

Keurig® Coffee Day Contest

OFFICIAL RULES

THERE IS NO PURCHASE NECESSARY TO PARTICIPATE IN THIS CONTEST. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. 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. DESCRIPTION AND TIMING: The Keurig® Coffee Day Contest (the "**Contest**") begins at 12:00:01 AM (ET) on August 15, 2017, and concludes at 11:59:59 PM (ET) on October 31, 2017 (the "**Contest Period**"). For non-purchase entries, valid only on requests postmarked from August 15, 2017 to October 31, 2017 (inclusive) and received by November 5, 2017. The sole determinant of the time for the purposes of this Contest will be the Sponsor's (defined below) Official Clock.

Sponsor: The Contest is brought to you by Keurig Canada Inc (the "**Contest Sponsor**" or "**Sponsor**") located at 3700, rue Jean Rivard, Montreal, QC H1Z 4K3.

Administrator: The Contest is administered by Snipp Interactive (the "**Administrator**") located in Bethesda, MD, U.S.A.

Contest Judging Organization: Realtime Media LLC is the judging organization, located in Conshohocken, PA (U.S.A).

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. Notwithstanding this, the Contest is not open to the employees, agents or representatives of the Contest Sponsor, LPI Group Canada, Snipp Interactive or 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 ENTER: There are two (2) methods of entry as detailed below:

- 1. PURCHASE METHOD OF ENTRY:** During the Contest Period, purchase any two (2) Keurig® K-Cup®, or K-Carafe® pods in any combination in a single transaction from any retailer (the "**Qualified Purchase**"). Participating products are detailed on www.keurigcoffeeday.com (the "**Contest Site**"). After the Qualified Purchase is completed, text **KEURIGCOFFEEADAY** to 811811 to receive a link that will direct you to the Contest Site *OR* go directly to the Contest Site. At the Contest Site, you'll be prompted to upload a photo of your original cash register receipt (the "**Receipt Photo**") showing the purchase Qualified Purchase. Receipt Photo must clearly show items purchased, store, date and time of purchase. After uploading your Receipt Photo 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. Upon completion of registration, you will receive one (1) entry into the Contest (the "**Contest Entry**" or "**Entry**"). Registration and upload of Receipt Photo must be completed by 11:59:59 PM. (ET) on October 31, 2017. 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 Contest to the number you provided by Snipp Interactive on behalf of Sponsor. Consent to these terms is not a condition of purchase. Text STOP to opt-out or HELP for help. Further Text Messaging Terms and Restrictions are found below.

2. **ALTERNATE METHOD OF ENTRY (AMOE):** To enter the Contest without purchase, visit www.keurigcoffeeday.com/AMOE.aspx (“the “**Contest AMOE Site**”) during the Contest Period to complete the registration form. On the registration form 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. Upon completion of registration, you will receive one (1) Contest Entry. You may return to the Contest AMOE Site and log in to receive another Contest Entry.

Limit of four (4) Contest Entries per person, per email address regardless of method of entry throughout the Contest Period.

4. SELECTION OF WINNERS/ODDS: A randomized electronic drawing will be held on or about Wednesday, November 15, 2017 at 10:00:00 AM (ET) in Conshohocken, Pennsylvania (U.S), and conducted by the Contest Judging Organization to select the five (5) Grand Prize Winners and twenty (20) Retailer Specific Winners. Odds of winning a Grand Prize depend on number of eligible Contest Entries received during the Contest Period. Odds of winning a Retailer Specific Prize depend on number of eligible Contest Entries received from purchases for the specific retailer listed below (included with all of the AMOE entries received) during the Contest Period.

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, and the following:

5.1 All provisional winners must comply with the Contest entry procedures in Rule 3 above, as applicable.

5.2 All provisional winners must be responsive by email within the time limits indicated in these Official Rules below 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 LPI Group, Snipp Interactive, 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.

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 notification 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.

Contest Entrants will not be individually contacted, except for the selected provisional winners and alternate provisional winners (if any), who will be contacted by email/phone following the grand prize draw.

6. PRIZES AND PRIZE LIMITATIONS: Five (5) Grand Prizes and Fifteen (15) Retailer Specific Prizes will be awarded for this Contest as detailed below:

GRAND PRIZES: There will be five (5) Grand prizes awarded. Each Grand Prize will consist of one (1) trip for two (2) (winner and one (1) travelling companion) to Costa Rica from February 25th to March 4th, 2018. The trip details are outlined below.

- Round-trip coach air transportation for winner and travelling companion from Toronto Pearson Airport, as determined by Sponsor, to Costa Rica
- Three (3) meals per day, per winner and travelling companion
- One (1) double occupancy standard room for eight (8) days/seven (7) nights
- Roundtrip ground transportation to and from airport and hotel
- Roundtrip ground transportation to and from hotel and activities determined by Sponsor
- \$500 spending money awarded in the form of one (1) check

Approximate retail value (“ARV”) of each Grand Prize is \$5,000 CDN.

RETAILER SPECIFIC PRIZES: There will be twenty (20) Retailer Specific Prizes awarded (Ten (10) prizes for Loblaws and Ten (10) prizes for Staples) which are outlined below:

- Ten (10) Loblaws (PC) Gift Cards in the amount of \$1,000 CDN.
- Ten (10) Staples Gift Cards in the amount of \$500 CDN.

The ARV of each Retailer Specific Prize is \$1,000 CDN (Loblaws) or \$500 CDN (Staples).

The total ARV of all Contest prizes is \$40,000 CDN.

GENERAL PRIZE RESTRICTIONS: Limit of one (1) prize per person or household. 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.

GRAND PRIZE RESTRICTIONS: Limit of one (1) prize per person or household. Travel must be taken from February 25th to March 4th, 2018 and will be reserved through Keurig Canada Inc. Hotel accommodations are not aligned with any star rated services. The Sponsor will pay up to \$750 CDN per person, per round trip, for economical airplane transportation between the airport closest winner’s to

home and the Toronto Pearson Airport. Winners and travel companions will be required to pay for 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. Winners and travel companions must travel on the same tour and accommodating itinerary and travel companion must sign travel release prior to ticketing. Travel companions must be of the age of majority. Sponsor is not liable for delays, cancellation or unforeseen events related to the tour. Winners and travel companions 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. Any difference between stated value and actual value will not be awarded. Winner is responsible for any transportation not specifically noted in these rules. Winners and travelling companions must travel together on the same itinerary and are responsible for obtaining all necessary travel documents prior to travel. Certain restrictions, as determined by Sponsor, may apply. Sponsor will attempt to accommodate winner's preferred itinerary, but all specifics thereof will be at Sponsor's discretion. If winners and travelling companions cannot comply with these restrictions or any other portion of these Official Rules, the prize will be forfeited in its entirety and an alternate winner will be chosen. Winners and travelling companions must travel from the Toronto Pearson Airport, as determined by Sponsor, in its sole discretion. Any picture identification requirements associated with air travel are the winners and travelling companions' responsibility. Travel arrangements must be made through Sponsor's agent, on a carrier of Sponsor's choice and trip must be taken on a date of the Sponsor's choosing. If winner and travelling companions cannot travel on the dates specified by Sponsor, the prize will be forfeited in its entirety and the prize may be awarded to an alternate winner selected in a random drawing from among all remaining eligible entries. Flight details are subject to availability and airline carrier's regulations and conditions apply. The trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Contest Entities are not responsible for lost or mutilated tickets and none will be replaced. Airline tickets are non-refundable, non-transferable, and are not valid for upgrades. All of the trip details including the hotel accommodations and airline tickets will be determined at the sole discretion of Sponsor. If any portion of the prize is not available for any reason then the Sponsor reserves the right to substitute that portion of the prize with another prize of comparable or greater value. Travelling companions must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless the child or legal ward of winner, and must complete and return a publicity and liability release within five (5) business days of date of issuance. If travelling companions is the child or legal ward of the winner, winner must execute and return all required documents on behalf of such child or legal ward. All federal, state and local taxes and any other costs and expenses associated with prize acceptance and use not listed herein as part of the prize including, without limitation, ground transportation (other than that specified above as included in prize), luggage fees, souvenirs, miscellaneous hotel expenses, and gratuities are the sole responsibility of winner.

7. RELEASE OF LIABILITY: The Released Parties will not be liable for any damages or loses 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.

8. 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 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. 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 Quebec, City of Montreal. THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE PROVINCE OF QUEBEC 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 Montreal in the Province of Quebec. 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.

9. TEXT MESSAGING TERMS AND RESTRICTIONS: Standard message and data rates may apply. By texting “KEURIGCOFFEDAY” to 811811, you consent to receive up to four (4) promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided from Snipp Interactive on behalf of Sponsor. Your consent to the above is not required to make a purchase. You may text HELP to 811811 at any time for help, or text STOP to opt-out. **Carrier specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** Texting may not be available for all service providers or for all handsets. Cellular phone carrier’s instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

10. 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.

Receipts that cannot be validated for any reason will be rejected. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (vii) reflects the use of more than an authorized number of receipts for the Qualifying Purchase; or (viii) is incorrectly or incompletely entered or submitted. Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned, or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All requests become the property of Released Parties (defined below) and will not be returned. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. By participating in the Contest, you agree (i) to release, discharge, indemnify and hold harmless the Sponsor, Snipp Interactive, and their respective parent, subsidiaries, affiliates, retailers, and advertising and Contest agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, “Released Parties”) from any liability or damages which may arise out of participation in the Contest or out of the acceptance, use, misuse or possession of any product or service attained through this Contest.