

2018 "SCHNEIDERS \$10 GRAND SLAM PROMOTION" OFFICAL LONG RULES ("Official Rules")

The "Schneiders® \$10 Grand Slam" Promotion (the "Promotion") is being hosted by Maple Leaf Foods Inc. (the "Sponsor"). The Promotion begins at 9:00 a.m. EST on March 16, 2018 and ends at 11:59 p.m. EDT May 13, 2018 (the "Promotion Period"). **Receipts will be accepted from April 2, 2018 through May 31, 2018 (the "Submission Period")**. The promotion consists of the right to receive a ten-dollar (\$10.00 CAD) discount (the "Discount") on a www.jaysshop.ca purchase (subject to the limitations set out below) via a unique promo code for every purchase of at least ten dollars (\$10.00 CAD) of participating Schneiders® Wiener and Sausage products ("Participating Products") before taxes, **purchased at the same time and on the same receipt**, while quantities last. **Limit of 10,000 Discounts available. Limit of ten (10) Discounts available per household.**

The Promotion is not sponsored, endorsed, or administered by Rogers Blue Jays Baseball Partnership ("RBJBP"). RBJBP is not a legally liable sponsor of the Promotion; RBJBP is a Discount supplier only. Any questions, comments or complaints regarding the Promotion must be directed to the Sponsor and not to RBJBP. By participating in this Promotion, participants agree to release RBJBP and its affiliated companies and subsidiaries, and their respective employees, directors, officers, shareholders, agents, representatives, successors and assigns, from any and all claims, demands or causes of action, related to the Promotion, including without limitation the Discount (as defined below).

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

Purchase ten dollars (\$10.00 CAD) of Schneiders® Participating Products, see below for details. **All Participating Products must be purchased at the same time and be shown on same sales receipt totaling a minimum \$10.00 CAD.** Text 10GRANDSLAM to 811-811 to receive the Promotion link ("Promotion Link") or visit www.10grandslam.ca follow the on-screen instructions, which will direct the participant to:

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. 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 totalling a minimum of \$10.00 before taxes. Each receipt can be uploaded only once.
2. Participant must click "Upload" once they have selected the receipt.

3. Once the receipt has been uploaded successfully, participant will be taken to the registration page.
4. Register and provide all contact details - including name, address, city, province and e-mail address.
5. Confirm that she/he agrees to the Official Terms & Conditions.
6. Once the registration form has been completed, participant will be taken to a thank you screen. Please note that it will take up to 48 hours to validate receipt.
7. Once approved, the participant will receive an email with further instructions to obtain the Discount
8. Participant must follow instructions to redeem their Discount.

CONDITIONS REGARDING JAYSSHOP.CA DISCOUNT

Each eligible receipt submission will entitle the purchaser to receive a \$10.00 discount on a JaysShop.ca purchase (the "**Discount**") by entering a unique promo code on checkout, subject to the following. Limit of 10,000 Discounts available. Limit of one Discount per eligible receipt. Discount valid online only at JaysShop.ca and not at any physical Jays Shop™ retail location. Discount not valid on purchase of gift cards, auction items or previous purchases. By entering unique promo code at online checkout, the Discount will be put towards eligible item(s) in cart. Discount does not apply to shipping or handling fees or to taxes and cannot be combined with any other offer. **Discount valid until November 30, 2018.** Must be at least 18 years of age to make a purchase at JaysShop.ca. Unused Discounts not subject to refund. No cash value. This promotional offer may be modified or terminated at any time without notice.

PARTICIPATING PRODUCTS APPENDIX

UPC	SCHNEIDERS® PARTICIPATING WIENER AND SAUSAGE PRODUCTS
63100136086	SCHNEIDERS® APPLE CHICKEN SAUSAGES 300G
63100458300	SCHNEIDERS® GRILL EMS BUFFALO CHICKEN SAUSAGES 300G
62000138701	SCHNEIDERS® GRILL EMS CHEDDAR SMOKED SAUSAGES 375G
63100458423	SCHNEIDERS® GRILL EMS CHIPTOLE JACK CHICKEN SAUSAGES 300G
62000138039	SCHNEIDERS® GRILL EMS OKTOBRFST SMOKED SAUSAGES 375G
62000138893	SCHNEIDERS® GRILL EMS REGULAR SMOKED SAUSAGES 375G
63100138080	SCHNEIDERS® GRILL EMS STADIUM SIZE ORIGINAL SMOKED SAUSAGES 500G
63100136031	SCHNEIDERS® SPICY JALAPENO CHICKEN SAUSAGES 300G
63100136093	SCHNEIDERS® SPIN ASIAGO CHICKEN SAUSAGES 300G
63100136024	SCHNEIDERS® SUNDRIED TOMATO & BASIL CHICKEN SMOKED SAUSAGES 300G
63100136048	SCHNEIDERS® SWEET ITALIAN CHICKEN SAUSAGES 300G
64844021058	SCHNEIDERS® BAVARIAN SMOKIES 1KG
63100232429	SCHNEIDERS® CHEDDAR SMOKIES 1KG
64844021041	SCHNEIDERS® EUROPEAN WIENERS 1KG
62000392950	SCHNEIDERS® GRILL EMS THREE CHEESE JALAPENO SAUSAGES 375G
62000393346	SCHNEIDERS® OKTOBERFEST UNCOOKED CURED DINNER SAUSAGES 375G
62000132416	SCHNEIDERS® RED HOTS WIENERS 375G
62000130644	SCHNEIDERS® REGULAR WIENERS 375G
62000108794	SCHNEIDERS® COUNTRY NATURALS WIENERS 375G

62000183923	SCHNEIDERS® JUICY JUMBOS ORIGINAL WIENERS 450G
62000553528	SCHNEIDERS® JUICY JUMBOS ORIGINAL WIENERS 450G
62000631349	SCHNEIDERS® JUICY JUMBOS HOT & SPICY WIENERS 450G
63100183940	SCHNEIDERS® JUICY JUMBOS 100% BEEF WIENERS 375G
63100553064	SCHNEIDERS® JUICY JUMBOS 100% BEEF WIENERS 375G
63100115859	SCHNEIDERS® ALL BEEF WIENERS 375G
62000113470	SCHNEIDERS® BBQ SIZE BEEF WIENERS 450G
63100830615	SCHNEIDERS® JUICY JUMBOS ORIGINAL WIENERS 900G
62000132430	SCHNEIDERS® RED HOTS WIENER 900G

Participating Products are subject to availability.

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. At the outset of the Promotion there are ten-thousand (10,000) Discounts available to be awarded.
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 "10GRANDSLAM" to 811811 and submitting your sales receipt, you consent to receive up to eight (8) one-time automated text messages relating to the Promotion to the number you provided from Snipp Interactive Inc. ("Snipp") on behalf of the Sponsors.**
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. **By selecting to participate via text messaging, the 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.

9. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.
10. Receipt of Entry may be acknowledged but such acknowledgement does not constitute any representation as to Promotion eligibility.
11. 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 DISCOUNT WILL BE MADE AVAILABLE TO SUCH CONSUMER, AND THE SPONSOR MAY, AT ITS SOLE DISCRETION, NOTIFY APPROPRIATE AUTHORITIES OR TAKE OTHER LEGAL ACTION.
12. 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.
13. You understand that consent is not required to make a purchase of the Participating Products

RECEIPT VALIDATION CRITERIA

1. Participants may qualify for a Discount by meeting the Validation Criteria.
2. Participants must meet the minimum purchase requirement of at least ten dollars (\$10.00 CAD) before taxes of the Eligible 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 Eligible Products purchased at a Retailer will be eligible for receipt of a Discount.
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 (iii) is incorrectly or incompletely entered or submitted.
8. Following validation, the Participant will receive the Discount and instructions for redemption.
9. A Discount 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 Discount shall receive one (1) and only one (1) Discount per Validation Criteria met regardless of whether the Participant requests multiple Discounts.

11. Discounts become void if transferred, resold or repurposed.
12. All Discounts are subject to verification. A Discount 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 DISCOUNT FROM A VALID DISCOUNT SHALL BE A REPLACEMENT DISCOUNT FOR THE SAME DISCOUNT VALUE.**
13. Discounts are for promotional use only, are not for resale, have no cash value, are valid in Canada only, and are subject to the Discount Provider's terms & conditions.

RELEASE OF LIABILITY (INDEMNIFICATION):

The Sponsor, RBJBP and each of their respective parent companies, subsidiaries, affiliates, officers, directors, employees, governors, owners, distributors, retailers, agents, assignees, advertising/Promotion agencies, representatives, and agents shall have no liability and will be released and held harmless from any claim, action, liability, loss, injury or damage, including, without limitation (but subject to operation of law), 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 Discount and all items to which it is applied, and participation in this Promotion.

GENERAL CONDITIONS

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 Discount. The decisions of the Sponsor and/or 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.

All Discounts and items acquired through redemption of Discounts are provided "as is" without any representations or warranties whatsoever from the Sponsor or RBJBP. Discounts 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.

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 Discount, 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 Discounts 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 Discount 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 Discounts by means of a random drawing from among all persons making purportedly valid claims for such Discounts. 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 Discounts, 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.

CAUTION: ANY ATTEMPT BY A CONSUMER TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH CONSUMER TO THE FULLEST EXTENT PERMITTED BY LAW.

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