

## OFFICIAL KRAFT HEINZ “ALL-INCLUSIVE WEEKEND” CONTEST RULES

### ABBREVIATED RULES

**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.**

The Contest begins on May 04, 2023 at 12:00:00 a.m. ET and ends on August 20, 2023 at 11:59:59 p.m. ET. Limit one (1) entry per person for the entire Contest Period. Contest is open to all legal residents of Canada (excluding Quebec) 19 years of age or older at the time of entry. Enter the contest by purchasing in a single transaction, one (1) bottle of *Heinz* Ketchup or a 6x355mL or 12x355mL or 6x341mL pack or 473mL can of Budweiser Zero from any online or physical Safeway/Sobeys/Thrifty Foods/Foodland Ontario and Atlantic and IGA West, Inc. retail store in Canada (excluding Quebec) between 12:00 AM ET on May 04, 2023, and 11:59 PM ET on August 12, 2023 and registering online at [www.heinzinclusiveweekend.ca](http://www.heinzinclusiveweekend.ca). Submissions must be received by August 20, 2023. To receive an entry into the Contest without making a purchase, please - visit [www.heinzinclusiveweekend.ca](http://www.heinzinclusiveweekend.ca). Draw Date: August 27, 2023. One (1) Grand Prize: a trip for one (1) contest winner and one (1) guest to Toronto, Ontario, including return economy class airfare between winner’s home international airport and Toronto; a two (2) night stay at the Toronto Marriott City Centre hotel (the “**Hotel**”) in Toronto, Ontario, including 1 Field-View Split Level Room for the contest winner (double occupancy) and the contest winner’s guest; stay includes \$500 CAD in spending money, payable to the winner only in the form of a pre-paid Visa. Must be able to travel September 29 – October 1, 2023. Approximate Retail Value (“ARV”) \$3,000 CAD. Limit of one (1) Entry per person during the contest period. Odds of winning depend on the number of eligible Entries received during the Contest Period. Sponsor: Kraft Heinz Canada ULC, 95 Moatfield Drive, Toronto, Ontario, M3B 3L6. Organizer: Labatt Brewing Company.

™TORONTO BLUE JAYS, bird head design, all related marks and designs, and the stadium photograph are trademarks and/or copyright of Rogers Blue Jays Baseball Partnership (“RBJBP”). ©RBJBP 2023. The contest is in no way sponsored, endorsed or administered by, or associated with, the Toronto Blue Jays™

### Official Rules

IMPORTANT: PLEASE READ THESE OFFICIAL RULES AND REGULATIONS (“OFFICIAL RULES”) BEFORE ENTERING THE KRAFT HEINZ “ALL INCLUSIVE WEEKEND” CONTEST (THE “CONTEST”). BY ENTERING THE CONTEST, AN ENTRANT REPRESENTS THAT THEY SATISFY ALL OF THE ELIGIBILITY REQUIREMENTS BELOW AND AGREE TO BE BOUND UNCONDITIONALLY BY THESE OFFICIAL RULES AND ALL DECISIONS OF KRAFT HEINZ CANADA ULC, 95 MOATFIELD DRIVE, TORONTO, ONTARIO M3B 3L6 (THE “CONTEST SPONSOR”) AND LABATT BREWING COMPANY LIMITED (THE “CONTEST ORGANIZER”).

NO PURCHASE NECESSARY TO PARTICIPATE. MUST BE 19 YEARS OF AGE OR OLDER AND A RESIDENT OF CANADA.

This Contest is administered by Snipp Interactive Inc., 6708 Tulip Hill Terr, Bethesda, MS, 28016 (the “Contest Administrator”).

The Contest is in no way sponsored, endorsed or administered by, or associated with Rogers Blue Jays Baseball Partnership (“RBJBP”), owner of the *Toronto Blue Jays*™ Major League Baseball Team (the “**Team**”) or the MLB Entities (as defined below). RBJBP, the MLB Entities,

their affiliates, and each of their respective officers, directors, shareholders, agents, representatives and employees will have no liability or responsibility for any claim arising in connection with participation in this contest or any prize awarded.

The “**MLB Entities**” shall mean the Office of the Commissioner of Baseball (the “**BOC**”), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P., Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (the “**Clubs**”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities.

**ELIGIBILITY:** To be eligible to participate, you must: (i) be 19 years of age or older and; (ii) be a legal resident of Canada (excluding Quebec); (iii) not be a member of the immediate families of an employee, contractor, agent or representative of the Contest Sponsor, Contest Organizer, Contest Administrator, or any of their respective parent companies, subsidiaries, affiliates, agencies, distribution companies, the applicable liquor authorities, participating liquor licenses, prize suppliers, or any of their respective shareholders, trustees, directors, officers, employees or agents, or any person who is domiciled with any of the foregoing persons. For the purpose of the Contest “immediate family” is defined as parent, spouse, sibling, child or any person residing in the same household or domiciled with any such employees or representatives. The Provincial Liquor Authorities are not connected with this contest in any manner whatsoever and are not liable in any way whatsoever in regard to any matter which relates to this contest.

If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address by an online service provider, Internet access provider or other organization responsible for assigning the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. An entrant may be required to provide the Contest Sponsor with proof that they are the authorized account holder of the e-mail address associated with the winning entry.

**CONTEST PERIOD:** The Contest begins at approximately 12:00AM. ET on or about May 04, 2023 and ends on August 20th, 2023 at 11:59:59 PM. ET (the “**Contest Close Date**”).

**HOW TO ENTER & HOW TO WIN:** 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. To participate in the Contest, entrants must have Internet access and a valid email address.

There are two (2) ways to enter for a maximum of one (1) entry per person (each an “Entry” and collectively the “Entries”) for the entire Contest Period, as follows:

- i. Enter the contest by purchasing in a single transaction one (1) bottle of *Heinz* Ketchup (any size) or a 6x355mL or 12x355mL or 6x341mL pack or 473mL can of Budweiser Zero from any online or physical Safeway/Sobeys/Thrifty Foods/Foodland Ontario and Atlantic and IGA West retail store in Canada (excluding Quebec) between 12:00 AM ET on May 04, 2023 and 11:59 PM ET on August 12, 2023 (the “Purchase Period”) and registering online at the website located at [www.heinzinclusiveweekend.ca](http://www.heinzinclusiveweekend.ca). Once registered, follow

the onscreen instructions on the website to submit, during the Submission Period, a photograph of your eligible purchase receipt; and any other required information.

**Submission Period:** From 12:00 AM ET on May 04, 2023 to 11:59 PM ET on August 20, 2023, (the "Submission Period"). All receipts must be submitted within the Submission Period in order to be eligible for this Contest.

- ii. **No Purchase Option:** Alternatively, if you would like to receive an Entry into the Contest without making a purchase, please: print your first name, last name, complete mailing address (including postal code), valid email address and telephone number on a 3"x5" card, place the card in an envelope with sufficient Canadian postage affixed, and mail it to: "Kraft Heinz All-Inclusive WeekendContest," c/o Snipp Interactive P.O. Box 34565, Place Cote-Vertu, St. Laurent, QC. H4R 2P4 Canada.

Once your valid eligible no purchase submission has been received in accordance with these Rules, you will automatically receive one (1) Entry. In order to be valid and eligible, the Eligible Non-Purchase Submission must: (i) be received individually in an envelope with sufficient Canadian postage; (ii) be postmarked on or before August 14, 2023 and received by August 17, 2023; and (iii) contain all of the information listed above. The Contest Sponsor and Organizer take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed no purchase submissions. There is a limit of one (1) 3"x5" card per mailing envelope.

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.

Released Parties shall not be responsible for lost, late, stolen, damaged, garbled, inaccurate, incomplete, misaddressed, mutilated, undelivered, delayed, or misdirected emails, 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.

**ENTRY LIMITATIONS:** Limit of one (1) entry per Entrant, regardless of the method of entry. For greater certainty and for the avoidance of doubt, you may only use one (1) email address to enter the Contest. Entries must be received prior to the Contest Close Date. Contest Sponsor and Organizer reserve the right to disqualify an entry for any reason whatsoever at its sole discretion. If the Contest Sponsor and Organizer discover (based on any evidence or information made available to or otherwise discovered by the Contest Sponsor and Organizer) that an individual: (i) has attempted to obtain more than one (1) Entry (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 Sponsor's or 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 Sponsor and Organizer.

No responsibility is assumed by the Contest Sponsor and Organizer for any inability of a potential entrant to successfully enter the contest for any reason. The Contest Sponsor and Organizer is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Proof of transmission (e.g. screenshots) does not constitute proof of receipt.

**VERIFICATION:** All Entries and Entrants may be subject to verification at any time and for any reason. The Contest Sponsor and Organizer reserve the right, in its sole and absolute discretion, to require proof of identification and/or eligibility (in a form acceptable to the Contest Sponsor and 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, submission and/or information submitted (or purportedly submitted) for the purposes of this Contest; and/or (iii) for any other purpose that Contest Sponsor and Organizer deem necessary, in its sole and absolute discretion, for the administration of this Contest in accordance with Contest Sponsor's and 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 Sponsor, within the time period specified by the Contest Sponsor and Organizer, may be disqualified in the sole and absolute discretion of Contest Sponsor and Organizer. Only the official timekeeping device(s) of the Contest Administrator 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 one (1) Entry per Entrant 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. Multiple accounts created by the same Entrant will be disqualified.

**GRAND PRIZE:** There is one (1) prizes available to be won, consisting of: a trip for one (1) contest winner and one (1) guest to Toronto, Ontario, including return economy class airfare between winner's home international airport and Toronto; a two (2) night stay at the Toronto Marriott City Centre hotel (the "**Hotel**") in Toronto, Ontario, including 1 Field-View Split Level Room for the contest winner (double occupancy) and the contest winner's guest; stay includes \$500 CAD in spending money, payable to the winner only in the form of a pre-paid Visa. Approximate retail value of the Prize is \$3,000 CAD. Alcohol is not part of a Prize. Winner and guest are responsible for all expenses and costs not listed above, including without limitation, medical insurance / documentation (as applicable), food and beverage, hotel services, gratuities, transportation, and all personal expenses. Winner's guest must also be 19 years of age or older.

Prize will take place between Friday September 29<sup>th</sup> and Sunday October 1<sup>st</sup>, 2023.

Prize winner and guest are solely responsible for adhering to any and all rules, terms, conditions and/or requirements of the Hotel (the "Hotel Terms and Conditions"). In the event that the Prize winner and/or guest breach these Official Rules or the Hotel Terms and Conditions as determined by the Contest Sponsor & Organizer or the Hotel in their sole discretion, Prize shall be forfeited

at any time without notice. Winner and guest acknowledge and agree that the Contest Sponsor & Organizer make no representation or offer of residency with respect to the Prize. Prize is intended for, and shall be used by, winner and guest as a limited hotel stay subject to the Hotel Terms and Conditions. Please consult all guidelines with respect to COVID-19 prior to the Prize. Contest Sponsor and Organizer are not liable if Prize is impeded by reason or decisions of any governmental or regional health authorities.

#### **AWARDING OF PRIZE:**

On August 27, 2023, in Toronto, Ontario at 10:00 AM ET, Contest Administrator will select: one (1) potential prize winner from all eligible Entrants who submit a valid Entry. Odds of winning a Prize depend on the number of eligible Entries received in accordance with these Rules.

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 Sponsor or Organizer will be deemed to be the time it is received by Contest Administrator's mail or web server (whichever is applicable) as determined by the clock on that server.

The Contest Sponsor and Organizer or its designated representative will make at least three (3) attempts to contact selected Entrant who is eligible to win the Prize within five (5) business days of the applicable draw date. The Entrant will be contacted by email or telephone, at the sole discretion of the Contest Sponsor and Organizer. If a selected Entrant does not respond adequately within the time period specified above or if a notification is returned as undeliverable, that selected Entrant may, in the sole and absolute discretion of the Contest Sponsor and Organizer, be disqualified (and, if disqualified, will forfeit all rights to the applicable prize) and the Contest Sponsor and Organizer reserve 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 shall apply to such newly selected Entrant).

NO ENTRANT IS A WINNER UNTIL THE CONTEST SPONSOR AND ORGANIZER HAVE OFFICIALLY DECLARED THAT ENTRANT A WINNER IN ACCORDANCE WITH THESE RULES. BEFORE BEING DECLARED A SELECTED PRIZE ENTRANT must: (a) correctly answer, without mechanical or other assistance, a mathematical skill-testing question (which may, in the sole and absolute discretion of the Sponsor and Organizer, be administered online, by email or other electronic means, by telephone, or on the Sponsor's and Organizer's Declaration and Release Form); and (b) sign and return the original signed copy of the Declaration and Release Form (hereinafter the "Declaration Form") provided by the Contest Sponsor and 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 or other likeness, without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Contest Sponsor, by any means and in any media, including print, broadcast or the Internet. Before the prize is awarded, Prize winner and guest will be required to

sign a standard declaration of compliance with the Official Rules and release forms (by both the Contest Sponsor, Organizer and the Hotel) releasing the Contest Sponsor, Organizer, Administrator, RBJBP, the MLB Entities, the Hotel, each of their respective affiliates, parent companies, subsidiaries, professional advisors, provincial liquor authorities and advertising and promotional agencies, and each of their directors, officers, employees, representatives and agents (collectively, the "Released Parties") from any and all liability arising out of, pursuant to, or as a result of the carrying out of the Contest, including, without limitation, liability arising from the acceptance of and usage of the prizes as awarded, the administration of the Contest and the selection of a potential winner.

If a selected Entrant: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Declaration Form 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 Sponsor and Organizer in their sole and absolute discretion); then such Entrant will be disqualified (and forfeit all rights to the Prize) and the Contest Sponsor & Organizer reserve 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).

Prize must be accepted as awarded. Prize is non-transferable and non-redeemable for cash. No substitutions, except by the Contest Sponsor and Organizer, who reserve the right to substitute a Prize or any portion of a Prize with a prize of equal or greater value. All decisions of the Contest Sponsor & Organizer shall be final and shall not be subject to appeal. Prize may be forfeited if delivery cannot be affected following reasonable efforts by Contest Sponsor & Organizer.

No communication will be entered into by the Contest Sponsor & Organizer with Entrants except with selected Entrant(s). The Contest Sponsor & Organizer is not responsible for the failure, for any reason whatsoever, of a selected Entrant to receive notification or for the Contest Sponsor & Organizer to receive a selected Entrant's response. By entering any part of the Contest, all Entrants, should they win, agree to the use of their name, social media handle, address (city only), photo, and/or image on videotape, and submission contents in its entirety or in part for publicity and promotional purposes without compensation.

**RELEASE:** By participating in the Contest and submitting an Entry, each Entrant (i) agrees to be bound by these Official Rules, including all entry requirements, (ii) agrees that the decisions of the Contest Sponsor and Organizer are final and without appeal, (iii) remises, releases and forever discharges the Released Parties from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages, liability, losses, harm, costs or expenses, including without limitation any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, arising out of, or in any way related to, directly or indirectly, the Contest, including without limitation the Entrant's participation in the Contest, any breach of these Official Rules, the awarding, receipt, possession, use and/or misuse of any Contest prize (or any portion thereof), and any travel or activity that is related to the receipt or use of any Contest prize, and/or the violation or infringement of any intellectual property rights or of any publicity, personality or privacy rights, and agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the foregoing.

**LIMITATION OF LIABILITY:** The Released Parties shall not be liable for any damages caused or alleged to be caused by or resulting from: (i) any entry, prize or other correspondence or data

that is lost, stolen, late, garbled, distorted, delayed, damaged or misdirected for any reason; (ii) any failure, interruption, technical malfunction or delay; (iii) any e-mail, text or SMS message or other communication sent or received to or from the Contest Sponsor & Organizer or any of its agents or designees, for any reason; for any incorrect, untimely or inaccurate information, whether caused by a website, users or by equipment or programming errors associated with or utilized in the Contest; (iv) any technical or human error which may occur in the processing of any entry or entries in the Contest; (v) for problems with the function of any website or website feature, howsoever caused; (vi) the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data, software, online systems, servers or access providers; (vii) any functionality lost due to not having cookies enabled; (viii) for traffic congestion on the Internet; (ix) the security or privacy of information transmitted via computer networks; (x) breaches of privacy due to interference by third party computer "hackers" or for any damage caused to or incurred by any entrant or any other person by reason of any such event or occurrence; or (xi) technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated or corrupted entries, virus, worm or Trojan Horse damage or any other damage which may limit a participant's ability to participate in the Contest.

**ERRORS:** The Contest Sponsor & Organizer is not responsible for typographical or other errors in the offer or administration of the Contest, including but not limited to errors in advertising, the Official Rules, the selection and announcement of winners, or the distribution of any prize.

**RIGHT TO TERMINATE, MODIFY OR SUSPEND:** The Contest Sponsor & Organizer may at any time, at its sole discretion and without liability, terminate, modify or suspend the Contest in whole or in part, subject only to approvals required by law, if fraud, technical failures or communications or any other errors or other causes beyond the control of the Contest Sponsor & Organizer corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules. Without restricting the generality of the foregoing, in the event of early termination of the Contest, a notice will be posted on the Contest Website to that effect. In addition, for the purposes of determining eligibility to win a Prize in the event of early termination of the Contest, all eligible entries received prior to the time of early termination will be considered as valid and for the purposes of these Rules, the Contest Period will be deemed to have ended at the moment of early termination. The Contest Sponsor & Organizer reserves the right, at any time, in its sole discretion, to correct any errors, including without limitation, any typographical, printing, computer programming or Sponsor errors. No waiver on the part of the Contest Sponsor & Organizer to enforce of any term herein shall be deemed a continuing waiver or a waiver of any other term.

**DISQUALIFICATIONS:** The Contest Sponsor reserves the right at its sole discretion to disqualify any individual who is found (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Official Rules; (iii) to have submitted an entry that is not compliant with these Rules; or (iv) to be acting in an un-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY ALTER OR DAMAGE ANY ENTRY OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE CONTEST SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH ENTRANT OR

INDIVIDUAL AND SEEK DAMAGES OR ANY OTHER REMEDY FROM ANY SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**DISPUTES:**

ALL ISSUES AND QUESTIONS CONCERNING THE STRUCTURE, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE RULES, OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS AND THE CONTEST SPONSORS IN CONNECTION WITH THE CONTEST, SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE PROVINCE OF ONTARIO, WITHOUT REGARD TO ITS CONFLICTS OF LAW PRINCIPLES. ALL ENTRANTS CONSENT TO THE JURISDICTION AND VENUE OF THE PROVINCE OF ONTARIO.

**PRIVACY STATEMENT:** The Contest Sponsor & Organizer respects your right to privacy. Personal information collected from entrants will only be used by the Contest Sponsor & Organizer to conduct the Contest and fulfill any prize requirements and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Contest Sponsor & Organizer.

By entering this Contest, all Entrants explicitly consent to the Contest Sponsor, 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 Sponsor's privacy policy (available at: <https://www.kraftcanada.ca/privacypromise>).

For more information regarding the manner of collection, use and disclosure of personal information by the Contest Organizer, please refer to the Contest Organizer's privacy policy, available at [https://www.budweiser.ca/ca\\_en/privacy-policy.html](https://www.budweiser.ca/ca_en/privacy-policy.html).

This section does not limit any other consent an individual may give to the Contest Sponsor or Organizer or others with respect to the collection, use and/or disclosure of his/her personal information.

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

The Contest Sponsor & Organizer are the sole owners 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.

The use of the masculine gender in these Rules is for convenience only and applies to all genders.

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.

**GOVERNING LAW:** Subject to applicable law and these Official Rules, this Contest and the Official Rules shall be governed by Ontario law and all entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the jurisdiction of the courts of Ontario. The venue of any dispute or litigation shall be Toronto, Ontario. 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.

**SUBJECT TO APPLICABLE LAWS:** The Contest is subject to these complete Official Rules and all applicable federal, provincial, and local laws and regulations. By participating in the Contest, you acknowledge that you have read the Official Rules and agree to abide by their terms and by the decisions of the Contest Sponsor & Organizer, which are final and binding on all matters pertaining to the Contest. Any questions, comments or complaints regarding the Contest must be directed to the Contest Sponsor and not to RBJBP and/or the MLB Entities. All federal, provincial and local laws and regulations apply. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.

A copy of the Rules and the names of the winners will be available upon written request to:

“Kraft Heinz All-Inclusive Weekend” c/o Snipp Interactive Inc., P.O. Box 34656, Place Cote-Vertu, St. Laurent, QC, H4W 2P4 CANADA to be received by September 30, 2023.

**LANGUAGE DISCREPANCY:** In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, point of sale, television, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

## Product List

Description	UPC
HEINZ KETCHUP SQUEEZE 1000 ML	005700000299
HEINZ EASY SQZE KETCHUP UPDOWN 750 ML	005700001316
HEINZ UPSIDE DOWN KETCHUP 375 ML	005700024376
HEINZ KETCHUP FAMILY SIZE 1500 ML	005700006308
HEINZ KETCHUP NO SUGAR ADDED 750 ML	005700003857
HEINZ KETCHUP LOW SDM 750 ML	005700003855
HEINZ KETCHUP GLASS 375 ML	005700000312
HEINZ KETCHUP HOT & SPICY 750 ML	005700001815
HEINZ KETCHUP 2840 ML	005700000324
HEINZ KETCHUP SINGLE 1250 ML	005700061128
HEINZ KETCHUP SINGLE 8ML 500 EA	005700000328
HEINZ KETCHUP BALSAMIC VINEGAR 750 ML	005700003856
HEINZ KETCHUP JALAPENO 375 ML	005700003722
HEINZ KETCHUP SRIRACHA 375 ML	005700003723
HEINZ KETCHUP TWIN PK 2500 ML	005700061328
BUD ZERO 4X6 341 BD EN 6X12 SHRINK RPK	062067381553
BUD ZERO 4X6 355 CD EN 10X12 SHRINK	062067381522
BUD ZERO 12 355 CD EN 10X24	062067381539
BUD ZERO 12 473 CD EN 8X24	062067381560