

There is **NO PURCHASE NECESSARY** to participate in this contest. A purchase will not increase your chance of winning.

## **Chunky Amazing Escape Contest OFFICIAL RULES**

**By entering this Contest, entrants agree to abide by these Official Rules. The decisions of the Sponsor with respect to all aspects of the Contest are final. The information you provide will only be used in accordance with the Contest Sponsor's privacy policy.**

### **1. CONTEST DESCRIPTION**

The Campbell's® Chunky® Amazing Escape Contest (the "**Contest**") begins at 12:00:01 AM (ET) on October 1, 2016, and concludes at 11:59:59 PM. (ET) on November 30, 2016 (the "**Contest Period**"). For purchase entries, valid only on purchases from October 1, 2016 to November 26, 2016 (inclusive) and for non-purchase entries, valid only on requests postmarked from October 1, 2016 to November 26, 2016 (inclusive) and received by November 30, 2016. All instant win entries must be completed during the Contest Period. The Contest is brought to you by Campbell Company of Canada. (the "**Contest Sponsor**" or "**Sponsor**") located at 60 Birmingham Street, Toronto, ON MBV 2B8, and is administered by Snipp Interactive located in Bethesda, MD, U.S.A.. CF&R Services is the "Contest Judging Organization," located in Pickering, Ontario.

### **2. ELIGIBILITY**

The Contest is open to all legal residents of Canada who have reached the age of majority in the province/territory in which they reside as of the first day of the Contest Period; however, only those otherwise eligible entrants residing in BC, AB, SK & MB whose entries include Save On Foods as retailer are eligible for a chance to win the All Terrain Sport vehicle prize.

Notwithstanding this, the Contest is not open to the employees, agents or representatives of the Contest Sponsor, TracyLocke Canada, Snipp Interactive, Realtime Media and the Contest Judging Organization (including their respective divisions, subsidiaries, affiliates and advertising or promotional agencies) and suppliers providing prizes or other materials or services in connection with this Contest (collectively, the "Excluded Individuals"). This Contest is also not open to the immediate family members of the Excluded Individuals, and all other persons with whom the Excluded Individuals reside.

In the event of a dispute regarding the identity of an Entrant, the Entry will be deemed to have been made by the authorized account holder of the email address submitted at the time of entry, where "**authorized account holder**" is defined as the natural person who is assigned to an email address by an Internet access or online service provider, or other person or organization responsible for assigning email addresses for the domain associated with the email address submitted at the time of entry.

### **3. HOW TO PARTICIPATE**

(A) For a chance to win the Grand Prize, either:

- (i) **Enter with purchase:** Starting on October 1, 2016, text CHUNKY to 76477 to receive a link that will direct you to the Contest site or go directly to [www.chunkyamazingescape.com](http://www.chunkyamazingescape.com) (the "Contest Site"). At the Contest Site, you'll be prompted to upload your original cash register receipt showing the purchase of any three (3) participating Campbell's® Chunky® soup or chili products in any combination in a single transaction occurring between October 1, 2016 and November 26, 2016 (inclusive). Participating products are set forth in Appendix I. Receipt must clearly show items purchased, store, date and time of purchase. After uploading your receipt you will be required to enter your first and last name, mailing address including postal code, email address and daytime telephone number including area code as well as confirm that you are of the age of majority in the province in which you reside and that you have read and agree to be legally bound by these Official Rules and Sponsor's Privacy Policy available at: <http://www.campbellsoup.ca/en-ca/about-us/privacy-policy>. Registration and upload of receipt must be completed by November 30, 2016. Contest is fully accessible via the Internet. If you choose to use a wireless device, message and data rates may apply. Check your wireless carrier for pricing plan details and wireless capabilities. By participating via text, standard text rates apply and you consent in writing to receive up to four (4) text messages by an automated telephone dialing system regarding the promotion to the number you provided to Snipp Interactive. Consent to these terms is not a condition of purchase. Text STOP to opt-out or HELP for help.

or

(ii) **Enter for Free:** Write the name of your favourite Chunky® Soup Retailer as well as your complete name, address, telephone number and, email address along with a short story – 25 words or less- on why you enjoy Chunky® soups or chili to Chunky's Amazing Escape Contest PO Box 250 Pickering, Ontario L1V 2R4. Each submission must be mailed individually (one outer envelope) with sufficient postage and must include the name of your favourite Chunky® Soup Retailer written on the outside of the envelope. Contest Sponsor not responsible for lost, late, illegible, or damaged entries. Mail in entries must be postmarked from October 1, 2016 to November 26, 2016 (inclusive) and received on or before November 30, 2016 in order to be eligible.

(B) For a chance to win one of the Instant Win Prizes, either:

- (i) **Purchase Entrants:** Those who enter the Contest through the purchase method will be sent, within forty eight (48) hours of verified entry, one (1) unique instant win code ("Code") per entry to play the instant win game (the "Game"). During the Contest Period, visit <https://promo.rtm.com/CampbellsAmazingEscape/> (the "Game Site") and enter your email address and Code to play the Game. Then, click on the image and your Game result message, either a winner or a non-winner, will be revealed automatically on screen. If a winning message is revealed, the Contest Judging Organization will contact you via email. All winners are subject to verification before any prize will be awarded. All Game play must occur and be completed via the Contest Period.

- (a) **Free Entrants:** Those who enter the Contest through the free method entry may visit <https://promo.rtm.com/CampbellsAmazingEscape/coderequest.aspx> (the “**Game Code Request Site**”) during the Contest Period to register for one (1) Code per request, which will be sent via email after submitting the request form. Once received, visit the Game Site and enter your Code and email address to play the Game. Then, click on the image and your Game result message, either a winner or a non-winner, will be revealed automatically on screen. If a winning message is revealed, the Contest Judging Organization will contact you via email. All winners are subject to verification before any prize will be awarded. All Game play must occur and be completed via the Contest Period.

**Limit of two (2) entries for the Grand Prize draw and two (2) Game plays per person/email regardless of method of entry.**

Entries into the Grand Prize draw which include Save on Foods as the retailer will be automatically entered into a random drawing to win the Exclusive Save on Foods Prize.

#### **4. SELECTION OF WINNERS**

The Grand Prize and the Exclusive Save-On-Foods Prize randomized drawings will be held on or about Tuesday, December 6, 2016 at 10:00:00 AM (ET) in Pickering, Ontario and conducted by the Contest Judging Organization. Odds of winning a Grand Prize depend on number of eligible entries received. Odds of winning the Exclusive Save-On-Foods Prize depend on number of eligible entries for the Grand Prize received from entrants residing in BC, AB, SK and/or MB whose entry includes Save-on-Foods as retailer. Odds of winning an Instant Win Prize depend on the number of eligible Game plays and the date and time.

#### **5. PRIZES**

This Contest will award Three (3) Grand Prizes, Fifty (50) instant win prizes and one (1) Exclusive Save-On-Foods Prize, as follows:

**Grand Prizes:** There will be Three (3) Grand prizes to be won. Each Grand Prize will consist of one (1) trip for the winner and one (1) travelling companion to one (1) of four (4) Adventure Guided Tours, as detailed below, to South America, Central America or North America. Each confirmed winner will select the destination of his or her choice. Confirmed winners will be given the complete Itinerary for each Adventure, prior to them making and booking their final destination preference with the Adventure Company. Winners will be required to complete the trip in 2017. Hotel accommodations are not aligned with any star rated services.

Each winner also will be provided with \$5,000 CDN to assist with selected winners costs not included in the Adventure Company standard package which covers only the adventure tour and one (1) standard double-occupancy accommodation.

Winners and travel companions will be required to pay for airfare, transfers, meals, travel and medical insurance, travel documentation including valid passports, or visas or vaccinations as may be required, airport improvement fees, gratuities, local transfers, telephone calls, in-room charges and any other expense not explicitly included in these rules. Winner and travel companion must travel on the same tour and accommodating itinerary and travel companion must sign travel release prior to ticketing. Travel companion must be of the age of majority unless the winner is travel companion's parent or legal guardian. Sponsor is not liable for delays, cancellation or unforeseen events related to the tour. Winner and travel companion will be solely responsible for obtaining valid identification relating to acceptance and use of the prize packages. Sponsor will not replace any lost, mutilated, or stolen tickets, vouchers or certificates.

**South America – Machu Picchu Adventure**, consists of seven (7) nights, eight (8) days, in Peru. \$3,200 CDN. Includes Hotels (4 nights) and camping (3 nights), all transport between destinations and to/from included activities, and specialist Inca Trail guide on hike. Approximate total value \$8,200 CDN.

**Central America** – Choice of either **Costa Rica Quest Adventure**, consisting of 8 nights, 9 days \$2,200 CDN. Includes Hotels (8 nights), all transport between destinations and to/from activities. Approximate total value \$7,200 **OR** **Best of Panama Adventure** consisting of 7 nights, 8 days, Panama City \$2,200 CDN. Includes Hotels (7 nights) and all transport between destinations and to/from included activities. Approximate total value \$7,200 CDN.

**North America - Western Express Northbound Adventure**, consisting of 7 nights, 8 days \$3,800 CDN. Includes Hotels (7 nights) and all transport between destinations and to/from included activities. Approximate total value \$8,800 CDN.

Grand Prize Draws will be held on Tuesday, December 6, 2016 at 10:00:00 AM (ET) in Pickering, Ontario.

### **Instant Win Prizes**

There will be fifty (50) instant win prizes available to be won at the outset of the contest. As prizes are awarded during the Contest Period the odds will be diminished. Each instant win prize consists of a VISA Gift card valued at \$100 CDN.

### **Exclusive Save-On-Foods Prize**

One (1) Yamaha Kodiak 700 All Terrain Sport Vehicle with an approximate retail value of \$9,000.00 CDN. Save-on-Foods winner will be responsible for vehicle licensing, insurance and all other safety requirements governed by the laws within the province the confirmed winner resides. Vehicle will be delivered to an authorized seller near the winner's home residence. **NOTE:** this prize is only available

to residents of British Columbia, Alberta, Saskatchewan and Manitoba, where Save-On-Foods distributes *Chunky* products that include Save on Foods as retailer on their Grand Prize entry. .

If any provisional winner is not in compliance with these Official rules (“**Official Rules**”), the Contest Judging Organization shall disqualify such Entrant from the Contest and select further Entrants from the remaining entries until winners are all declared.

Limit of one (1) instant win prize and one (1) Grand prize per person or household throughout the Contest Period, except in the case of the Save-on-Foods where potentially a person could win one of all three prize categories.

Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All unspecified expenses are the responsibility of winners. All contest draws will take place at the Contest Judging Organization in Pickering, Ontario.

## **5. CONTACT WITH PROVISIONAL WINNERS AND FINALIZATION OF WINNERS**

In order to be declared an official winner by the Contest Sponsor or its appointed Contest Judges (separately and together “**Contest Judges**”), a provisional winner must be in compliance with these Official Rules and, in particular, the following:

5.1 Comply with the Contest entry procedures in Rule 3 above, as applicable.

5.2 The provisional winner must have been responsive by email within the time limits indicated in these Official Rules to attempted contact by Contest Sponsor or its agents.

5.3 All provisional winners must complete, sign and return a standard form declaration of eligibility, (where legal) publicity release, and compliance and release/indemnity in favour of the Releases described therein (“**Release Documentation**”). The Contest Sponsor, participating Agencies including but not limited to TracyLocke Canada, Snipp Interactive, Realtime Media and the Contest Judging Organization (“Released Parties”) will not accept any liability for any loss (including, without limitation, indirect, special or consequential damages or loss of profits), expense, damage, personal loss, property loss, injury, accident, death, illness or liability of any nature which is suffered or sustained (whether or not arising from any person’s negligence) in connection with this Offer.

The Release Documentation will contain a mathematical skill-testing question which all provisional winners must correctly answer without mechanical aid in order to qualify to receive their applicable prize.

5.4 Any prize (or prize portion) forfeited by any winner may, at the Contest Sponsor’s option, be awarded to an alternate Entrant.

If a provisional winner is determined to not be in compliance with the Official Rules, the Contest Judges shall disqualify such provisional winner from the Contest and the next Entrant selected from the remaining eligible entries shall become the provisional winner (**“alternate provisional winner”**).

After an email is sent and/or a telephone call is made to a provisional winner, that provisional winner shall have five (5) business days to reply to the phone call and/or email to claim the corresponding prize, failing which the provisional winner may be disqualified in favour of an alternate provisional winner. Similarly, after Release Documentation is sent to a provisional winner, that provisional winner shall have five (5) business days from receipt thereof to execute and return the Release Documentation, failing which the provisional winner may be disqualified in favour of an alternate provisional winner.

Entrants will not be individually contacted, except for selected Entrant provisional winners and alternate provisional winners (if any), who will be contacted by email in the case of the weekly draws and/or telephone in the case of the grand prize draw.

## **6. GENERAL**

All Entries become the property of the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of access to and use of the Contest, including without limitation: (i) any failure of a point of sale purchase system during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, Eligible Purchase, Request and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the Internet or at any website or due to late or lost Entries sent by mail; (iv) any injury or damage to an Eligible Entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above. In no event shall the Sponsor's total liability to you for all damages, losses or causes of action exceed \$100. Without limiting the foregoing, this Contest and all prizes are provided "as is" without warranty of any kind, implied or direct. Some jurisdictions may not allow the limitation of implied warranties so some of the above limitations or exclusions may not apply to you. Check your local laws for any restriction regarding these limitations or exclusions.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage

any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By entering this Contest, each Eligible Entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using any personal information captured or submitted only for the purpose of administering the Contest and in accordance with the Sponsor's privacy policy (available at: <http://www.campbellsoup.ca/en-ca/about-us/privacy-policy>). 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.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics 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 any technical or other 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 Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

Except where prohibited by law, the parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest and any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the Province of Ontario, City of Toronto. THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE PROVINCE OF ONTARIO WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in the Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the provincial and federal courts located in or closest to the City of Toronto in the Province of Ontario. The parties agree not to raise the defense of forum non conveniens.

**For Quebec Residents:** Any litigation respecting the conduct or organization of a publicity 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 only for the purpose of helping the parties reach a settlement.

## **7. LIMITS VERIFICATION:**

All Entries, Eligible Purchases and Requests 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, Eligible Purchase, Request and/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 these 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. The sole determinant of the time for the purposes of this Contest will be the Sponsor's Official Clock.

## **Appendix I**

### **Chunky 540ml can:**

1. Chicken noodle - UPC: 063211005523
2. New England Clam – 063211005240
3. Beef – UPC :0063211005509
4. Prime Rib w/Vegetables – UPC: 063211134445
5. Pub Inspired Pepper Steak & Potato – UPC: 0063211207958
6. Chicken Corn Chowder : 063211038132
7. Pub Inspired Chicken Vegetable Pot Pie - 0063211005950
8. Pub Inspired Meatball Bustin Sausage UPC: 0063211207934
9. Chicken & Sausage Gumbo : 0063211162332
10. Chicken alaKing: 063211000054
11. Chicken with Rice : 063211005608
12. Seafood Chowder UPC: 0063211138498
13. Split Pea & Ham UPC: 0063211005646



14. Pub Inspired Blazing Roadhouse Chili-Style Soup UPC: 0063211207958
15. Vegetable beef: 0063211005745
16. Pub Inspired BBQ Chipotle Sirloin burger : 0063211207958
17. Pub Inspired Smokin Bacon Cheese sliders: 0063211207927
18. Pub Inspired Alehouse Shepperd Pie: 0063211207910
19. Southwest Chicken: 0063211175103

**Chunky 425ml:**

1. Homestyle Chili: 063211144895
2. Hot & Spicy Chili: 063211144888
3. Steak Chili - 063211145045