

Maple Leaf® Natural Top Dogs™ “TGIFFF” Contest (the “**Contest**”)
OFFICIAL RULES AND REGULATIONS

THIS CONTEST IS OPEN TO RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW.

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IN ANY WAY WHATSOEVER INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING.

Standard data rates apply to entrants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

1. **AGREEMENT TO BE LEGALLY BOUND BY THE OFFICIAL RULES:** By submitting an entry into this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Rules (the “**Rules**”).

2. **PARTICIPATION REQUIREMENTS:** Maple Leaf Foods Inc., (the “**Sponsor**”) is offering eligible entrants the opportunity to enter the Contest when they purchase one (1) or more Participating Products (as defined in Rule 5 below) from an authorized participating Canadian retailer, while supplies last, during the Purchase Period (as defined in Rule 3 below). See Rule 6 for details on how to enter this Contest, including details on how to enter without purchasing a Participating Product.

3. **CONTEST PERIOD AND PURCHASE PERIOD:** For the purposes of these Rules, a sales receipt must be dated between April 19, 2021 and May 26, 2021 (herein referred as the “**Purchase Period**”). The Contest begins on April 19, 2021 at 12:00:01 a.m. Eastern Daylight Time (“**EDT**”) and ends on May 27, 2021 at 11:59:59 p.m. EDT (the “**Contest Period**”).

During the Contest Period, there are six (6) separate and distinct Entry Periods (each, an “**Entry Period**” and collectively, the “**Entry Periods**”) as follows:

SECONDARY PRIZES

To be eligible for a Secondary Prizes:

Entry Period:	Upload receipt period:	For entries received during the upload receipt period an entry confirmation email will be sent on or before:	No Purchase Entries must be postmarked by (“No Purchase Postmarked Date”):	No Purchase Entries must be received by (“No Purchase Received Date”):	Secondary Prize random draw date (“Draw Date”):	# of Secondary Prizes available per Draw date:
1	From 12:00:01 a.m. EDT on	April 28, 2021	April 25, 2021	May 3, 2021	On or about May 4, 2021	6 Secondary Prizes

	April 19 until 11:59:59 p.m. EDT on April 25, 2021					
2	From 12:00:01 a.m. EDT on April 19 until 11:59:59 p.m. EDT on May 2, 2021	May 5, 2021	May 2, 2021	May 10, 2021	On or about May 11, 2021	6 Secondary Prizes
3	From 12:00:01 a.m. EDT on April 19 until 11:59:59 p.m. EDT on May 9, 2021	May 12, 2021	May 9, 2021	May 17, 2021	On or about May 18, 2021	6 Secondary Prizes
4	From 12:00:01 a.m. EDT on April 19 until 11:59:59 p.m. EDT on May 16, 2021	May 19, 2021	May 16, 2021	May 25, 2021	On or about May 26, 2021	6 Secondary Prizes
5	From 12:00:01 a.m. EDT on April 19 until 11:59:59 p.m. EDT on May 27, 2021	May 30, 2021	May 26, 2021	June 2, 2021	On or about June 3, 2021	6 Secondary Prizes

GRAND PRIZE

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Entry Period:	Upload receipt period:	For entries received during the upload receipt period an entry confirmation email will be	No Purchase Entries must be postmarked by (“No Purchase Postmarked Date”):	No Purchase Entries must be received by (“No Purchase Received Date”):	Grand Prize random draw date:	# of Grand Prizes available for Draw date:
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		sent on or before:				
6	From 12:00:01 a.m. EDT on April 19 until 11:59:59 p.m. EDT on May 27, 2021	May 30, 2021	May 26, 2021	June 2, 2021	On or about June 4, 2021	3 Grand Prizes

All eligible entries received during any Secondary Prize entry period will be eligible for a Grand Prize:

4. **ELIGIBILITY:** The Contest is open to legal residents of Canada who are located within Canada, have reached the legal age of majority in their province/territory of residence at the time of entry and if applicable awarding of a prize and have a valid email account. You are not eligible to participate if you are an employee, officer, director, representative or agent (or someone with whom any such person is domiciled, whether related or not) of the Sponsor, or of any of its divisions, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies or any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the “**Contest Parties**”). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. The information you provide will be used for the administration of this Contest and in accordance with the Sponsor’s privacy policy (see Rule 24 below). In these Rules, where the context requires or permits, the term “**Sponsor**” includes a representative or agent of the Sponsor. In these Rules, a person who is eligible to enter the Contest is called an “**entrant**” or “**eligible entrant**”. See Rule 6 for the definition of an “**Entry**”.
5. **PARTICIPATING PRODUCTS:** During the Purchase Period, purchase any of the following participating products (each a “**Participating Product(s)**”) available at authorized participating Canadian retail stores, while supplies last, subject to inventory and product listings by store:

Participating Products	UPC Code
Maple Leaf® Natural Top Dogs™ Original Hot Dogs 375g	UPC 0 63100 000431
Maple Leaf® Natural Top Dogs™ Less Salt Hot Dogs 375g	UPC 0 63100 000448
Maple Leaf® Natural Top Dogs™ Chicken Hot Dogs 375g	UPC 0 63100 000455
Maple Leaf® Natural Top Dogs™ BBQ Format Hot Dogs Family Size 900g	UPC 0 63100 284701
Maple Leaf® Natural Top Dogs™ Original Hot Dogs Family Size 900g	UPC 0 63100 224059
Maple Leaf® Natural Top Dogs™ BBQ Format Hot Dogs 375g	UPC 0 63100 291334
Maple Leaf® Natural Top Dogs™ Singles 300g	UPC 0 63100 000462
Maple Leaf® Regular Wieners 375g	UPC 0 63100 000486
Maple Leaf® BBQ Wieners 375g	UPC 0 63100 291327

Purchases made by or on behalf of groups, clubs, organizations, businesses and commercial and non-commercial entities will not be accepted and will not be eligible for this Contest.

6. **HOW TO ENTER:** NO PURCHASE NECESSARY.

- a. **HOW TO PARTICIPATE THROUGH PURCHASE:** Prior to visiting the Website (as defined below), an eligible person must ensure that he/she: (i) has purchased one (1) or more of the Participating Products (see Rule 5 above) from an authorized participating Canadian retailer during the Purchase Period; (ii) that the sales receipt or an online order pick-up or delivery confirmation record which identifies the retailers name and address, the date and time of the purchase and qualifying Participating Product(s); (iii) add an “X” next to the Participating Product(s) purchased on your sales receipt or online order pick-up or delivery confirmation record; (iv) take a photograph (Maximum file size of 10 MB and photographs must be submitted in one of the following acceptable formats: Jpeg; JPG; GIF; BMP; PDF) of your sales receipt or online order pick up or delivery confirmation record in its entirety from top to bottom, including all four (4) corners. For longer receipts or receipts that are two sided, take a picture in sections and attach each photograph. Be sure that the store name, date, bar code (if available), items, and purchased price are all legible in your image(s). Blurry and/or unreadable receipt photographs will be rejected; and (v) submit your entry materials by completing the following steps to be eligible to earn one (1) entry for each Participating Product purchased (each, an “**Entry**” and collectively, the “**Entries**”): Note: Consumers are strongly encouraged to blank out any personal information that appears on the sales receipt.
- i. Visit www.MapleLeaf.ca/promotions (the “**Website**”) and click “Get Started”;
- ii. Enter your email address; click “upload”; from your device find your saved file and click upload; If required click “upload a second photograph” by repeating the above. Once your photograph(s) are uploaded click “Submit Receipt” button;
- a. **First time entrants:** Fully complete the online entry form with all required information, including your first and last name, complete mailing address (including postal code), daytime telephone number (including area code); tick the box where indicated to signify your agreement that you have read and agree to be legally bound by these Rules and your agreement that you have reached the age of majority in your province/territory of residence; Optional: check the box to indicate that you would like to receive future promotional communications from the Sponsor. (**IMPORTANT NOTE: It is not necessary to opt-in to receive promotional communications from the Sponsor, and you can opt-out of receiving promotional communications from the Sponsor at any time without impacting your chances of winning in this Contest**); and select the “Submit” button (each, an “**Entry**” and collectively, the “**Entries**”).
- b. **Returning entrants** will be taken directly to 6aiii from 6aii.
- iii. After clicking “Submit Receipt or Submit”, you will receive a new webpage with the following message: “*Thank you for entering the Maple Leaf® Natural Top Dogs™ “TGIFFF” Contest! An email will be sent within the next 48 hours. If you don’t see an email in your inbox, check your spam, junk*”

*or any other folder your email provider may push emails to. **Please keep your original sales receipt as it may be requested for further verification purposes.***

- iv. **REVIEW AND CONFIRMATION OF ENTRY:** Upon receipt of an Entry, the corresponding receipt image will be reviewed for eligibility. The review process for an uploaded receipt image can take up to forty-eight (48) hours from the time it was submitted. Once the review process is completed, the entrant will be notified by email whether such Entry and corresponding receipt image is valid or a reason why such Entry and receipt image could not be processed at such time as determined by the Sponsor's designated agent in its sole and absolute discretion and if applicable any next steps will be outlined within the email in regards to the Entry and corresponding receipt image. **Reminder:** It is the responsibility of an entrant to check his/her email account for such notifications including his/her inbox, spam, junk or any other folder that his/her email provider may push emails to.

- v. **NOTE:** If you have any questions in regards to your submitted Entry please visit the website at www.MapleLeaf.ca/promotions, check the FAQ webpage and/or select "contact" and complete the online form or you can send us an email at Help@TopDogs.ca with your question.

- b. **HOW TO ENTER WITHOUT MAKING A PURCHASE:** To enter without making a purchase, hand print your first name, last name, complete mailing address (including postal code), telephone number, valid email address, confirm that you have reached the age of majority in your province/territory of residence and include the grocery store banner name (i.e. Fortinos, Sobeys,) where you typically shop, on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a 100 word or more unique and original essay in English or French telling us "How will Maple Leaf® Natural Top Dogs™ help you enhance the quality time you spend with your family?" and mail to: Maple Leaf Natural Top Dogs Contest, 104 – 155 Main Street E, #308, Grimsby, ON L3M 1P2 (the "**No Purchase Entry Request**"). Upon receipt of your No Purchase Entry Request in accordance with these Rules, you will be eligible to receive one (1) Entry into the applicable Entry Period per unique and original essay per envelope with sufficient Canadian postage. To be eligible to earn a No Purchase Entry into the applicable Entry Period, a No Purchase Entry Request must: (i) be received separately in an envelope bearing sufficient Canadian postage (i.e. multiple No Purchase Entry Requests in the same envelope will be void); and (ii) be post-marked by the defined No Purchase Postmark Date (see Rule 3 above) and received by the defined No Purchase Received Date (see Rule 3 above). No duplicates or photocopies or hand typed No Purchase Entry Requests will be accepted and all must be materially unique and distinct. The Released Parties (as defined below in Rule 8 below) do not assume any responsibility and are not responsible for any late, lost, misdirected, delayed or incomplete No Purchase Entry Requests (all of which are void). Note: Sales receipts received through the No Purchase method of entry will not be awarded an Entry. All sales receipts must be uploaded through the website and as defined in Rule 6 ai.

7. **IMPORTANT: YOU MUST KEEP YOUR ORIGINAL SALES RECEIPT.** The Sponsor reserves the right to request from a person the original sales receipt used for the purposes of this Contest for further verification purposes at any time and for any reason. Failure to provide your original sales receipt upon request within the timeline specified by the Sponsor or its designated agent may result in disqualification.
8. **ENTRY LIMITS: There is a limit of fifty (50) uploaded sales receipt and/or No Purchase Entry request per person or a combination of uploaded sales receipt and No Purchase Entry request during the Contest Period. Each sales receipt can only be submitted once in relation to this Contest.** For greater certainty and the avoidance of any doubt, if you purchase more than one (1) Participating Product on a single sales receipt, you will receive one (1) Entry for each eligible Participating Product purchased in relation to that sales receipt. The sales receipt cannot be used again to claim further Entries by either you as the entrant, or for another entrant. An entrant can only use one (1) email address to participate in this Contest even if it is shared by more than one person and all personal information provided must be truthful and accurate. Entries must be submitted by the entrant and not by any other person on behalf of an entrant. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) submit more than fifty (50) sales receipt and/or No Purchase request or a combination of (regardless of the method of entry) during the Contest Period; (ii) use a sales receipt more than one (1) time; (iii) falsely enter a sales receipt without legitimately obtaining a sales receipt in accordance with these Rules; (iv) enter a sales receipt or other information that has been falsified, manipulated or otherwise altered in any way; and/or (v) use multiple names, multiple identities, multiple email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and/or spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the Entry Form/No Purchase Entry Request is not fully completed with all required information and submitted and received in accordance with these Rules. The Sponsor, Contest Parties, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "**Released Parties**") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries and/or other information (all of which is void).
9. **VERIFICATION:** All Entries, No Purchase Entry Requests, sales receipts or online order pick up or delivery confirmation record and entrants are subject to verification at any time and for any reason. The Sponsor or its designated agent 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, No Purchase Entry Request, sales receipt and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor or its designated agent deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor or its designated agent within the timeline specified by the Sponsor or its designated agent may result in disqualification of the entrant and any or all his/her Entries in the sole and absolute discretion of the Sponsor or its designated agent. Proof of transmission (post-marks, screenshots or captures etc.)

or attempted transmission of a submission or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Contest computers or Sponsor or its designated agent. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor. All personal and other information requested by and supplied to the Sponsor or its designated agent for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsor or its designated agent reserves the right; in its sole discretion to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information. There shall be no recourse against the Sponsor or any Released Party in relation to any disqualified entrant.

10. PRIZES AND APPROXIMATE RETAIL VALUES: There will be a total of thirty-three (33) prizes (each, a “Prize” and collectively, the “Prizes”) available to be won during the Contest Period, with three (3) Grand Prizes and thirty (30) Secondary Prizes available to be won. Please refer to Rule 3 above, for the number of Secondary Prizes awarded in relation to each Entry Period. The Approximate retail value of all Prizes available to be won is \$47,130.00 CDN.

- a. **Grand Prizes:** A total of three (3) Grand Prizes are available to be won and each Grand Prize consists of “groceries for a year” valued at \$13,000 CDN each and will be issued in the form of a cheque payable in the winner’s name as it appears on his/her Entry. For further clarity, the Sponsor arrived at the \$13,000 dollar value based on an average family size of four (4) individuals using the following source *Canada’s Food Price Report – Dal.ca*. Approximate retail value of each Grand Prize is \$13,000 CDN.
- b. **Secondary Prizes:** A total of thirty (30) Secondary Prizes are available to be won and each Secondary Prize consists of the selected entrant selecting one (1) Secondary Prize from the following five (5) options:
 - i. **Movie Nights:** The Movie Nights prize pack consists of: (i) a \$200.00 CDN pre-paid gift card to be used for a streaming subscription service as selected by the winner from the options provided by the Sponsor in its sole and absolute discretion and as indicated on the entrants Release Form; (ii) a \$50.00 CDN pre-paid grocery gift card (see Grocery Gift Card below for further terms); and (iii) four (4) product coupons each redeemable for one (1) package of Maple Leaf® Natural Hot Dogs™. The Sponsor estimates the approximate retail value of a package (375g) of Maple Leaf® Natural Hot Dogs™ at a regular retail value of \$4.99 CDN. Approximate retail value of the Movie Night prize pack is \$269.96 CDN.
 - ii. **Activities:** The Activities prize pack consists of: (i) a \$265.00 CDN pre-paid gift card towards an activity subscription service or activity kits as selected by the Sponsor in its sole and absolute discretion; and (ii) four (4) product coupons each redeemable for one (1) package of Maple Leaf® Natural Hot Dogs™. The Sponsor estimates the approximate retail value of a package (375g) of Maple Leaf® Natural Hot Dogs™ at a regular retail value of \$4.99 CDN. Approximate retail value of the Activities prize pack is \$285.96 CDN.
 - iii. **Outdoor Adventure:** The Outdoor Adventure prize pack consists of: (i) one (1) Family/Group Parks Canada Discovery Pass valid for twelve (12) consecutive months beginning from the date of reception. The Family/Group Parks Canada Discovery Pass provides admission for up to seven (7) individuals arriving in the same vehicle. The Parks Canada Discovery Pass provides unlimited

opportunities to enjoy nearly one hundred (100) national parks, national marine conservation areas and national historic sites which are administered by Parks Canada. For more information visit <http://www.parkscanada.gc.ca>. Transportation to and from a Parks Canada administered location and any other expenses incurred while visiting (e.g. camping, rentals) is the responsibility of the winner and his/her guest(s); (ii) a \$100.00 CDN pre-paid grocery gift card (see Grocery Gift Card below for further terms); and (iii) four (4) product coupons each redeemable for one (1) package of Maple Leaf® Natural Hot Dogs™. The Sponsor estimates the approximate retail value of a package (375g) of Maple Leaf® Natural Hot Dogs™ at a regular retail value of \$4.99 CDN. Approximate retail value of the Outdoor Adventure prize pack is \$265.96 CDN.

- iv. **Games Night:** The Games Night prize pack consists of: (i) \$200.00 CDN worth of board games or puzzles as selected by the winner from the options provided by the Sponsor in its sole and absolute discretion and as indicated on the entrants Release Form; (ii) a \$50.00 CDN pre-paid grocery gift card (see Grocery Gift Card below for further terms); and (iii) four (4) product coupons each redeemable for one (1) package of Maple Leaf® Natural Hot Dogs™. The Sponsor estimates the approximate retail value of a package (375g) of Maple Leaf® Natural Hot Dogs™ at a regular retail value of \$4.99 CDN. Approximate retail value of the Game Night prize pack is \$269.96 CDN.
- v. **You Create:** The You Create prize pack consists of: (i) a \$250.00 CDN pre-paid grocery gift card (see Grocery Gift Card below for further terms); and (ii) four (4) product coupons each redeemable for one (1) package of Maple Leaf® Natural Hot Dogs™. The Sponsor estimates the approximate retail value of a package (375g) of Maple Leaf® Natural Hot Dogs™ at a regular retail value of \$4.99 CDN. Approximate retail value of the You Create prize pack is \$269.96 CDN.

Secondary Prize Coupon Terms: The Maple Leaf® Natural Top Dogs™ manufacturer's coupons (the "coupon") will expire on December 31, 2021. The coupons are subject to the terms and conditions stated on the coupon and are redeemable at participating Canadian retailers and original coupons must be presented at the time of a purchase. Coupon redemption is subject to available inventory at participating Canadian retailers. The winner is solely responsible for all costs not expressly described as included herein, including his/her own transportation to and from the store location and any other expenses.

Secondary Prize Grocery Gift Card: The grocery gift card portion of a Secondary Prize (if applicable) will be awarded based on the retailer receipt from where your purchases were made in relation to the selected Entry or the name of the retailer identified on a No Purchase Entry or if a gift card is not available for any reason whatsoever the Sponsor at its sole and absolute discretion can choose to award that portion of a Secondary Prize (if applicable) as a pre-paid gift card from a major credit card company as selected by the Sponsor in its sole and absolute discretion. The grocery gift card is subject to the terms and conditions of the issuer and cannot be exchanged for cash or otherwise. If a purchase exceeds the value of the gift card, the winner will be responsible for any amount due which is over the value of the gift card (or the available balance at the time of purchase) (including applicable taxes). If any purchase does not exceed any gift card value, the remaining available balance will not be paid in cash to the winner but will remain on the gift card.

Without limiting the generality of the foregoing, all Prizes must be accepted as awarded and are not transferable, assignable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute a Prize or a component thereof with an item or items of equal or greater value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. Prizes will only be awarded to the person whose verifiable full name and valid email address appears on the Entry Form/No Purchase Entry Request associated with the Entry in question. By accepting a Prize, each confirmed winner agrees to waive all recourse against the Released Parties if his/her Prize or a component thereof does not prove satisfactory, either in whole or in part. Prize winners are solely responsible for all costs not expressly described herein. **There is a limit of one (1) Secondary Prize and one (1) Grand Prize per household.**

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize or any component of a Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Prize or any portion thereof fails to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Prize, each confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if his/her Prize or a component thereof does not prove satisfactory, either in whole or in part.

11. WINNER SELECTION PROCESS AND ODDS OF WINNING:

- a. **Secondary Prize draws:** On or about each Draw Date (as defined in Rule 3 above) in Grimsby, ON at approximately 2:00 p.m. EDT, six (6) eligible entrants will be selected by random draw from among all eligible Entries submitted and received in accordance with these Rules during the Entry Period immediately preceding the applicable Draw Date. The odds of winning a Prize depend on the number of eligible Entries submitted and received in accordance with these Rules during the Entry Period immediately preceding the applicable Draw Date including any No Purchase Entries, less any prior Secondary Prize winners previously drawn in prior Draw Dates. If for any reason whatsoever, no eligible Entries are received within the first Entry Period including any No Purchase Entries, then the Prizes for that Entry Period will be awarded in the following Entry Period.
- b. **Grand Prize draws:** On or about June 4, 2021 a random draw will be held in Grimsby, ON at approximately 2:00 p.m. EDT (the "**Draw Date**"). Three (3) eligible entrants will be randomly selected from among all eligible Entries that were submitted and received in accordance with these Rules during the Contest Period including any No Purchase Entries. The odds of winning a Grand Prize depend on the total number of eligible Entries submitted and received in accordance with these Rules during the Contest Period including any No Purchase Entries.

12. ELIGIBLE WINNER NOTIFICATION: The Sponsor or its designated representative will attempt to contact each eligible winner by email (using the information provided on the Entry Form/No Purchase Entry Request) within three (3) business days of the Draw Date. The Released Parties will not be responsible for failed attempts to contact any eligible winner. If any eligible winner cannot be contacted as outlined above, or if there is a return of any notification as undeliverable; then the eligible winner will be disqualified without any liability to the Sponsor whatsoever (and the

disqualified eligible winner will have no claim against the Sponsor with respect to the Contest, or anything related to the Contest) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules during the applicable Entry Period (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner). The Sponsor is not responsible for the failure of any eligible winner to receive notification or other communications, concerning this Contest or for the failure for any reason whatsoever of the Sponsor, or its designated representative, to receive the eligible winner's response or other communications from the eligible winner concerning this Contest.

13. ACCEPTANCE OF PRIZE: No one is a winner unless and until the Sponsor officially confirms him/her as a winner in accordance with these Rules. Before being declared as a confirmed prize winner, each eligible winner will be required to: print, complete and return the Sponsor's Declaration of Compliance with the Official Rules / Release of Liability and Consent to Publicity Form (the "**Release Form**") including: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by e-mail or other electronic means, by telephone, or in the Sponsor's Release Form); and (b) sign and return within three (3) business days of notification the Sponsor's Release Form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; (iv) agrees to the publication, reproduction and/or other use of his/her name, city/province/territory, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet (including, but not limited to, any social media platforms) unless prohibited by law. If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Release Form within the specified time; (c) cannot accept (or is unwilling to accept) the applicable Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the applicable Prize) without any liability to Sponsor whatsoever, and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules during the applicable Entry Period (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner). Eligible winners may be required, at the Sponsor's sole discretion, to provide the Sponsor or its designated agent with a copy of government issued photo identification showing his/her valid address. Eligible winners agree to cooperate in any investigations by the Sponsor to confirm his/her eligibility and to help ensure that the use of such eligible winner and/or prize winner in advertising or publicity for the Contest will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsor, as determined by the Sponsor in its sole discretion. Upon request the eligible winner will provide the name of his/her employer and/or occupation. No correspondence will be entered into except with each eligible winner. It is anticipated that each confirmed winner's Prize will be sent to the confirmed winner's address as indicated on his/her Entry Form/No Purchase Entry Request within thirty (30) to forty-five (45) days of being confirmed as a winner. If a Prize is returned as undeliverable for any reason whatsoever, the Prize winner will have forfeited his/her right to receive his/her applicable Prize.

14. **PRIZE WINNER:** If it is discovered that a Prize winner made any false statement in any document related to the Contest, the Prize winner must promptly return to the Sponsor upon demand the Prize, or at the election of the Sponsor the value of the Prize as stated in these Rules.
15. **CONDITIONS OF ENTRY:** By entering and submitting an Entry into this Contest, eligible entrants acknowledge compliance with these Rules including all eligibility requirements; agree to abide by these Rules and by the decisions of the Sponsor with respect to all aspects of the Contest, including without limitation any decision respecting the eligibility or the identity of any person who participates or attempts to participate in the Contest. All decisions of the Sponsor are final and binding on all persons who enter the Contest. Entrants who have not complied with these Rules will be disqualified.
16. **DISPUTE:** In the event of a dispute as to the identity of an entrant, entries made on-line will be deemed to have been made by the authorized account holder of the e-mail address submitted at the time of entry. An "authorized account holder" is defined as the natural person assigned to an e-mail address by an Internet service provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail addresses. Any eligible winner may be required to show proof of being the authorized account holder for the e-mail address associated with the winning Entry.
17. **GENERAL:** All Entries including images of sales receipts or an online order pick-up or delivery confirmation record become the property of the Sponsor and all such Entries will not be returned. The Sponsor or its designated representative, do not assume any responsibility for and are not responsible for: (i) the incorrect or inaccurate capture for any reason of an Entry; (ii) Entries that fail to comply with these Rules; (iii) any loss, damage, or claims caused by the awarded Prize or the Contest itself; (iv) any technical or communications failures affecting the Contest or the awarding of a Prize, or causing damage or injury to any person, including without limitation, any failure of a website during the Contest Period, any technical or communications problems, any human or technical error, any printing errors, any lost, misdirected, delayed or garbled data or transmissions, any omissions, any interruption, any deletion, any defect, any failure of any telephone or computer lines, any technical malfunction of any computer on-line systems, servers, access providers, computer equipment or software, any failure of any e-mail or other electronic message, any loss or non-recording of any Entry on account of technical problems or traffic congestion on the Internet or at any website, any loss or delay in any mail or courier service, any combination of the foregoing, or any injury or damage to an eligible person, or any loss or injury or damage to any person's computer or other electronic devices, related to or resulting from uploading or downloading any material in the Contest, all of which may affect a person's ability to participate in the Contest; or (v) any other matter whatsoever. Entry material/data that have been tampered with or altered are void. Sponsor and the Released Parties shall have no responsibility whatsoever for printing, prizing, programming, or production errors.
18. **GOVERNING LAW:** To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants/entrants, Sponsor or any of the other Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada

applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

19. DISQUALIFICATION: It is the responsibility of any eligible person/entrant who submits an Entry into the Contest to ensure that he/she has complied in full with all of the conditions and requirements contained in these Rules. In addition to any other rights of the Sponsor contained in these Rules, the Sponsor reserves the right in its sole discretion to disqualify any individual/entrant who is found to be tampering with the entry process, or with the operation of the Contest, to be acting in violation of these Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from and against any such person/entrant to the fullest extent permitted by law. Entries generated by script, macro, programmed, robotic or other automated means are prohibited and will be disqualified.

20. DISCREPANCIES: In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the entry form, website, French version of these Rules, point of sale, television, print or online advertising and/or any instructions or interpretations of these Rules given by any representative of the Sponsor; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

21. 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 board only for the purpose of helping the parties reach a settlement.

22. FORCE MAJEURE/PRINTING AND PROMOTION ERRORS: The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to suspend or terminate this Contest or to amend, enlarge or modify these Rules at any time and in any way, without prior notice. Without limiting the generality of the foregoing, and subject to the approval of the Régie which may be required, the Sponsor reserves the right, without prior notice and at any time, to terminate the Contest, in whole or in part, or to modify, suspend the Contest in any way, if it determines, in its sole discretion, that the Contest is impaired or corrupted in any way or that fraud or 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 Contest, in whole or part. In the event the Sponsor is impeded or prevented from continuing with the Contest 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 government agency of applicable jurisdiction, or by any other cause not reasonably within the Sponsor's control, then subject to any governmental approval from the Régie which may be required, the Sponsor shall have the right to modify, suspend, or terminate the Contest. Subject to the provisions of these Rules, only the type and number(s) of Prizes described in these Rules will be awarded in the Contest. 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 Prize exceeds the number of Prizes available to be won as set out in these Rules, the Sponsor may, at its sole discretion, elect to award only the correct number of Prizes i.e. a Prize(s) as described in Rule 10 of these Rules) by means a random drawing from among all persons making purportedly valid claims for such Prize(s). Inclusion in such drawing shall be the only remedy available in such circumstances for any eligible person who has participated in the Contest. Under no circumstances shall the Sponsor be required to award or distribute more than the correct number of Prizes.

23. INVALIDITY: The invalidity or unenforceability of any provision of these 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 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 Rules solely for ease of reference and shall not be deemed or considered to affect in any manner the meaning or intent of these Rules or any provision hereof. These 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 Rules, employees of the Sponsor, or of any of its representatives, are not authorized to modify, amend or waive these Rules.

24. CONSENT TO USE PERSONAL INFORMATION: The Sponsor respects your right to privacy. To view the Maple Leaf Foods Inc. privacy policy, visit <http://www.mapleleaffoods.com/privacy-policy/>. By participating in this Contest, entrants consent to the use of their personal information for the purpose of administering the Contest, for the purposes set out in these Rules, and in accordance with the Sponsor's privacy policy. In the course of conducting this Contest, the Sponsor will acquire certain personal information as submitted by persons seeking to enter the Contest. If any such person chooses to "opt into" receiving future communications from the Sponsor, the Sponsor from time to time will send that person email notifications of other contests, products, news and other matters which the Sponsor deems is of public interest. A person can ask the Sponsor to remove his/her name from that emailing list by contacting the Sponsor in the manner specified in the Sponsor's privacy policy on the Sponsor's website at <http://www.mapleleaffoods.com/privacy-policy/>.

25. PERMISSION TO USE: The Sponsor has been granted permission from Parks Canada Agency to use their brand name within the Rules. Please note this organization is not a Sponsor of this Contest nor are they associated with this Contest.