

**MAPLE LEAF® NATURAL TOP™ DOGS GIFT WITH PURCHASE**  
**OFFICIAL LONG RULES (“Official Rules”)**

The “MAPLE LEAF NATURAL TOP DOGS GIFT WITH PURCHASE” Promotion (the “Promotion”), hosted by Maple Leaf Foods Inc. (the “Sponsor”), begins at 9:00 a.m. EST on April 22, 2019 and ends at 11:59 p.m. EDT June 21, 2019 (the “Promotion Period”). Receipts will be accepted until July 15, 2019. The Promotion consists of a five-dollar (\$5.00 CAD) Reward (the “Reward”) in the form of a Retailer Gift Card by mail or Visa Gift Card by email for every purchase of at least three (3) participating MAPLE LEAF NATURAL TOP DOGS products (“Participating Products) purchased during the Promotion Period. Reward must be used at the retailer where the purchase was made. All participating products must be purchased at the same time and on the same receipt. Limit of five (5) Rewards per person/email address. Full Terms and Conditions, at [www.NaturalTopDogs.com](http://www.NaturalTopDogs.com)

**ELIGIBILITY**

This Promotion is open to residents of Canada, who have reached the age of majority in their respective provinces/territories of residence and who are not: (i) an employee, agent, mandatary or representative of Maple Leaf Foods Inc. (the "Sponsor"), of the Promotion Sponsor’s advertising or Promotional agencies, of the Promotion Sponsor’s participating retailers (or their advertising or Promotional agencies), and/or of the Promotion Sponsor’s affiliated companies and agents (or their advertising or Promotional agencies); (ii) a member of such an employee, mandatary, agent or representative’s immediate family (brothers, sisters, children, father, mother, legal or common law spouse, regardless of where said employee, etc., lives); or (iii) a person with whom such an employee, agent, mandatary or representative is domiciled (whether related to said employee, etc., or not).

**PARTICIPATION**

An eligible Participant must purchase at least three (3) participating MAPLE LEAF NATURAL TOP DOGS products (“Participating Products) within one (1) transaction (one (1) single sales receipt) during the Promotion Period. Participating Products include:

Maple Leaf® Natural Top Dogs™ Chicken Weiners
Maple Leaf® Natural Top Dogs™ Original Regular Size Weiners
Maple Leaf® Regular Weiners
Maple Leaf® Natural Top Dogs™ Less Salt Weiners
Maple Leaf® Natural Top Dogs™ BBQ Size Weiners
Maple Leaf® BBQ Weiners

Participating Products are subject to availability. Purchases of Participating Products made through an on-line retail website will not be accepted and will not be eligible for this Program. **All Participating Products must be purchased at the same time and be shown on same sales receipt.**

Text TOPDOGS to 811811 to receive the Promotion link (“Promotion Link”) or visit [www.NaturalTopDogs.com](http://www.NaturalTopDogs.com) and follow the on-screen instructions, which will direct the participants

as follows:

1. Participants must take a picture of their receipt and upload it to the Promotional website. If the receipt is long, try and capture the entire receipt or fold it where possible. Maximum file size is 10 MB.
2. The uploaded receipt must include Retailer Name (location where products were purchased), receipt/transactions number, date of purchase, and identify by name the Participating Products purchased. All Participating Products must appear on the same sales receipt. Each receipt can be uploaded only once.
3. Participants must click "Upload" once they have selected the receipt.
4. Once the receipt has been uploaded successfully, participants will be taken to the registration page.
5. Participants must register and provide all contact details - including name, address, city, province and e-mail address. One (1) email address and mailing address per household.
6. Confirm that she/he agrees to the Official Terms & Conditions.
7. Once the registration form has been completed, participants will be taken to a thank you screen. Please note that it will take up to 48 hours to validate receipt.
8. Once approved, participants will receive an email with further instructions to obtain the Reward.
9. Participant must follow instructions to redeem their Reward.

Provision of link to registration form via text message or email merely indicates that photo of image was received but is not otherwise binding upon Sponsors. Without limiting the foregoing, provision of link does not constitute a representation by Sponsors that Image has been validated in accordance with these Terms and Conditions.

#### **CONDITIONS REGARDING THE REWARD**

Each eligible receipt submission will entitle the purchaser to receive a \$5.00 CAD Retailer Gift Card (while supplies last) to be delivered by mail and to be used at the retail location in which the purchase receipt was printed. If a Retailer Gift Card is unavailable to a specific Retailer, a five-dollar (\$5.00 CAD) Visa Gift Card will be emailed. Allow 6 to 8 weeks for delivery. Limit of one Reward per eligible receipt and can only be submitted once. Reward not valid on purchase of gift cards or previous purchases. Reward does not apply to taxes and cannot be combined with any other offer. Unused Rewards not subject to refund, is not transferable, cannot be resold, and must be accepted as awarded without substitution. No cash value. This promotional offer may be modified or terminated at any time without notice.

To use the Reward follow any instructions provided in the communication used to send the Reward, subject in all cases to the terms and conditions imposed by the issuer/provider of the Reward including, with respect to any Visa Gift Cards, the terms set out below:

"Swift Prepaid Solutions is the Service Provider for your Redemption Account and associated Card Accounts. Your Program Sponsor is the entity that marketed and/or distributed the reward, and is either a direct or indirect Client of Swift Prepaid. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc."

#### **LIMITATIONS**

1. For an Entry to be eligible for this Promotion, the information supplied by the participant at the time of entry must be accurate and not misleading.
2. A household can use only one (1) email address and only one (1) mailing address
3. **Carrier specific charges messaging and data rates apply to use of mobile device for participation in the Promotion. A consumer may be charged by its wireless carrier for submitting an Entry via mobile device for each message sent or received. The Sponsor is not responsible for any such costs.** Consumer should check with its wireless carrier's pricing plan before participating via mobile device. Not all mobile devices offer wireless Internet access; and, wireless Internet access may not be available in all areas. Prospective participants are responsible for obtaining Internet access to participate in this Promotion.
4. **By texting "TOPDOGS" to 811811 and submitting your sales receipt, Participant grants permission to the Sponsors and Snipp Interactive to notify them via return text messages and must agree to accept all applicable charges associated therewith.** Wireless service providers may charge Participant for each text message, including any error message that is sent and received in connection with the Program, based on the applicable wireless service plan.
5. **Participation in the Promotion is subject to standard data/text messaging rates, which are solely the responsibility of the Participant.** You may text "STOP" to 811811 at any time to exit Program and to stop receiving text messages, or "HELP" for help. **The text message you send is your electronic signature agreeing to these terms and to giving electronic written consent to receive text messages pertaining to this Program only from Snipp and/or Program Sponsors via an automatic telephone dialing system\*.**
6. Participant is responsible for all applicable fees and taxes associated with submitting a receipt using SMS messaging.
7. Not all mobile devices are supported; Participants may only participate in the Promotion if they are using a supported device. SMS 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 for specific instructions. Program Sponsors make no guarantee that any particular wireless service provider will participate. Check with your service provider for details.
8. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.
9. Receipt of Entry may be acknowledged but such acknowledgement does not constitute any representation as to Promotion eligibility.
10. ANY PARTICIPANT WHO THE SPONSOR, IN ITS SOLE OPINION, FINDS AND CONCLUDES HAS ACTED IN AN UNSPORTSMANLIKE MANNER WILL BE DISQUALIFIED AT THE SPONSOR'S SOLE DISCRETION. ALL ENTRIES RECEIVED FROM SUCH PARTICIPANT DURING THE PROMOTION PERIOD WILL BE DISQUALIFIED, NO REWARD WILL BE MADE AVAILABLE TO SUCH CONSUMER, AND THE SPONSOR MAY, AT ITS SOLE DISCRETION, NOTIFY APPROPRIATE AUTHORITIES OR TAKE OTHER LEGAL ACTION.
11. The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, altered, misdirected, mutilated, garbled or incomplete Entries, which, at the sole discretion of the Sponsor, and/or its agent will be voided by the Sponsor. All Entries become the property of the Sponsor upon receipt by the Sponsor or the Promotion computer and none will be returned.
12. You understand that consent is not required to make a purchase of the Participating Products

## RECEIPT VALIDATION CRITERIA

1. Participants may qualify for a Reward by meeting the Validation Criteria.

2. Participants must meet the minimum purchase requirement of at least three (3) of the Participating Products in a single transaction, i.e. with one receipt only.
3. Participants must have the necessary Equipment and high-speed internet access in order to engage in the Promotion
4. Not all mobile devices are supported; Participants may only participate in the Program if they are using a supported device.
5. Only Participating Products purchased at a Retailer will be eligible for receipt of a Reward. Online purchases will not be accepted for this Promotion.
6. All receipts must be submitted via the Submission Method set out in the section entitled Participation in order for validation to occur and for Participant to obtain further instructions.
7. 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 Promotion administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; or (vii) is incorrectly or incompletely entered or submitted.
8. Following validation, the Participant will receive the Reward and instructions for redemption.
9. A Reward can only be issued to a single Participant as a single transaction; it cannot be issued in installments to a Participant, nor can it be shared among multiple Participants.
10. Each Participant who qualifies for a Reward shall receive one (1) and only one (1) Reward per Validation Criteria met regardless of whether the Participant requests multiple Rewards.
11. Rewards become void if transferred, resold or repurposed.
12. All Rewards are subject to verification. A Reward will be void and no redemption will be permitted if it (i) it fails to pass anti-fraud detection measures; (ii) is unauthorized or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the site administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) is not recognized as a valid Promocode; (vii) has been previously entered and used; or (viii) is incorrectly or incompletely entered or submitted by a Participant. **PARTICIPANT'S SOLE REMEDY FOR ANY FAILURE TO ENABLE A REWARD FROM A VALID REWARD SHALL BE A REPLACEMENT REWARD FOR THE SAME REWARD VALUE.**
13. Rewards are for promotional use only, are not for resale, have no cash value, are valid in Canada only, and are subject to the Reward Provider's terms & conditions. Bulk entries made from trade, consumer groups or third parties will not be accepted.

#### **RELEASE OF LIABILITY (INDEMNIFICATION):**

The Sponsor, subsidiaries, affiliates, officers, directors, employees, governors, owners, distributors, retailers, agents, assignees, advertising/Promotion agencies, representatives, and agents ("Released Parties") shall have no liability whatsoever and will be released and held harmless from any claim, action, liability, loss, charge, expense, cost, injury or damage, of any nature, including, without limitation personal injury or death to recipient or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason, including the acceptance, possession, use or misuse of the Reward and all items to which it is applied, and participation in this Promotion.

#### **GENERAL CONDITIONS**

All Entries become the property of the Sponsor. This Program is subject to all applicable federal, provincial, and municipal laws. The decisions of the Sponsor with respect to all aspects of this Program are final and binding on all entrants without right of appeal.

ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

Entries are subject to verification by the Sponsor or Promotion administrator. At their discretion, Sponsor may require participants to provide photo identification showing a valid address. All Entries that are incomplete, fraudulent, lost, illegible, in violation of the Official Rules or received after the Promotion closes will be automatically rejected and will not entitle the participant to a Reward. Entries by macros, or which use "script" or other automated means or which do not satisfy the requirements of these Official Rules will be disqualified. The decisions of the Sponsor and/or Promotion administrator is final and without appeal. The Sponsors shall not be held liable for errors in printing, production or distribution, or for misdirected, delayed, or lost mail or electronic communications.

The Promotion computer system (the "Promotion Computer") governs all computer and time-related aspects of the Promotion and, among other things, is the official time-keeping device for the Promotion. All time-related aspects as recorded or otherwise governed by the Promotion Computer shall be final and binding in all respects.

Proof of transmission (postmarks, screenshots or captures etc. or attempted transmission of a submission or attempted submission of any communication does not constitute proof of delivery or receipt by the Promotion Computer or the Sponsor. All submissions become property of Sponsor

All Rewards and items acquired through redemption of Rewards are provided "as is" without any representations or warranties whatsoever from the Sponsor or RBJBP. Rewards must be accepted as described in these Official Rules and shall not be transferred, substituted or exchanged, in whole or in part, for cash, except at the sole discretion of the Sponsor, and in the manner specified.

The Released Parties will not be liable for any failure of any website, and/or platform, any technical malfunction, or other problems of any nature whatsoever including without limitation those relating to telephone networks or lines, computer on line systems, servers, access providers, computer equipment or software, failure of any hyperlink, or of any information to be received, and do not assume any responsibility for any communications which are undeliverable for any reasons, including (but not limited to) as a result of any form of active or passive filtering of any kind or insufficient space in a participant's email inbox to receive email messages or other communications

If a Participant attempts to compromise the integrity of legitimate operation of this promotion, the Sponsor may seek damages from such Participant to the fullest extent permitted by law.

#### **PERSONAL INFORMATION**

By entering this Promotion, participants agree to the collection, use and disclosure of their personal information for the purposes of administering the Promotion. By accepting a Reward,

Participants consent to the collection, use and disclosure to the public of their names, addresses (city, province), voices, statements and photographs or other likenesses for publicity purposes in connection with the Promotion in any media or formats now in existence or hereafter devised, including but not limited to the Internet, without further notice, permission or compensation Except as otherwise set out in these Official Rules, no communication, commercial or otherwise, not related to this Promotion will be sent to participants by the Sponsor, or the Promotion administrator except if the participant has otherwise authorized the Sponsor, or its affiliated companies, when appropriate to do so. Personal information will not otherwise be used or disclosed without the consumer's consent.

### **GOVERNING LAW**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of consumers and the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with the laws of the Province of Ontario and construed in accordance with the Federal, Provincial, and Municipal laws applicable therein in respect of residents of the other Canadian provinces and territories, without regard to conflicts of law principles.

### **DISCREPANCIES**

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any advertising or other publicity or materials concerning the Promotion and the provisions contained in these Official Rules, the provisions in these Official Rules shall prevail, govern and control. In the event there is a discrepancy or inconsistency between French and English Language Official Rules, the English language Official Rules shall prevail, govern and control.

### **PROMOTION CHANGES, FORCE MAJEURE & PRINTING AND PROMOTION ERRORS**

Subject to first obtaining any necessary governmental consent, the Sponsor reserves the right to extend, suspend or terminate this Promotion or to amend, or enlarge these Official Rules at any time and in any way, without prior notice, and by participating in this Promotion, consumers agree to release the Sponsor from any and all claims, demands or causes of action, related to any such modification(s) of these Official Rules. Without limiting the generality of the foregoing, and subject to any governmental approval which may be required, the Sponsor reserves the right, without prior notice and at any time, to suspend or terminate the Promotion, in whole or in part, or to modify the Promotion in any way, including (without limitation) in the event that the Sponsor determines, in its sole discretion, that the Promotion is impaired or corrupted in any way, or that fraud, technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors) have destroyed or severely undermined the integrity, and/or feasibility of the Promotion, in whole or part. In the event the Sponsor is impeded or prevented from continuing with the Promotion as planned or intended by any event beyond its control, including, but not limited to fire, flood, natural or manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any federal, provincial, or local government law, order, or regulation, public health crisis, the order of any court or jurisdiction, or by any other cause not reasonably within the Sponsor's control, then subject to any governmental approval which may be required, the Sponsor shall have the right to modify, suspend, or terminate the Promotion in its sole discretion.

Subject to the provisions of these Official Rules, only the type and number(s) of Rewards described in these Official Rules will be offered in the Promotion. If, due to printing, prizing, programming, production or other errors or for any other reason whatsoever, the number of

individuals claiming the right to receive a Reward exceeds the number of offered items available to be offered as set out in these Official Rules, the Sponsor may, at its sole discretion, elect to offer only the correct number of Rewards by means of a random drawing from among all persons making purportedly valid claims for such Rewards. Inclusion in such drawing shall be the only remedy available in such circumstances for any eligible person who has participated in the Promotion. Under no circumstances shall the Sponsor be required to offer more than the correct number of Rewards, as set out in these Official Rules.

#### **INVALIDITY**

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Official Rules solely for ease of reference, and shall not be deemed or considered to affect in any manner the meaning or intent of these Official Rules or any provision hereof. These Official Rules cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsor. Subject to the provisions of these Official Rules, customer service representatives of the Sponsor and its Promotion administrator are not authorized to modify, amend or waive these Official Rules.

#### **MISCELLANEOUS**

This Promotion is subject to all applicable federal, provincial and municipal laws. Entries generated and/or transmitted by script, macro, robotic, programmed, or any other automated means are prohibited and, at the sole discretion of the Sponsors, may be disqualified.

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