

## **“WIN WITH MAPLE LEAF PRIME®” OFFICIAL CONTEST RULES (“Official Rules”)**

The “Win with Maple Leaf Prime®” Promotion (the “Promotion”) is being hosted by Maple Leaf Foods Inc. (the “Sponsor”). The Promotion begins at 12:00:00 a.m. ET on January 2, 2020 and ends at 11:59:59 p.m. ET January 30, 2020 (the “Promotion Period”). Purchase will not improve chances of winning.

### **1. ELIGIBILITY**

To submit an Entry, and be eligible to win a Prize in the Promotion, a person must be, at the time of Entry into the Promotion: (a) an individual resident of Canada, excluding Quebec (b) the age of majority in their respective province/territory of residence and (c) have a valid email address.

The following persons are **NOT** eligible to enter, or win a Prize in the Promotion: (i) employees, directors, agents or representatives of Maple Leaf Foods Inc. (the “**Sponsor**”), or of any of its divisions, subsidiaries, affiliates, advertising or promotional agencies, or of any supplier providing any Promotion materials, services or Prizes; (ii) any person who is or purports to be an immediate family member (defined as a step, adoptive or biological mother, father, daughter, son, sister, brother or spouse) of any person described in subparagraph (i) of this Rule 1; or (iii) any person who resides or is domiciled with any person identified in subparagraphs (i) or (ii) of this Rule 1. In these Terms and Conditions, where the context requires or permits, the term “**Sponsor**” includes a representative or agent of the Sponsor.

The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Promotion. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purpose of the Promotion must be truthful, complete, accurate and in no way misleading. The Sponsor 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 in relation to any disqualified Entrant.

### **2. PROMOTIONAL PERIOD**

The Promotion commences at 12:00:00 AM Time (“ET”) on Thursday, January 2, 2020 and ends at 11:59:59 PM ET on Thursday, January 30, 2020 (the “**Promotion Period**”). All Entries must be received by 11:59:59 PM ET on Thursday, January 30, 2020. All times are determined by the promotion computer. **No purchase necessary.**

### **3. PRIZE**

There is a total of forty (40) Prizes available to be won. Prize consists of 1 (one) DAZN® live sports streaming package for one year; value of \$150 CDN.

Odds of winning a Prize depend on the total number of eligible Entries received in the Promotion Period up to the Promotion Close Date. **TO RECEIVE A PRIZE, SELECTED ENTRANTS MUST CORRECTLY ANSWER A SKILLTESTING MATHEMATICAL QUESTION, IN ACCORDANCE WITH THESE TERMS AND CONDITIONS.** All Prizes must be accepted as awarded. Prizes cannot be substituted, are not transferable, and have no cash surrender value. Limit of one (1) Prize will be awarded per household. Sponsor reserves the right to substitute a Prize or Prize component for one of equal or greater value for any reason whatsoever. **PRIZES ARE AWARDED ON AN “AS IS” BASIS, WITHOUT ANY WARRANTY WHATSOEVER, WHETHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION FITNESS FOR INTENDED USE OR MERCHANTABILITY.** Sponsor shall have no liability for any costs whatsoever incurred by Entrant in utilizing such Prize.

### **4. PARTICIPATION**

To begin, complete the two-step registration process (the “**Registration Process**”) by texting ‘PRIME’ to Canadian short code 81818 to receive the Promotion Link (“**Promotion Link**”), or by visiting [WinWithPrime.ca](http://WinWithPrime.ca) (the “**Contest Website**”) and accepting or declining to allow a login “cookie” to be set within your internet browser (a “**Login Cookie**”) for the purpose of identifying you upon returning to the Contest Website. Next, complete the registration form (the “**Registration Form**”) with your full name, your complete mailing address,

a valid email address and 10-digit phone number; check the box to confirm that you are entering the Contest, in compliance with these Official Rules and establishing your unique profile as a registered user (a “**Registered User**”) within the Contest Administrator’s Contest System for the purpose of administering the Contest in accordance with the Sponsor’s privacy policy. Next, you will receive a registration confirmation email (the “**Registration Confirmation Email**”) at the email address entered in the Registration Form, including instructions for completing your registration and logging into the Contest Website by clicking on the appropriate button/link within the email. If you provided permission to set a Login Cookie when last visiting the Contest Website, you will not need to take further actions to access the website as a Registered User on subsequent visits during the Contest Period to earn additional entries or check the approval status of submitted entries. You will only need to enter your email when returning to the Contest Website if you did not accept the Login Cookie or since deleted the Login Cookie within your internet browser. In this case a new login link can be requested by entering the email used to register at the login page, linked from the main website menu and following the on-screen instructions.

After completion of the Registration Process, there are two (2) ways to enter the Contest and they are as follows:

- a. **With Purchase:** There are two (2) elements that, when submitted together, constitute a purchase entry request (a “**Purchase Entry Request**”):
  - i. **PROOF OF PURCHASE:** Photo of a retail store receipt or shipment/order pick-up confirmation record (depending upon purchase channel).
  - ii. **PRODUCT PHOTO:** a photo of the eligible product(s) in their original manufacturers packaging.

During the Contest Period, purchase any participating Maple Leaf Prime® Frozen Chicken product(s), in accordance with the guidelines provided here for what constitutes a valid proof-of-purchase document (the “**Proof of Purchase**”) for each channel, showing the retailer name, transaction date & time, your eligible purchase of Maple Leaf Prime® Frozen Chicken product(s) – including the product description and unit price – and transaction total dollar amounts, and either;

- a) for retail store purchases, take a photo of your original cash register sales receipt (the “**Receipt**”), or
- b) for eCommerce purchases, download and/or save your order delivery record or pick-up or shipment confirmation record (the “**Order Confirmation**”).

**NOTE REGARDING ONLINE PURCHASES:** Confirmation records for confirmed but not shipped orders or request for delivery or pick-up of placed orders is not sufficient to constitute a Proof of Purchase. Only confirmed shipping records, order delivery records or order pick-up confirmation records will satisfy the requirements for a Proof of Purchase.

Next, take another photo of the product(s) purchased in their original manufacturer packaging (the “**Product(s)**”). Then, click on the “Receipt Image Upload” button found on the Contest Website when in a logged-in state and upload the photo of your Proof of Purchase. If necessary, to provide a clear view of all required information, upload a second image of your Proof of Purchase showing the backside, additional page or alternative view by clicking the appropriate link/button. Next, click on the “Product Image Upload” button and upload the photo of your eligible Product(s). When ready to submit, click the “Review” button to review the images uploaded; you have the option to edit (remove, add or replace an image). Once satisfied the image(s) uploaded meet the above requirements and all information is accurate, press the “Confirm” button to complete your Purchase Entry Request. Each Purchase Entry Request will then be reviewed by the Contest Administrator to determine if it is eligible. If deemed eligible, the Entrant will receive one (1) Purchase Entry into the Weekly Prize Draw for each participating product included within the Purchase Entry Request.

- b. **Without Purchase:** To enter without purchase, entrant must first make a No Purchase Entry Request ("**No Purchase Entry Request**") by visiting [WinWithPrime.ca/no-purchase-entry](http://WinWithPrime.ca/no-purchase-entry) during the Contest Period and while in a logged-in state and clicking the appropriate button to request a one-time use No-Purchase Entry Personal Identification Number ("**NPE PIN**"). Once the No Purchase Entry Request has been submitted, the unique NPE PIN will be displayed on-screen and delivered by email to the email address used to register, along with instructions for completing the No Purchase Entry Request. NPE PINs are only valid for one No Purchase Entry Request, so if multiple No Purchase Entry Requests are submitted, one NPE PIN must be requested and submitted as part of each. You must then submit a unique handwritten original (not photocopied) 200-word (minimum) essay on, "What is your favourite Maple Leaf Prime® product and why?" (an "**Essay**") and reference your unique NPE PIN on a single piece of paper, in a self-address envelope to: WIN WITH MAPLE LEAF PRIME CONTEST c/o 1855 Accelerator 400 Centre St. South Whitby, ON L1N 4W2 (the "**Contest Address**"). Each No Purchase Entry Request must contain an original Essay, a valid NPE PIN, must be enclosed in a separate envelope bearing sufficient postage in order to qualify for one (1) Entry into the Contest (each a "**No Purchase Entry**"). Each Essay can be used only once. Entrants will qualify for one (1) Entry into the Contest per separate envelope containing an original Essay and NPE PIN. Once a No Purchase Entry Request is received and reviewed for compliance, per above, by the Contest Administrator, an entry confirmation email will be delivered confirming the Entry status.

## 5. DRAW

A random draw (the "Draw") will be held in Whitby, ON on or about each Friday during the Promotional Period, starting with Friday, January 10, 2020 and ending Friday, January 31, 2020 ("the Draw Dates). An independent delegate chosen by the Sponsors, will draw ten (10) entries each Draw Date from all eligible Entries received prior to each Draw Date in order to select ten (10) Entrants as potential Prize winners (each being a "Potential Winner"). Refer to the following table for exact date and time of each Weekly Draw. Entries submitted in a prior entry period, that have not been selected as a potential Prize winner, will be eligible to win in subsequent entry periods. Entries selected on Draw Dates as potential Prize winners will not be included in future Draws. Limit of one (1) Prize will be awarded per household.

<b>Entry Period</b>	<b>Period Start Date and Time</b>	<b>Period End Date and Time</b>	<b>Drawing Date (each, a "Weekly Draw")</b>
1	January 2, 2020 at 12:00:00 am EST	January 9, 2020 at 11:59:59 pm EST	January 10, 2020 at 12:00 pm EST
2	January 10, 2020 at 12:00:00 am EST	January 16, 2020 at 11:59:59 pm EST	January 17, 2020 at 12:00 pm EST
3	January 17, 2020 at 12:00:00 am EST	January 23, 2020 at 11:59:59 pm EST	January 24, 2020 at 12:00 pm EST
4	January 24, 2020 at 12:00:00 am EST	January 30, 2020 at 11:59:59 pm EST	January 31, 2020 at 12:00 pm EST

## 6. NOTIFICATION OF POTENTIAL WINNER

The Potential Winners will be contacted via email. **The Sponsor will make two (2) attempts to notify the Potential Winner. In the event a Potential Winner cannot be contacted or if no response is received within 24 hours of the last attempted contact or if there is a return of any notification as undeliverable,**

then that Potential Winner will be disqualified without any liability to the Sponsor whatsoever (and the disqualified Potential Winner will have no claim against the Sponsor with respect to the Promotion, or anything related to the Promotion). Replacement entrants will not be selected.

The Sponsor is not responsible for the failure for any reason whatsoever of a Potential Winner to receive notification or other communications concerning this Promotion, or for the failure for any reason whatsoever of the Sponsor, or independent contest organization, if any, to receive the Potential Winner's response or other communications from the Potential Winner concerning this Promotion. Prior to being declared a winner, the Potential Winner must complete and return the Sponsor's Liability Release form (the "Release Form") including correctly answering without assistance of any kind, whether mechanical or otherwise, the mathematical skill-testing question set out on the Release Form. In the event that a Potential Winner incorrectly answers the mathematical skill-testing question, or does not return a completed Release Form within the indicated time frame, or if any email or other electronic message is returned as undeliverable, or the Potential Winner does not respond to our email or other electronic message notification, he/she will be disqualified without any liability to Sponsor and a replacement entrant will be selected.

## **7. ACCEPTANCE OF PRIZE**

By completing and returning the Release Form, and accepting a Prize, the Prize winner: (i) confirms compliance with these Terms and Conditions; (ii) acknowledges that the Prize must be accepted as awarded and cannot be substituted or transferred and has no cash surrender value; (iii) releases the Sponsor, its affiliated and related companies, advertising and promotional agencies, contest partners, the independent contest organization and their respective shareholders, directors, officers, employees and agents from and against all liability in connection with the Promotion and the awarding and use or misuse of the Prize; and (iv) consents to the use of his/her name, address (city and province) and/or likeness (including photographs of the Prize winner), without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor, which publicity shall be at Sponsor's sole discretion, and may be in any media whatsoever, with respect to this Promotion, unless prohibited by law.

In the event that an eligible person whose Entry is selected does not correctly answer the mathematical skill-testing question, or if any email, or other electronic message from Sponsor or its independent contest organization(if any) is returned as undeliverable, or return the Release Form within the required time period he/she will be disqualified, the Prize to which he/she may otherwise have been entitled will be forfeited by him/her and replacement entrants will be selected, without any liability to Sponsor or Contest Administrator whatsoever.

Potential Winners and/or Prize winners agree to cooperate in any investigations by the Sponsor to confirm his/her eligibility and to help ensure that the use of such Potential Winner and/or Prize winner in advertising or publicity for the Promotion will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Promotion or the Sponsor, as determined by the Sponsor in its sole discretion. No correspondence will be entered into except with each Potential Winner, and all entries become property of Sponsor upon receipt. Prizes will be sent via email. If for any reason a Prize is returned as undeliverable for any reason whatsoever, the Prize winner will have forfeited his/her right to receive his/her Prize.

## **8. PRIZE WINNER**

If it is discovered that a Prize winner made any false statement in any document related to the Promotion, 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 Terms and Conditions.

## **9. CONDITIONS OF ENTRY**

By entering the Promotion, Eligible Entrants acknowledge compliance with these Terms and Conditions including all eligibility requirements; agree to abide by these Terms and Conditions and by the decisions of the Sponsor with respect to all aspects of the Promotion, including without limitation any decision respecting the eligibility or the identity of any person who participates or attempts to participate in the Promotion. All decisions of the Sponsor are final and binding on all persons who enter the Promotion. Entrants who have not complied with these Terms and Conditions will be disqualified.

## **10. 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 and profile 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. The Potential Winner may be required to show proof of being the authorized account holder for the e-mail address associated with the winning Entry.

## **11. GENERAL**

The Sponsor and the independent contest organization, if any, 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 the Terms and Conditions; (iii) any loss, damage, or claims caused by the awarded Prize or the Promotion itself; (iv) any technical or communications failures affecting the Promotion or the awarding of the Prize, or causing damage or injury to any person, including without limitation, any failure of a website or social media platform during the Promotion 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 Promotion, all of which may affect a person's ability to participate in the Promotion; or (v) any other matter whatsoever. Entry material/data that have been tampered with or altered are void. Sponsor and its affiliates shall have no responsibility whatsoever for printing, prizing, programming, or production errors. By entering this promotion, you grant Maple Leaf Foods Inc. and its affiliates an unrestricted, nonexclusive, royalty-free, perpetual, irrevocable, and fully sub-licensable rights to reproduce, modify, adapt, publish, translate, create derivative works from, distribute, and display such entry material throughout the world in any media without providing attribution or obtaining additional consent from your entry. You further agree that Maple Leaf Foods Inc. and its affiliates are free to use any ideas, concepts, or know-how that you provide to Maple Leaf Foods Inc. and its affiliates via its websites, social media channels, or other online properties without compensation.

## **11. GOVERNING LAW**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of Entrants and the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with the laws of the Province of Ontario and construed in accordance with the Federal, Provincial, and Municipal laws applicable therein without regard to conflicts of law principles

## **12. DISQUALIFICATION**

It is the responsibility of any eligible person who submits an entry into the Promotion to ensure that he/she has complied in full with all of the conditions and requirements contained in these Terms and Conditions. In addition to any other rights of the Sponsor contained in these Terms and Conditions, the Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process, or with the operation of the Promotion, to be acting in violation of these Terms and Conditions, or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Promotion, 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 to the fullest extent permitted by law.

## **13. DISCREPANCIES**

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any entry or advertising or other publicity or materials concerning the Promotion and the provisions contained in these Terms and Conditions, the provisions in these Terms and Conditions shall prevail, govern and control.

#### **14. FORCE MAJEURE/PRINTING AND PROMOTION ERRORS**

Subject to first obtaining any necessary governmental consent, the Sponsor reserves the right to suspend or terminate this Promotion or to amend, enlarge or modify these Terms and Conditions at any time and in any way, without prior notice. Without limiting the generality of the foregoing, and subject to any governmental approval which may be required, the Sponsor reserves the right, without prior notice and at any time, to terminate the Promotion, in whole or in part, or to modify, suspend the Promotion in any way, if it determines, in its sole discretion, that the Promotion 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 Promotion, in whole or part. In the event the Sponsor is impeded or prevented from continuing with the Promotion as planned or intended by any event beyond its control, including, but not limited to fire, flood, natural or manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any federal, Provincial, or local government law, order, or regulation, public health crisis, the order of any court or government agency of applicable jurisdiction, or by any other cause not reasonably within the Sponsor's control, then subject to any governmental approval which may be required, the Sponsor shall have the right to modify, suspend, or terminate the Promotion. Subject to the provisions of these Terms and Conditions, only the type and number(s) of Prizes described in these Terms and Conditions will be awarded in the Promotion. If, due to printing, prizing, programming, production or other errors or for any other reason whatsoever, the number of individuals claiming the right to receive Prize exceeds the number of Prizes available to be won as set out in these Terms and Conditions, 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 3 of these Terms and Conditions) 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 Promotion. Under no circumstances shall the Sponsor be required to award or distribute more than the correct number of Prizes.

#### **15. INVALIDITY**

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

#### **16. 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 Promotion, Entrants consent to the use of their personal information for the purpose of administering the Promotion, for the purposes set out in these Terms and Conditions, and in accordance with the Sponsor's privacy policy. In the course of conducting this Promotion, the Sponsor will acquire certain personal information as submitted by persons seeking to enter the Promotion. 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/>.

#### **17. RELEASE OF LIABILITY**

By participating in this Promotion, Entrants release and forever discharge the Sponsor and its directors, officers, employees and agents of and from any and all claims, demands or causes of action related to the Promotion or the Prize. Entrants acknowledge and agree that DAZN sole and exclusive role in the Contest is

that of Prize supplier and that DAZN is in no way responsible for the administration of the Contest or the selection of winners. Any questions, comments or complaints regarding the Promotion must be directed to the Sponsor or administrator.

#### **18. MISCELLANEOUS**

This Promotion is subject to all applicable federal, provincial and municipal laws. Entries generated and/or transmitted by script, macro, robotic, programmed, or any other automated means are prohibited and, at the sole discretion of the Sponsors, may be disqualified.

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

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