otherwise. If a purchase exceeds the value of the gift card(s), the winner will be responsible for any amount due which is over the value of the gift card(s) (or the available balance at the time of purchase) (including applicable taxes). If any purchase does not exceed the gift card value, the remaining available balance will not be paid in cash to the winner but will remain on the gift card. The winner is responsible for his/her own transportation to and from the retailer.
- c. **Secondary Prizes:** There will be four (4) secondary prizes available to be won (each a “**Secondary Prize**”). Each Secondary Prize consists of one hundred (100) \$5.00 manufacturer’s coupons for Zabiha Halal products. Approximate retail value of each Secondary Prize is \$500.00 CDN. Each coupon provides the winner with \$5.00 off the purchase of an eligible Zabiha Halal product. There is a limit one (1) coupon per purchase and the coupons cannot be bundled. The coupons will expire on June 30, 2016. Coupons will be accepted at participating Canadian retailers, subject to the stated terms and conditions. If the purchase amount exceeds the value of the coupon, the entrant will be responsible for any amount that is due over the value of the coupon. If the purchase value is less than the coupon value, no difference will be paid in cash to the entrant. Each entrant is responsible for his/her own transportation to and from the store location and any other expenses. Note: Each entrant will be responsible for paying any applicable taxes on the product purchased.

Without limiting the generality of the foregoing, each Prize must be accepted as awarded and are not transferable, assignable or convertible to cash. No substitutions except at Sponsor’s option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Prize or a component thereof with an item or items of equal or greater retail value, including, without limitation, but at Sponsor’s sole and absolute discretion, a cash award. Prizes will only be

awarded to the person whose verifiable full name and valid e-mail address appears on the Entry Form associated with the Entry in question. By accepting a Prize, the confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part. Prize winners are solely responsible for all costs not expressly described herein. There is a limit of one (1) Prize per household. It is anticipated that each Prize will be sent to the confirmed winner's address as indicated on his/her Entry Form within thirty (30) days of the eligible winner being confirmed as a winner in accordance with these Rules.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from neither the Sponsor nor any of the Released Parties should the Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the Prize, each confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

13. **JUDGING AND AWARDING OF PRIZES:**

- a. **JUDGING COMMITTEE:** The judging committee will be comprised of up to five (5) individuals from the Sponsor and/or its promotion agency (the "**Judges**"). Decisions of the Judges are final and binding on all matters relating to this Contest.
- b. **JUDGING OF ENTRIES:** Commencing at 10:00 am (EDT) on July 28, 2015 the Judges, will review and score all eligible Entries received during the Contest Period according to the judging criteria set out below. Judging of all Entries received will conclude on or before August 5, 2015. All of the Judges' scores will be tabulated and the entry that received the highest overall scores will be declared as the eligible grand Prize entrant. The next entry that received the second highest overall score will be declared as the eligible runner-up Prize entrant. The next four (4) entries that received the third to sixth highest overall score will each be declared eligible Secondary Prize entrants. Odds of being selected as an eligible winner will depend on the number and quality of recipes received during the Contest Period. In the event of a tie based on judged score, the tied Entries will be judged according to the criteria as set out below by an additional Judging member, selected by the Sponsor, who will serve as the tiebreaker. If your Entry is not selected as an eligible winner, you have no recourse, regardless of whether your Entry is similar in content or likeness to a prize winner.
- c. **JUDGING CRITERIA:** All Entries will be judged according to the following judging criteria, and will be weighted as follows:

- i. Creativity & Originality: Recipe is unique and includes a chicken or beef product in a creative way and/or reflective of unique twists to ingredient usage – maximum 40 points.
- ii. Clarity & Complexity: Recipe is clear and easy to follow; family friendly and is easy to re-create for the average home cook, and does the recipe include easy-to-find everyday ingredients – maximum 30 points.
- iii. Inspiration: Does the recipe inspire people to cook for the family and does the recipe have a story that will inspire many others to make it – maximum 15 points.
- iv. Photo: Not mandatory but if submitted photograph shows/depicts the recipe – maximum 5 points
- v. X-Factor: Awarded based on the Judges see the recipe contains “something special” that stands out versus other recipes submitted – maximum 10 points.

The maximum number of points an Entry may receive is 100 points.

14. ELIGIBLE WINNER NOTIFICATION AND CONFIRMATION PROCEDURES: Each selected entrant will first be contacted by telephone at the telephone number provided on his/her entry form or by e-mail provided on his/her entry form within five (5) business days of August 6, 2015 subject to Rule 15 and 16 below. Calls will be made between 9:00 am (EDT) and 7:00 PM (EDT) Monday to Friday. A total of five (5) call attempts will be made and no message will be left on any call attempt. If an eligible winner cannot be contacted within five (5) business days of the August 6, 2015, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select the next Entry with the next highest score from among the remaining eligible Entries submitted and received in accordance with these Rules during the Contest Period (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner). In addition to Rule 15 and 16 eligible Prize winners, agree to execute the Contest Sponsor’s form of copyright assignment and waiver of moral rights form, pursuant to which the entrant: (i) assigns and transfers to the Sponsor all right, title and interest of the entrant in and to the Entry, including without limitation all copyright and other intellectual property rights, and all goodwill, attaching to, or arising from, the Entry; and (ii) waives all moral rights of the entrant in such Entry.

15. WINNER CONFIRMATION: NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, each selected entrant must: (i) reply by e-mail to the e-mail notification within five (5) business days of the date the e-mail notification was sent; (ii) correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered by e-mail, or

telephone at a mutually convenient time; (iii) provide proof of identity in the form of government-issued photo identification; (iv) provide proof that he/she is the owner of the e-mail address; (v) be in full compliance with these Official Rules; and (vi) sign and return via e-mail or fax Sponsor's Declaration of Compliance with these Contest Rules and a Release of Liability and Publicity Release form ("**Prize Form**"), as defined in Rule 16, within five (5) business days of the Prize Form being sent.

16. **RELEASE OF LIABILITY/ CONSENT TO PUBLICITY:** By completing and returning the Prize Form, and/or accepting a Prize, the winner: (i) confirms compliance with the Official Rules; (ii) consents to the use of his/her name, address (city and province), recipe, photographs, image and/or likeness, statements regarding the Contest or the Prize and/or voice without further remuneration, in connection with any publicity carried out by or on behalf of Sponsor with respect to the Contest in any media whatsoever including any social media websites; and (iii) releases the Released Parties from and against all liability in connection with the Contest, the Contest Website and Contest App, the selection of entrants, the awarding and/or use or misuse of the Prize or any portion thereof, or the administration of this Contest, including, as set out below in the **LIMITATION OF LIABILITY** section.
17. **LIMITATION OF LIABILITY:** The Released Parties do not assume any responsibility and each entrant releases the Released Parties from any and all claims, actions, damages, demands and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, including, without limitation the selection and confirmation of a winner, the administration of the Contest and the arranging, awarding and use of a Prize. Without limiting the generality of the forgoing, the Released Parties are not responsible for: (i) the incorrect or inaccurate capture of entry information; (ii) late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete entries or entries that are altered or otherwise irregular, submitted using robotic, automated, programmed or illicit means, included in a bulk drop-off, or contain false information, or do not conform with or satisfy any or all of the conditions of the Official Rules, as determined by Sponsor in its sole and absolute discretion; (iii) any failure of or errors with the Contest Website or the Contest App during the Contest Period, including, without limitation, any problems, human or technical, printing errors, lost, delayed, garbled data or transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer lines, technical malfunctions of any computer, website, Contest App, online systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, Contest App, or any combination thereof including, without limitation, any injury or damage to an entrant's or any other person's computer related to or resulting from participating in or downloading any material connected to the Contest, all of which may affect a person's ability to participate in the Contest; (iv) any errors, omissions, incorrect or inaccurate information in any

Contest-related materials, including, without limitation, printing or advertising errors or the failure of or problems with any equipment or programming associated with or used in the Contest howsoever caused; (v) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise or (vi) any claims regarding the accepting, arranging, awarding or use or misuse of a prize, including without limitation, any property damage, personal injury or death associated with any products/services purchased using the Prize. Entry material/data that has been tampered with or altered is void.

18. **UNSPORTSMANLIKE CONDUCT:** Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entrant if the independent contest organization or Sponsor finds, in its sole and absolute discretion, the entrant to be: (a) violating the Official Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest, the Contest Website or the Contest App; (c) acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other entrant, the independent contest organization, Sponsor or Sponsor's representative; (d) attempting to undermine the legitimate operation of the Contest, for example, by cheating, hacking, deception, or other unfair playing practices; or (e) entering using more than one (1) e-mail address. If Sponsor or independent contest organization suspects that an entrant has engaged in an unsportsmanlike or disruptive manner, the entrant will be contacted as soon as practicable. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR CONTEST APP ASSOCIATED WITH THIS CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND FUTURE CONTESTS.
19. **CONDITIONS OF ENTRY:** By entering the Contest, entrants agree: (i) that they have read and understood and agree to abide by these Official Rules including, without limitation, all eligibility requirements, and (ii) to be bound by the Official Rules and by the decisions of Sponsor and/or the independent contest organization, made in their sole and absolute discretion, which shall be final and binding in all matters relating to this Contest and the awarding of a Prize. Entrants who have not complied with these Official Rules are subject to disqualification.
20. **DISPUTES:** If a dispute arises regarding the identity of an entrant submitting an entry, the entry will be deemed to have been submitted by the authorized account holder of the e-mail address provided at the time of entry, provided the name of the authorized account holder corresponds with the full name on the entry form. The "authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning e-

mail addresses for the domain associated with the submitted e-mail address. If the name of the authorized account holder does not accord with the full name on the entry form, the entry may be judged void and disqualified at Sponsor's sole and absolute discretion.

21. **RULES GOVERN:** In the event of any discrepancy or inconsistency between the English Official Rules and disclosures or other statements contained in any Contest related materials, including, but not limited to, French version of these Official Rules, Contest App, and/or the Contest entry form, the terms and conditions of these English Official Rules shall prevail, govern and control.
22. **GENERAL:** No correspondence will be entered into except with a selected entrant and winner. This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations. Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux to terminate, modify, or suspend this Contest or to amend the Official Rules at any time and in any way, without prior individual notice, for any reason whatsoever. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux to terminate the Contest and conduct the judging process from all previously eligible entries received by the date of cancellation. In no event will more than the stated number of prizes be awarded.
23. **FOR QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of this Contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie des alcools, des courses et des jeux only for the purpose of helping the parties reach a settlement.
24. **INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trade-marks, trade names, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by either the Sponsor, and/or their respective affiliates or authorized licensors. All rights are reserved. Unauthorized copying or use of any copyrighted materials or intellectual property without the express written consent of its owner is strictly prohibited.
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