

Monsieur Gustav Instant Win – May 2023

Official Rules

The "Monsieur Gustav Instant Win" (the "**Contest**") is organized by AGROPUR DAIR COOPERATIVE INC, with an address at 4600, Armand-Frappier Street Saint Hubert, QC J3Z 1G5 Canada (the "**Contest Organizer**"). The Contest Organizer is responsible for the Contest, its organization and the Contest Rules (collectively the "**Rules**").

By registering for the Contest, each entrant (each entrant is referred to as an "**Entrant**", together as the "**Entrants**") may get a chance to win a Prize (as such term is hereinafter defined), in accordance with the conditions in the Official Rules.

1. CONSENT TO THE RULES:

By entering the Contest, each Entrant agrees to be bound by these Official Rules.

2. CONTEST PERIOD:

The Contest begins on May 4th, 2023 at 12:00:01 a.m. Eastern Time ("ET") and ends on June 20th, 2023 at 11:59:59 p.m. ET (the "**Contest Period**"). During the Contest Period, only one entry per Entrant per day for a total of 5 entries per Entrant through the program period is allowed.

3. ELIGIBILITY:

This Contest is open to all legal residents of Canada having reached the legal age of majority in their respective province or territory of residence at the time of entry.

Employees, agents, representatives, officers and directors of the Contest Organizer, Snipp Interactive Inc. (the "**Contest Administrator**"), and each of their respective subsidiaries, affiliated companies, parent corporations, advertising and promotion agencies, sponsors, suppliers of services related to this Contest, or of any other party directly associated with the holding of the Contest, as well as members of their immediate families (brothers, sisters, children, father, mother), their legal or common-law spouse, and any persons residing with these employees, agents, representatives, officers and directors (whether related or not) (collectively, the "**Released Parties**") are not eligible to participate.

4. HOW TO PARTICIPATE:

NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN. You will not increase your chances of winning by buying a product because no purchase is required to participate. There is only one (1) way to enter the Contest (each an "**Entry**" and collectively the "**Entries**") during the Contest Period, as follows:

- **To** Enter the Contest, visit <https://monsieurgustavwheel.com> (the "**Contest Site**") where Entrant will be required to play the "Spin The Wheel" game (the "**Game**") for a chance to win a Prize. If the Entrant is a potential winner of a Prize they will be prompted to register for the Contest by completing the registration form by entering true and accurate information in the required fields and information regarding choice of Prize, if applicable and answering a mathematical skill testing question.

Limit: There is a limit of one (1) Entry per Entrant/email address per day for a limit of five (5) entries per Entrant for the Duration of the Contest. Multiple Entrants are not permitted to share the same account or email address.

Standard data charges may apply to Entrants who choose to enter the Contest via a mobile device. Please contact your service provider for rates and service plan information prior to participating with your mobile device.

Contest Organizer, Contest Administrator, their employees, agents, representatives, officers and directors and each of their respective subsidiaries, affiliated companies, parent corporations, advertising and promotion agencies, sponsors, suppliers of services related to this Contest, or of any other party directly associated with the holding of the Contest shall not be responsible for lost, late, stolen, damaged, garbled, inaccurate, incomplete, misaddressed, mutilated, undelivered, delayed, or misdirected emails, Instagram, comments, requests and/or Prize claims, or for errors, omissions, interruptions, deletions, defects, or delay in cable, satellite, internet service provider, telephone lines, or in operations or transmission of information, in each case whether arising by the way of technical or other failures or malfunctions of computer hardware, software, communication devices, or transmissions lines, or data corruptions, theft, tampering, destruction, unauthorized access to or alteration of any participation materials, loss, human error, or otherwise.

5. LIMIT ON THE NUMBER OF ENTRANTS:

LIMIT OF FIVE (5) ENTRIES PER PERSON/EMAIL ADDRESS THROUGHOUT

CONTEST PERIOD. For greater certainty and for the avoidance of doubt, you may only use one (1) email address to enter the Contest. If the Contest Organizer discovers (based on any evidence or information made available to or otherwise discovered by the Contest Organizer) that an individual: (i) has attempted to obtain more than five (5) Entries through the Contest Period (regardless of method of entry); and/or (ii) has attempted to use multiple names, identities, email addresses, or any automated, macro, script, robotic, or other system or program and/or any other means that is not in accordance with Contest Organizer's interpretation of the letter and spirit of these Rules to enter or otherwise participate in this Contest, or to disrupt the conduct of the Contest; such person may be disqualified from the Contest at the sole and absolute discretion of the Contest Organizer.

6. VERIFICATION:

All Entries, Requests and Entrants may be subject to verification at any time and for any reason. The Contest Organizer reserves the right, in its sole and absolute discretion, to require proof of identification and/or eligibility (in a form acceptable to the Contest Organizer, including, but not limited to, government-issued photo identification): (i) to verify an individual's eligibility to participate in this Contest; (ii) to verify the eligibility and/or legitimacy of any Entry, request and/or information submitted (or purportedly submitted) for the purposes of this Contest; and/or (iii) for any other purpose that Contest Organizer deems necessary, in its sole and absolute discretion, for the administration of this Contest in accordance with Contest Organizer's interpretation of the letter and spirit of these Rules. Any person who fails to provide such proof to the complete satisfaction of the Contest Organizer, within the time period specified by the Contest Organizer, may be disqualified in the sole and absolute discretion of the Contest Organizer. Only the official timekeeping device(s) of the Contest Organizer will determine the time for the purposes of this Contest.

Disqualification. Entrants must comply with the following conditions or they may be disqualified and their Entry may be cancelled:

- Entrants must use a valid email address.
- Only five (5) Entries per person for the entire Contest Period will be permitted.
- Entrants must use the same email address at all times during the Contest Period.
- Use of more than one (1) email address will result in automatic disqualification. Accounts created by the same Entrant will be disqualified.

7. PRIZES:

There are a total of two thousand and five (2,005) Prizes (individually a "Prize", collectively, the "Prizes" that can be won as described below.

- Five (5) \$1,000 Prepaid Mastercards
- One Thousand Five Hundred (1,500) \$10 Free Product Coupons for Monsieur Gustav Cheeses.

- Five Hundred (500): (a) \$10 Physical Gift Cards from a Participating Grocery Store; OR (b) \$10 Prepaid Mastercards

The total approximate retail value of all Prizes is **twenty five thousand Canadian dollars** \$CAD 25,000.

The following grocery retail stores are "Participating Grocery Stores" for the purposes of this Contest:

- Metro
- Sobeys / Safeway / IGA
- Loblaws / Provigo
- Longo's

Each Prize must be accepted as is and is not transferable, assignable or redeemable for cash (except as expressly permitted by the Contest Organizer in its sole and absolute discretion). No substitutions are permitted, except at the discretion of the Contest Organizer. The Contest Organizer reserves the right, in its sole and absolute discretion, to substitute a Prize or Prizes with a prize of equal or greater value, including, but not limited to, in the sole and absolute discretion of the Contest Organizer, a cash prize.

In no event will the Contest Organizer be responsible for more than two thousand and five (2,005) Prizes. If computer, printing, production, mechanical, seeding, typographical or other errors result in more valid Prize claims than the number of available Prizes stated herein, the Contest Organizer reserves the right to award the number of Prizes stated herein by random drawing from among all eligible, non-suspect, valid Prize claims received for the Prize in question.

Limit of one (1) Prize per Entrant.

None of the Released Parties makes any representations or warranties, express or implied, as to the quality or suitability of any Prize awarded in connection with the Contest. To the fullest extent permitted by law, each selected entrant understands and agrees that he/she will not seek reimbursement or any legal or equitable remedy against the Contest Organizer and the Released Parties, whoever they may be, in the event that the prize awarded to him/her is unsatisfactory for any reason or is unsuitable for his/her particular purpose.

General Conditions:

In addition to the other conditions set out in these Rules, the following conditions apply to the Prizes offered:

- To be eligible to win the Prizes, the Entrant must be validly registered in the Contest.
- If any portion of the Prize is not used, no compensation will be provided to the winner.
- All costs, expenses, charges, fees and taxes (federal, provincial, local or otherwise) and all fees not expressly described in these Rules as being included in a Prize are the sole responsibility of the winner.
- All Prizes must be accepted as awarded and may not be transferred, substituted, or redeemed for cash or any other Prize.
- No transfer, assignment or substitution is permitted, except by the Contest Organizer, who reserves the right, in its sole discretion, to substitute a Prize of equal or greater value, should the Prize become unavailable for any reason due to circumstances beyond its control.
- Any Prize depicted in promotional materials is for illustration purposes only and may not be the exact item(s) offered as a Prize.
- Trademarks, logos and all service marks (including individual product and retailer names) are the property of their respective owners.
- All physical Prizes will be delivered to the mailing address provided on the registration form within 6-8 weeks of the Contest end date, June 20th, 2023. Timing subject to change, based on product availability. Any changes will be communicated via email.
- All digital Prizes will be delivered to the email address provided on the registration form within 6-8 weeks of the Contest end date, June 20th, 2023. Timing subject to change, based on product availability. Any changes will be communicated via email.

Prize Supplier Conditions:

The following terms and conditions apply to the Prizes, as applicable:

Prepaid Mastercard : Use your card at millions of locations worldwide, everywhere you see the Mastercard Acceptance Mark. Issued by Peoples Trust Company pursuant to licence by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. See included Cardholder Agreement for terms and conditions, fees, and disclosures.

\$10 Free Product Coupons : To be applied on (1) Monsieur Gustav Product. Coupon expires December 31st, 2023.

8. FUNCTIONALITY; SELECTION, NOTIFICATION AND CONFIRMATION OF WINNERS:

There will be two thousand and five (2,005) random, computer-generated winning times between May 4th, 2023 at 12:00:01 a.m. Eastern Time and June 20th, 2023 at 11:59:59 p.m. Eastern Time corresponding to the two thousand and five (2,005) Prizes that are available to be won. If you are the first Entrant to play the Game at or after one of the randomly generated times, you will be a potential winner of the applicable Prize, subject to verification of eligibility, and provided that you have answered the mathematical skill-testing question correctly.

Odds of winning a Prize depend on the total number of eligible Entries and the time and date upon which they are played. Unclaimed/unredeemed Prizes will not be awarded. There is no guarantee that all Prizes will be awarded.

Official Time. The Contest Administrator's servers are the official tool for determining the time for this Contest. The time an Entry is received by the Contest Organizer will be deemed to be the time it is received by the Contest Administrator's mail or web server (whichever is applicable) as determined by the clock on that server.

NO ENTRANT IS A WINNER UNTIL THE CONTEST ORGANIZER HAS OFFICIALLY DECLARED THAT ENTRANT A WINNER IN ACCORDANCE WITH THESE RULES. BEFORE BEING DECLARED A SELECTED PRIZE WINNER, THE POTENTIAL WINNER must: (a) correctly answer, without mechanical or other assistance, a mathematical skill-testing question (which may, in the sole and absolute discretion of the Organizer, be administered online, by email or other electronic means, by telephone, or on the Organizer's Declaration and Release Form, if any); and (b) will be required to sign and return the original signed copy of the Declaration and Release Form (hereinafter the "Declaration Form") provided by the Contest Organizer, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, participation and/or awarding and use/misuse of the Prize or any portion thereof; (iv) agrees to indemnify the Released Parties from and against any and all claims, damages, liabilities, costs and expenses arising out of or in connection with the use of his or her Prize; and v) confirms consent to any publication, reproduction and/or other use of his/her name, city/province/territory of residence, voice, statements about the Contest and/or photograph, video recording or other likeness, without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Contest Organizer, by any means and in any media, including print, broadcast or the Internet. If a selected Entrant: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time period; (c) cannot accept (or refuses to accept) the Prize (as awarded) for any reason; and/or (d) is in violation of these Rules (as determined by Contest Organizer in its sole and absolute discretion); then such Entrant will be disqualified (and forfeit all rights to the Prize) and the Contest Organizer reserves the right, in its sole and absolute discretion and time permitting, to randomly select another eligible Entrant from among all remaining eligible entries received at the time of the initial draw (in which case the foregoing provisions will apply to such newly selected Entrant).

9. GENERAL CONDITIONS:

The Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Contest Organizer with respect to all aspects of this Contest are final and binding on all entrants without right of

appeal. ANY PERSON FOUND TO BE IN VIOLATION OF THE LETTER AND SPIRIT OF THESE RULES BY THE CONTEST ORGANIZER, FOR ANY REASON WHATSOEVER, MAY BE DISQUALIFIED AT ANY TIME, AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST ORGANIZER.

The Released Parties disclaim all liability for: (i) any failure of any website and/or platform during the Contest; (ii) any technical malfunctions or other problems of any kind, including, but not limited to, those affecting telephone network or lines, computer online systems, servers, access providers, computer hardware or software (iii) any Entry, Request or other information which is not received, captured or stored, for any reason, including but not limited to technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to an Entrant's or any other person's computer or other property related to or resulting from participation in this Contest; (v) incorrect and/or erroneous designation of a selected winner or Entrant; and/or (vi) any combination of the foregoing.

Further, Released Parties are not responsible for electronic communications that are undeliverable due to any form of active or passive filtering of any kind, or due to insufficient space in Entrant's email account preventing Entrant from receiving emails.

The Released Parties are not responsible for incorrect or inaccurate information, whether caused by an Entrant or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the transmission, receipt or processing of codes.

Winners acknowledge that upon acceptance of a Prize, performance of Prize obligations becomes the sole and exclusive responsibility of the designated service provider(s) for those portions not originating with the Contest Organizer, if any.

Use your card at millions of locations worldwide, everywhere you see the Mastercard Acceptance Mark. Issued by Peoples Trust Company pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. See included Cardholder Agreement for terms and conditions, fees, and disclosures.

The Contest Organizer reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, modify or suspend this Contest (or to amend these Contest Rules) in any way if any cause beyond the control of the Contest Organizer, including without limitation, pandemic, acts of God, public enemies, wars, civil strife, fire, flood, explosion, labour dispute or strike, or any other act or order of any governmental authority, should corrupt or interfere with the proper conduct of this Contest as contemplated by these Rules, including, but not limited to, any error, computer virus or bug, tampering, unauthorized intervention, fraud or malfunction of any kind. Any attempt to undermine the legitimate operation of this Contest in any way (in the sole and absolute discretion of the Contest Organizer) may be a violation of criminal and civil laws. Should such an attempt be made, the Contest Organizer reserves the right to seek damages to the fullest extent permitted by law. The Contest Organizer reserves the right, subject only to the approval of the Régie in Quebec, to cancel, modify or suspend this Contest, or to amend these Rules in any way, without notice or obligation, in the event of an accident, printing error, clerical error or any other error whatsoever, or for any other reason.

The Contest Organizer reserves the right, in its sole and absolute discretion, to administer an alternate skill-testing procedure, as it deems appropriate in the circumstances, or in order to comply with applicable law.

The Contest Organizer reserves the right, subject only to the approval of the Régie in Quebec, to change the dates, deadlines and/or other mechanics of the Contest as set out in these Contest Rules, to the extent deemed necessary by the Contest Organizer, in order to verify that an Entrant, an Entry Application and/or other information comply with these Rules, or due to technical or other problems or circumstances which, in the opinion of the Contest Organizer, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

Any decision by the Contest Organizer with respect to any aspect of this Contest, including but not limited to the eligibility and disqualification of Forms, will be final and binding, subject to any decision of the Régie.

By entering this Contest, all Entrants explicitly consent to the Contest Organizer, its agents and/or representatives, recording, sharing and using the personal information provided solely for the purpose of administering the Contest and in accordance with the Contest Organizer's privacy policy (available at <https://www.agropur.com/en/privacy-policy>) This section does not limit any other consent an individual may give to the Contest Organizer or others with respect to the collection, use and/or disclosure of his/her personal information.

The Forms are the sole property of the Contest Organizer and will not be returned to Entrants at any time.

The Contest Organizer is the sole owner of the promotional materials and products of the Contest and of the intellectual property rights related thereto, and nothing in these Rules shall be construed as conferring any rights whatsoever on the Entrants in this regard.

Except as provided in these Rules, no communications or correspondence will be entered into with Entrants, except with Prize winners.

For the purposes of these Rules, the Entrant is the person whose name appears on the Entry Form and, subject to the terms hereof, it is to this person that the Prize will be awarded if declared a winner.

In the event of any inconsistency or discrepancy between the terms and conditions of the English version of these Rules and the statements or other representations contained in any material relating to the Contest, including but not limited to the French version of these Rules, point-of-sale, television, print or online advertising and/or any instructions or interpretations of these Rules given by a representative of the Contest Organizer, the terms and conditions of the English version of these Rules will prevail, govern and control to the fullest extent permitted by law.

The use of the masculine gender in these Rules is for convenience only and applies to both men and women.

The invalidity or unenforceability of any provision of this by-law shall not affect the validity or enforceability of any remaining provisions. If any provision is held to be invalid or otherwise unenforceable or illegal, this by-law shall remain in full force and effect and shall be construed in accordance with its remaining provisions as if the invalid or illegal provision were not included.

QUEBEC RESIDENTS ONLY: 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.

Subject to the provisions of the preceding paragraph regarding any matter within the jurisdiction of the Régie des alcools, des courses et des jeux, du Québec as a condition of entry in this Contest, each Entrant agrees that any and all disputes which cannot be resolved between the parties, and any and all causes of action arising out of or related to this Contest, shall be resolved on a case-by-case basis, without resort to any form of class action, and exclusively before a court of competent jurisdiction in Quebec, which court shall apply the laws in force in the province of Quebec

A copy of the Rules and the names of the winners will be available until August 10, 2022 upon written request to:

NAME: Monsieur Gustav Instant Win : List of Winners and/or Official Rules
ADDRESS: 60 Main Street, St #201, Cambridge, ON N1R 1V4