

Royale® Home for Every Pet Project 2022 Contest ("Contest")

OFFICIAL CONTEST RULES AND REGULATIONS ("Contest Rules")

1. **CONTEST NAME:** Royale® Home for Every Pet Project 2022 Contest.
2. **SPONSOR:** Irving Consumer Products Limited.
3. **CONTEST ADMINISTRATOR:** The Mobile Experience Company Inc.
4. **CONTEST:** Purchase any Royale® product(s) and upload your proof of purchase for a chance to win one of twenty (20) available prizes. Conditions apply, as per these Contest Rules. No purchase necessary. See Section 11 for available prizes and Section 10 for the draw schedule and details.
5. **CONTEST PERIOD AND KEY DATES:**
 - Contest Period:** 12:00:00 AM (ET) on March 15, 2022 to 11:59:59 PM (ET) on July 12, 2022.
 - Registration Period:** 12:00:00 AM (ET) March 15, 2022 to 11:59:59 PM (ET) July 12, 2022.
 - Purchase Period:** 12:00:00 AM (ET) March 15, 2022 to 11:59:59 PM (ET) June 28, 2022.
 - Submission Period:** 12:00:00 AM (ET) March 15, 2022 to 11:59:59 PM (ET) July 12, 2022.
 - Draw Dates:** See Section 10.

The sole determinant of time for the purposes of this Contest will be the Contest Administrator's computer servers. Proof of transmission (screenshots or captures, etc.) or attempted transmission does not constitute proof of delivery or receipt by the Administrator's computers or Contest Administrator.

6. **ELIGIBILITY:** To participate in the Contest (become an "Entrant") you must (a) be a legal resident of Canada and be located in Canada throughout the Contest Period and thereafter for winner confirmation; (b) have reached the age of majority in your province or territory of residence at the time of registration; (c) provide Sponsor with a valid Canadian mailing address to where the Prize can be delivered upon awarding, and (d) have a valid e-mail account and access to the Internet.

You are not eligible to enter if you are an employee, officer, director, agent or representative of Sponsor, its affiliated and related companies (including, without limitation, its parent, sister and subsidiary companies), the Contest Administrator, advertising and promotional agencies or any other party in any way involved in the development or administration of this Contest, including suppliers of materials or services related to the Contest, or a member of the immediate family or household of any such employee, officer, director, agent or representative. In these Contest Rules, "immediate family" means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse, regardless of where they reside.

7. **CONTEST REGISTRATION:** To enter the Contest, you must first register by completing the two two-step "Registration Process" detailed below at <https://royalehomeforeverypetproject.ca> (the "Contest Website").

STEP 1: Complete the online "Registration Form" with your full name, mailing address, postal code, a valid email address and 10-digit phone number. **You are limited to one (1) registration per person and the use of multiple email addresses or mailing addresses is prohibited.** You must also confirm that you have read and agree to be bound by the Contest Rules and have the option to select if you would like to opt-in to receive future promotional communications unrelated to this Contest from

Sponsor by email (“**Optional Communication**”). **IMPORTANT NOTE: You are not required to opt-in to receive Optional Communications from the Sponsor to participate in the Contest. You can opt-out of receiving Optional Communications from the Sponsor at any time without impacting your participation in this Contest.** Choosing to opt-in to the Optional Communication does not improve your odds of being selected as a Potential Winner in this Contest.

STEP 2: You will receive an email at the email address you provided in the Registration Form along with instructions to click the appropriate button within the email to complete your registration and login to the Contest Website. A login “cookie” will be set within your internet browser (a “**Login Cookie**”) for the purpose of identifying you upon returning to the Contest Website so you will not need to take further actions to access the website on subsequent visits during the Contest Period. You will only need to enter your email when returning to the Contest Website if you did not accept the Login Cookie, visit from a new device or browser, or you deleted the Login Cookie within your internet browser. In this case a new login link can be requested by entering the email address used to register at the login page, linked to from the main website menu, and following the on-screen instructions.

The technology used to gather “cookie” information is provided by the Internet browser you use and may be turned off by using your browser preference buttons. The Contest Website will be automatically collecting general anonymous information related to your use of the Contest Website, such as the date and time you visit the Contest Website and the pages you visit on the Contest Website as well. Turning off your “cookies” will not impact your opportunity to participate in this Contest or your odds of winning.

After completing the Registration Process, you will arrive to your dedicated profile page at the Contest Website (your “**Profile**”).

8. HOW TO ENTER: There are two ways to earn contest entries: “With-Purchase Entry” and “No-Purchase Entry”, each detailed below (each an “**Entry**” or, if multiple, “**Entries**”).

a) **WITH-PURCHASE ENTRY:** Purchase any Royale® Product(s) at a Canadian retail store or website during the Purchase Period and submit the elements set out below through the Contest Website during the Submission Period (a “**Submission**”):

- i. “**Proof of Purchase**”: Photo of an original (not photocopied or scanned) retail store receipt or a PDF file of an online order pick-up, shipping, or delivery confirmation record, depending upon purchase channel (retail store or online store), showing purchase of Royale® product(s) during the Purchase Period (“**Participating Product**”). Each Proof of Purchase must be dated within the Purchase Period. **A Proof of Purchase cannot be transferred to another individual, including whether or not that individual is from the same household, or for any other reason whatsoever.**

For greater clarity:

For retail store purchases: Take a photo of your entire original cash register sales receipt (a “**Receipt**”) clearly showing all four corners and without any folds.

Ensure each of the following is included:

- retailer name
- transaction date & time
- all Participating Products purchased, including the product description and unit price
- transaction sub-total and total dollar amounts

For online store purchase: Download and/or save your order delivery record, pick-up confirmation record, or shipment confirmation record clearly showing the retailer name, transaction date & time, your Participating Product, including the product description and unit price – and transaction total dollar amount (an “**Order Confirmation**”) in PDF file format. **NOTE: A confirmation record showing a placed, but not shipped, picked-up or delivered order is not sufficient to constitute a Proof of Purchase and Submissions that fail to meet this requirement will be rejected.**

- ii. **“Product Quantity Selection”:** The quantity of Participating Product(s) purchased and shown on the Proof of Purchase.

Click on the “Upload Proof of Purchase” button found on the Contest Website when in a logged-in state and upload the photo/file of your Proof of Purchase. If your Proof of Purchase has information on both sides or multiple pages, upload a second image showing the back-side or additional pages by clicking the appropriate link. Then select the type and quantity of Royale® Product(s) purchased and click the “Review” button to preview the contents of your Submission. You have the option to edit (remove, add or replace an image and/or adjust the product quantity), or, if satisfied the image(s) uploaded meet the requirements to qualify and all information is accurate, press the “Submit” button to complete your Submission. Acceptable file formats are JPG; JPEG; PNG or PDF. Make sure your photograph(s) are centered, in focus, not obscured by dark shadow, aren’t folded, show all four corners of the document, and have a clear background.

Submissions must be made during the Submission Period. Each Submission will be reviewed by the Contest Administrator to determine if it is eligible. If the Contest Administrator, acting in its sole discretion, deems the Submission eligible, Entrant will receive one (1) With-Purchase Entry for each Participating Product purchased.

The number of Contest Entries earned per Submission will be confirmed via email (the “**Entry Qualification Email**”) after the Contest Administrator completes its review. If your Submission does not qualify for any Entries, or only a portion of the number of Entries requested qualify (as indicated by the Product Quantity Selection at time of submission), you will be informed as to why.

- b) **NO-PURCHASE ENTRY:** To enter without purchase, from your Profile page and during the Submission Period click the appropriate link to be directed to the <https://royalehomeforeverypetproject.ca/no-purchase-entry> and request a one-time use No-Purchase Entry Personal Identification Number (“**NPE PIN**”). Once your NPE PIN request has been submitted, a unique NPE PIN will be displayed on-screen and delivered by email to your email address used to register, along with instructions for completing your No-Purchase Entry submission. Each day an NPE PIN request is made, a unique one-time-use NPE PIN is generated. You must then submit by mail the following: i) one unique handwritten original (not photocopied) 50-word (minimum) essay on, “*What ROYALE® products do you purchase and why?*” (an “**Essay**”); and ii) one unique NPE PIN; both on a single piece of paper to: ROYALE® Home for Every Pet Project 2022 Contest PO Box 174 Whitby, ON L1N 5S1 (the “**Contest Address**”). Together, i) and ii) comprise a “**No-Purchase Entry Request**”. For clarity, each No-Purchase Entry Request must contain an original Essay and a valid unique NPE PIN enclosed in a separate envelope bearing sufficient postage and received by the Contest Administrator by the Entry Deadlines set out in Section 10 to be eligible for one (1) Contest Entry in the associated weekly random draw. To be eligible for the final weekly random draw, the No-Purchase Entry Requests must be postmarked by July 12, 2022 and received by July 18, 2022. Each Essay can be used only once. Each NPE PIN can be used only once. Any No-Purchase Entry Request with duplicate Essays or NPE PINs will be void and discarded. Simply requesting an NPE PIN does not constitute a Contest Entry. Only once a No Purchase Entry Request

has been reviewed for compliance with the Contest Rules and deemed eligible by the Contest Administrator, acting in its sole discretion, will the Entrant receive one (1) Contest Entry. **Limit of one (1) NPE PIN request per person per day during the Contest Period** (see Section 9).

Once your No-Purchase Entry Request has been reviewed, if it qualifies, you will be informed by email. If your No-Purchase Entry Request does not qualify, you will be informed as to why.

Each time you earn a Contest Entry, regardless of the method used, you will earn one (1) Draw Entry (each an “Entry”) in each of the subsequent Draws (See Section 10).

9. LIMITS ON NUMBER OF ENTRIES / PRIZES: There is no limit to the number of With-Purchase Entries you can earn. You may earn a maximum of one No-Purchase Entry per day during the Entry Period.

There is a limit of one Prize per participant and/or email address and/or household during the Contest Period regardless of how many individuals reside within a household or how many Entries are earned. For clarity, a household or individuals cannot make additional submissions using an alternate name or e-mail address with the original household address, and likewise you cannot make an additional submission using an alternate household address with the original Proof of Purchase or e-mail address. You can't share a Proof of Purchase with anyone else. You may only use one (1) e-mail address and one (1) household address to participate.

10. DRAWS:

- a) **PRIZE DRAWS:** At or around 12:00:00 PM (ET) in Whitby, Ontario, a random draw (a “Draw”) will be conducted from all eligible entries received up to the entry deadline associated with each Draw (the “Entry Deadline”). A Total of eighteen (18) Draws will be conducted (see table below) for twenty (20) available Prizes. The odds of winning depend on the number of eligible entries received up to the point of each Draw's respective Entry Deadline minus those entries that have already been awarded a Prize, forfeited or otherwise disqualified.

DRAW #	Draw Date	Entry Deadline	# PRIZES AVAILABLE
1	March 22, 2022	March 21, 2022	1
2	March 29, 2022	March 28, 2022	1
3	April 5, 2022	April 4, 2022	1
4	April 12, 2022	April 11, 2022	1
5	April 19, 2022	April 18, 2022	1
6	April 26, 2022	April 25, 2022	1
7	May 3, 2022	May 2, 2022	1
8	May 10, 2022	May 9, 2022	1
9	May 17, 2022	May 16, 2022	1
10	May 24, 2022	May 23, 2022	1
11	May 31, 2022	May 30, 2022	1
12	June 7, 2022	June 6, 2022	1
13	June 14, 2022	June 13, 2022	1
14	June 21, 2022	June 20, 2022	1
15	June 28, 2022	June 27, 2022	1
16	July 5, 2022	July 4, 2022	1

17	July 13, 2022	July 12, 2022	2
18	July 19, 2022	July 12, 2022	2

- b) **RESERVE DRAW (If necessary):** If any Prizes are forfeited or otherwise unawarded, they will be added to a reserve draw to be held at or around 12:00:00 PM (ET) on July 27, 2022 in Whitby, Ontario from all eligible Entries that have not already been awarded a Prize (the “**Reserve Draw**”). The odds of winning a Prize via the Reserve Draw depends upon the number of Prizes included in the Reserve Draw and the number of eligible Entries received during the Contest Period that have not already been awarded a Prize, forfeited or otherwise disqualified.

11. PRIZES: There are twenty (20) prizes (each a “**Prize**”, together “**Prizes**”) available to be won. The total number of Prizes available to be won will decrease as they are awarded.

Each Prize consists of a cheque in the amount of \$500.00 CAD from the Sponsor payable to the confirmed winner and a donation of \$500 CAD to a participating animal shelter of the confirmed winner’s choice. Liability for any applicable taxes imposed by any federal, provincial and/or local government, on the Prize won, is the sole responsibility of winner. In no event will more prizes be awarded than as provided in these Contest Rules.

Prize must be accepted as awarded without representation, warranty or guarantee of any kind, and cannot be replaced if lost or stolen. No substitution or transfer of the Prize is permitted except that Sponsor may substitute the Prize or a component of the Prize with an item of equal or greater value (based on the approximate retail value of the Prize as stated in these Contest Rules), if the Prize or a component of the Prize cannot be awarded as described for any reason. The winner is solely responsible for all costs not expressly described as included herein. By accepting the Prize, the confirmed winner agrees to waive all recourse against the Releasees if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

Prize will be sent by mail or courier within sixty (60) days of winner confirmation. Prize must be sent to a mailing address. P.O. Box addresses will not be accepted. Shipped Prize shall not be insured, and Sponsor shall not assume any liability for lost, damaged or misdirected Prize. If the Prize is returned as undeliverable for any reason whatsoever, the winner will forfeit his/her Prize and the Prize will not be re-awarded to that Entrant, nor re-delivered to that Entrant at a later date.

None of the Releasees (as defined below) make any guarantee, condition, representation or offers any warranty, express or implied, as to the quality, merchantability, or fitness of the 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 Releasees should the 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 the Prize, the confirmed winner agrees to waive all recourse against the Releasees if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

12. WINNER NOTIFICATION & CONFIRMATION: Selected Entrants will be contacted by email and phone within 24-hours of being randomly selected as a potential winner (a “**Potential Winner**”) by the Contest Administrator and provided instructions for qualifying-for and claiming the Prize (a “**Potential Winner Notification**”). Only one attempt, by each of phone and email, will be made to contact a Potential Winner.

Prize Qualification & Claim Process. To be confirmed a prize winner (a “**Prize Winner**”), a Potential Winner must complete the winner verification process set out in the Potential Winner Notification email within seven (7) days of the date the Potential Winner Notification email was sent, regardless of when it was received by the Potential Winner. This includes: (i) correctly answering, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered online; (ii) if required by Sponsor, provide proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification); (iii) if required by Sponsor, provide the original Proof of Purchase document submitted as part of the With-Purchase Entry

from which the selected Entry was awarded; (iv) be in full compliance with these Contest Rules; and (v) read, digitally sign and accept the Sponsor's Declaration of Compliance with the Contest Rules / Release of Liability and Consent to Publicity Form ("**Prize Claim Form**"), which includes, without limitation the Potential Winner's consent to the use of his/her name, address (city and province/territory), photograph, image and/or likeness, statements regarding the Contest or the Prize and/or voice, without further notice or remuneration, in connection with any publicity carried out by or on behalf of Sponsor with respect to the Contest including social media platforms.

If a Potential Winner cannot be confirmed as a Prize Winner, fails to submit required documentation, and/or the Prize is returned as undeliverable, the Prize will be awarded to an alternate Entrant subject to confirmation in a Reserve Draw.

If a selected entrant in the Reserve Draw cannot be confirmed as a Prize Winner, fails to submit the required documentation and/or the Prize is returned as undeliverable, that Prize will be forfeited or awarded to an alternate entrant at the Sponsor's sole discretion.

Prizes will only be awarded upon verification by Sponsor that the Potential Winner has fulfilled all requirements pursuant to these Contest Rules. If a Prize can't be awarded, neither the Potential Winner, nor any other person, shall have any claim against Sponsor arising out of or connected to the disqualification or any other matter related to the Contest. Sponsor will not be responsible for failed attempts to contact a Potential Winner. No correspondence will be entered into except with Potential Winners and Prize Winners.

- 13. DISQUALIFIED ENTRIES AND ENTRANTS:** In addition to the other bases for disqualification set out in the Contest Rules, Submissions and No-Purchase Entry Requests will be judged void and disqualified in the following circumstances: if they are late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete (including but not limited to proof of purchase in the prescribed format, full name, address or any other information requested), altered or otherwise irregular; entries submitted with an invalid e-mail; and entries where the associated full name does not accord with the name of the Authorized Account Holder, defined below, of the e-mail address submitted at the time of entry. Entries must be submitted by the individual and not by any other person on behalf of an entrant.

In the following circumstances, entrants will be disqualified and all of their entries will be judged void and disqualified: entries generated by script, macro, robotic, programmed, or other automated means; entries and/or entrants that do not comply with or satisfy any or all of the conditions set out in these Contest Rules including failure to provide Sponsor with proof of identification and purchase; entries submitted by unauthorized, prohibited or illicit means; entries that contain false information; entrants who use more than one (1) e-mail address to submit entries and/or register for the Contest; entrants who submit more than the stated number of entries permitted by the Contest Rules; entrants tampering or attempting to tamper with the entry process or the operation of the Contest or the Contest Website; entrants acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other entrant, the independent contest organization, advertising and promotional agencies; Sponsor or Sponsor's representative or agent; entrants attempting to undermine the legitimate operation of the Contest, for example, by cheating, hacking, deception, or other unfair playing practices. If Sponsor or Contest Administrator suspects any of these circumstances, the entrant will be contacted as soon as practicable. Any Prize inadvertently awarded to a selected entrant who ought to have been disqualified by these Contest Rules may be reclaimed by Sponsor. All entries become the property of Sponsor upon receipt and none will be returned.

- 14. ENTRANTS' AGREEMENT TO ABIDE BY RULES AND DECISIONS:** By entering the Contest, entrants acknowledge that they have read and understood the Contest Rules, and agreed to abide and be bound by them, and the decisions of the Contest Administrator and/or Sponsor, including their decisions regarding the interpretation and application of these Contest Rules, made in their sole and absolute discretion, which shall be final and binding with respect to all aspects of the Contest and the awarding of the Prize.

- 15. CIVIL AND CRIMINAL REMEDIES AVAILABLE TO SPONSOR:** CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND FUTURE CONTESTS.
- 16. RELEASE OF LIABILITY / CONCENT TO PUBLICITY:** By entering, each entrant releases and holds harmless Sponsor, its affiliated and related companies (including, without limitation, its parent, sister and subsidiary companies), the Contest Administrator, advertising and promotional agencies or other party in any way involved in the development or administration of this Contest, including suppliers of materials or services related to the Contest and all of their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the “**Releasees**”) from any liability of any nature or kind arising out of, or in connection with participation in the Contest or regarding the accepting, arranging, awarding or use of the Prize or any portion thereof or this Contest, including as set out below in the Limitation of Liability section.
- 17. LIMITATION OF LIABILITY:** The Releasees accept no responsibility for and each entrant releases and holds harmless the Releasees from and against any and all losses, damages, actions, demands, liabilities or claims of whatever nature or kind arising out of, or in connection with the Prize or any portion thereof or this Contest. Without limiting the generality of the foregoing, the Releasees will not be responsible for (i) the incorrect or inaccurate capture of entry information; (ii) entries or entrants disqualified for any of these reasons stated in these Contest Rules; (iii) any loss, damage, or claims caused by, or in any way related to an awarded Prize or the Contest itself; (iv) any failure of the Contest Website during the Contest Period, howsoever caused, including, without limitation, any human or technical errors or malfunctions, lost, delayed or garbled data, transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer lines or networks, technical malfunctions or technical errors of any computer on-line systems, servers, access providers, computer equipment, software or any combination thereof, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including, without limitation, any injury or damage to an entrant’s or any other person’s computer related to or resulting from participating in or downloading any material connected to the Contest, all of which may affect a person’s ability to participate in the Contest or be awarded a Prize; (v) any errors, omissions, incorrect or inaccurate information in any Contest-related materials, including, without limitation, printing or advertising errors or the failure of or problems with any equipment or programming associated with or used in the Contest howsoever caused; or (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer “hackers” or otherwise.
- 18. DISPUTES REGARDING THE IDENTITY OF AN ENTRANT:** In the event of a dispute regarding the identity of an entrant, online entries will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of entry. “**Authorized account holder**” is defined as the person who is assigned an e-mail address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the entry to be confirmed a winner.
- 19. GENERAL:** The Contest is void where prohibited by law and is subject to all applicable federal, provincial/territorial and municipal laws.
- 20. RULES GOVERN:** The Contest will be run in accordance with the English Contest Rules at <https://royalhomeforeverypetproject.ca/rules>, which shall prevail, govern and control in the event of any inconsistency with any Contest-related materials including but not limited to French Rules.

- 21. CHANGE TO CONTEST RULES, ETC.:** Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux (the “Régie”) for Québec, to terminate, modify, or suspend the Contest or to amend the Contest Rules at any time, without prior individual notice, and for any reason. Without limiting the foregoing, if, for any reason, such as tampering, viruses, bugs or non-authorized human intervention, the Contest does not or cannot run as originally planned, Sponsor reserves the right, with the consent of the Régie for Québec, to cancel the Contest and conduct a random draw from all previously received eligible entries.
- 22. FOR QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of this Contest may be submitted to the Régie 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.
- 23. INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trademarks, trade names, designs, Contest materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by either Sponsor and/or their respective affiliates or authorized licensors. All rights are reserved. Unauthorized copying or use of any copyrighted materials or intellectual property without the express written consent of its owner is strictly prohibited.
- 24. PRIVACY:** Sponsor respects your right to privacy. By entering the Contest and providing your personal information upon entry, you consent and agree to Sponsor’s collection and use of the entry information to administer this Contest. If you provided consent upon joining the Program, you are also consenting to Sponsor’s use of your entry information to contact you about upcoming contests and/or events. Your entry information will be handled according to the privacy policy at www.royale.ca. Your consent to Sponsor’s use of the entry information may be revoked at any time (without revoking your participation in the Contest or impairing your chances of winning). For more information regarding the manner of collection, use and disclosure of personal information by Sponsor, please visit <https://royale.ca/privacy-policy>.