

OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. KEY DATES:

The Summer of Soccer Contest (the “**Promotion**”) begins on May 15, 2026 at 12:00:00 a.m. Eastern Time (“**ET**”) and ends on July 19, 2026 at 11:59:59 p.m. ET (the “**Promotion Period**”).

2. ELIGIBILITY:

THIS PROMOTION IS OPEN ONLY TO INDIVIDUALS WHO ARE LEGAL RESIDENTS OF AND PHYSICALLY LOCATED IN CANADA AND WHO HAVE REACHED THE LEGAL AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE AT THE TIME OF ENTRY. Promotion may only be entered from and within Canada. Employees, representatives and agents (and those with whom such persons are living – whether related or not, and immediate family) of Conagra Brands Canada Inc. (“**Sponsor**”), LPI Communication Group Inc. (“**LPI**”), Snipp Interactive Inc. (“**Contest Administrator**”) and each of their respective parent, affiliates, subsidiaries and related companies, prize suppliers, advertising/promotion agencies, and any other individual or entity involved in the development, production, administration or fulfillment of the Promotion (collectively, the “**Promotion Parties**”) are not eligible to participate or win a prize in this Promotion.

3. AGREEMENT TO BE LEGALLY BOUND BY THESE OFFICIAL RULES:

By participating in the Promotion, you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “**Official Rules**”).

4. GENERAL RELEASE:

Winner and guests agree to release, hold harmless, and forever discharge the Sponsor, Contest Administrator, LPI, and their employees, directors, officers, affiliates, and subsidiaries, from any and all claims, demands, losses and liabilities, of any nature whatsoever, which they may now or hereafter assert, including but not limited to, claims for injury, death, or illness arising out of or claimed to be arising out of Contest entry, prize acceptance, or use/misuse of the aforesaid prize.

5. HOW TO ENTER:

During the promotion period, an eligible Entrant may enter with a qualifying purchase (see receipt entry method below) or without a purchase (see mail-in entry method below).

A. Receipt entry method: To enter with a qualifying purchase, an eligible Entrant must have purchased any of the participating products (listed below in Exhibit A) at a participating retailer location (a ‘qualifying purchase’) and kept the sales receipt, and then visit the Contest Website (as defined below).

Once you have a valid sales receipt legitimately obtained in accordance with these Rules, you must complete the following steps:

Step 1: Take a photograph (the “**Photo**”) of your Receipt in its entirety from top to bottom including all four corners. For longer receipts, or receipts that are two sided, take a picture in sections and attach each

photograph. You are encouraged to blank out any personal information that appears on the Receipt. The Photo must show: (i) the making of a Qualifying Purchase including the product name/SKU and CPU; (ii) the Retailer Location address; and (iii) the date and time of the transaction (which must be during the Purchase Period of May 15 – July 19, 2026). **Maximum File Size:** 10 MB; **Permitted File Types:** JPG, JPEG, PDF, or PNG. Blurry and/or unreadable receipt photographs will be rejected.

Step 2: Scan QR code or click on weblink to visit www.summerofsoccercontest.ca (the “Website”) during the Promotion Period using a compatible internet browser.

Step 3: Follow the on-screen instructions and:

- (1) fully complete the online entry form with: (i) your full name (first and last name); (ii) e-mail address; (iii) cellular telephone number with area code; (iv) province and postal code; (v) choice of gift card (vi) retailer where the product was purchased store location (city and major intersection), as well as complete a mandatory two-factor authentication by receiving and entering a one-time password (“OTP”) sent to your mobile phone number and reading and accepting any required terms and conditions;
- (2) and follow prompts to upload your receipt Photo(s); and
- (3) signify your agreement that you have read and agree to be legally bound by these Rules.

Once you have fully completed the Entry Form with all required information (including uploading your receipt) follow the on-screen instructions to submit your completed Entry Form (the “**Entry**”). To be eligible, your Entry must be submitted and received in accordance with these Official Rules. Once your Entry is complete, you will automatically earn one (1) Entry for a chance to win the Grand Prize (See Rule 8).

If it is discovered by the Contest Administrator (using any evidence or other information made available to or otherwise discovered by the Contest Administrator) that any person has attempted to: (i) use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Contest Administrator’s interpretation of the letter and spirit of these Official Rules to enter or otherwise participate in or disrupt this Promotion; (ii) enter a receipt that has been falsified, manipulated or otherwise altered in any way (all as determined by Contest Administrator in its sole and absolute discretion); then they may be disqualified from the Promotion in the sole and absolute discretion of the Contest Administrator (in which case the Entry will be declared null and void and any rights to any Prize(s) associated with such receipt will be forfeited in their entirety). Any Entry may be rejected if (in the sole and absolute discretion of the Contest Administrator) the Entry Form is not fully completed with all required information submitted and received in accordance with these Official Rules. The Contest Administrator and the other Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

Receipt Entry Limit: One (1) Entry per person, per Day using the Receipt Entry Method. For the purposes of these Official Rules, a “Day” is 12:00:00 a.m. ET to 11:59:59 p.m. ET.

B. Mail-In Entry method: To enter without making a purchase, print your first name, last name, complete mailing address (including postal code), valid email address and telephone number on a piece of paper along with a 25-word essay, and mail it in an envelope with sufficient Canadian postage (the “Mail In Submission”) to on “Why I love Soccer” to P.O. Box 34565 Place Cote-Vertu St. Laurent, QC, Canada H4R 2P4, post-dated between the contest entry period and received by July 23, 2026 . Once your valid

eligible Mail In Submission has been received in accordance with these Official Rules, you will receive for each such valid and eligible Mail In Submission: (a) seven (7) Entries

Overall Limit: Notwithstanding anything to the contrary contained in these Official Rules, each person/entrant can earn a maximum of Sixty Six (66) Entries for the entire duration of the Promotion Period irrespective of the method used to participate in the Promotion.

6. VERIFICATION:

All Entries, Requests, Eligible Products and Receipts are subject to verification at any time and for any reason. The Contest Administrator reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Administrator – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Promotion; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry, Request, Eligible Product, Receipt and/or other information for the purposes of this Promotion; and/or (iii) for any other reason the Contest Administrator deems necessary, in its sole and absolute discretion, for the purposes of administering this Promotion in accordance with the Contest Administrator’s interpretation of the letter and spirit of these Official Rules. Further, the Contest Administrator reserves the right, in its sole and absolute discretion, to request any original Receipt for the purposes of verification. Failure to provide the proof requested by the Contest Administrator to the complete satisfaction of the Contest Administrator (including, if required, providing the original Receipt) within the timeline specified by the Contest Administrator may result in disqualification in the sole and absolute discretion of the Contest Administrator. The sole determinant of the time for the purposes of this Promotion will be the official time-keeping device(s) used by the Contest Administrator.

7. THE PRIZES:

There will be fifty (50) Prizes (the “Prize”) available to be won, while supplies last. The Prize consists of one (1) \$200.00 UberEats, Instacart, Door Dash, or the equivalent value in a cheque if grocery delivery services are not locally available, as determined by the Sponsor in its sole discretion.

The Prize has a total approximate retail value of \$200.00 CAD. Choice of gift card and all other aspects of the Prize are at the sole and absolute discretion of the Sponsor.

Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by the Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at the Sponsor’s option; (iii) the Sponsor reserves the right at any time to substitute the Prize with a prize of equal or greater retail value, at the Sponsor’s sole discretion; (iv) the confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if the Prize does not prove satisfactory. Prize is subject to change based on extenuating circumstances that are not in the Sponsor’s control.

Reward description: Doordash Giftcard

Doordash disclaimer: Your gift card is only redeemable towards eligible orders placed on www.doordash.com or in the DoorDash App in Canada. Gift card is made available and provided by DoorDash Technologies Canada, Inc. Gift card cannot be used to pay a credit account and is not redeemable for cash except when required by applicable law. Gift card cannot be resold or returned or exchanged for cash unless required by law. Gift card not valid until purchased and activated. Purchases

with a gift card are subject to DoorDash's standard refund policy, and any refund amounts will be credited back to the DoorDash consumer's account. All gift card redemptions are final and may not be reversed. To view the full Gift Card Terms and Conditions, please visit doordash.com/gift-card-terms.

Reward description: Instacart Giftcard

Instacart disclaimer: This gift card is redeemable via the Instacart app, on “Powered by Instacart” sites, and on instacart.ca within Canada in cities where Instacart’s services are available. Funds do not expire. The card is non-reloadable and, except where required by law, cannot be redeemed for cash, refunded, or returned. The entire value of your gift card is credited to one Instacart account upon redemption. Limits may apply to redemption and use. Instacart is not responsible for lost or stolen gift cards or unauthorized use. You may be required to add a secondary payment method if your purchase is more than the value of your gift card. The card is not redeemable outside Canada. Credits can be used on subsequent orders. Use of this gift card is governed by Instacart’s gift card terms and conditions available at <https://www.instacart.ca/help/section/360007996832>. To request a refund for anything purchased with this gift card visit your Instacart account or review our Help Centre articles for our policies. To check your balance visit instacart.ca or call 888-246-7822. Protect your gift card like cash. Maplebear Inc., d/b/a Instacart is card issuer and sole obligor to card owner. Instacart may delegate its issuer obligations to an assignee, without recourse. If delegated, the assignee, and not Instacart, will be sole obligor to card owner. This card is not redeemable outside Canada. © 2026 Maplebear Inc. All rights reserved.

Reward description: Uber Eats Giftcard

Uber Eats disclaimer: By using this gift card, you accept the following terms and conditions: This card is redeemable via the Uber® and Uber Eats app within Canada. The card is non-reloadable and, except where required by law, cannot be redeemed for cash, refunded, or returned. You may be required to add a secondary payment method to use this gift card with the Uber or Uber Eats app. The card is not redeemable outside Canada. Issuer is not responsible for lost or stolen cards, or unauthorized use. This card is issued by Uber B.V. For balance, full terms and conditions and customer service, visit uber.com/legal/gift-cards/en-ca.

8. ELIGIBLE GRAND PRIZE WINNER SELECTION, NOTIFICATION AND CONFIRMATION PROCESSES:

On, or about Tuesday August 4, 2026 (the “**Draw Date**”) in Toronto, Ontario at approximately 12:00:00 p.m. ET, fifty (50) eligible entrants will be selected by random draw from among all eligible Entries submitted and received to date in accordance with these Official Rules. The odds of winning the Prize depend on the number of eligible Entries submitted and received in accordance with these Official Rules.

The Contest Administrator or its designated representative will make a maximum of two (2) attempts to contact the eligible winner (using the information provided on the Entry Form) within two (2) business days of the Draw Date. If the eligible winner cannot be contacted as outlined above, or if there is a return of any notification as undeliverable; then they may, in the sole and absolute discretion of the Contest Administrator be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Contest Administrator 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 (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

Prior to being confirmed as the winner of a Prize, the eligible winner will be required to correctly answer a mathematical skill-testing question without mechanical or other aid.

NO ONE IS THE WINNER OF A PRIZE UNLESS AND UNTIL THE CONTEST ADMINISTRATOR OFFICIALLY CONFIRMS THEM AS A WINNER IN ACCORDANCE WITH THESE OFFICIAL RULES. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, the eligible winner will be required to sign and return within two (2) business days of notification the Contest Administrator's declaration and release form, which (among other things): (i) confirms compliance with these Official Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Sponsor and all of the other Released Parties from any and all liability in connection with this Promotion, their participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of their name, city and province/territory of residence, voice, statements about the Promotion 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 or medium whatsoever, including print, broadcast or the internet, except where prohibited by law.

If the eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Promotion documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; (d) and/or is determined to be in violation of these Official Rules (including, but not limited to, failing to correctly answer the skill-testing question) (all as determined by the Contest Administrator in its sole and absolute discretion); then they will be disqualified (and will forfeit all rights to the Prize) and the Contest Administrator 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 for the Draw Date as outlined above (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

9. GENERAL CONDITIONS:

This Promotion is subject to all applicable federal, provincial/territorial and municipal laws, rules and regulations. The decisions of the Contest Administrator with respect to all aspects of this Promotion are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE CONTEST ADMINISTRATOR TO BE IN VIOLATION OF THE CONTEST ADMINISTRATOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE OFFICIAL RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST ADMINISTRATOR AT ANY TIME.

The Sponsor and the other Released Parties will not be liable for: (i) any failure of any Website or any platform before, during or after the Promotion; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, Request, Receipt, Eligible Product and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Promotion; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted an Entry, the Contest Administrator reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Contest Administrator – including, without limitation, government issued photo

identification) that they are the authorized account holder of the email address associated with the Entry in question.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Promotion (or to amend these Official Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Promotion as contemplated by these Official Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Promotion in any way (as determined by Sponsor and Administrator in their sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor reserves the right, subject in its sole and absolute discretion, to cancel, amend or suspend this Promotion, or to amend these Official Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, the Contest Administrator reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

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

By entering this Promotion, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Promotion and in accordance with Sponsor's Privacy Policy (See: <https://www.conagrabrands.ca/en/privacy-policy>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information. If you are selected as a winner, your information may also be included in a publicly available winner's list.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Promotion mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant, Entry, Request, Receipt, Eligible Product and/or other information with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Promotion as contemplated in these Official Rules, or for any other reason.

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

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 the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Promotion 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 (the “Forum”). 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 Official Rules or relating to this Promotion.

Exhibit A: Qualifying Participating Products

Product Description	UPC
ANG RTE SLTD MPL 12/156G	18780010157
ANG BBQ RTE 12/156GM	818780010184
ANG WHT CHED PUFF RTE 12/50.0GM	818780010627
ANG RTE SEA SALT 8/136G CA	1878001288
ANG RTE SWEET & SALTY 8/198G CA	1878001289
ANG RTE WHT CHDR PUFFS 12/170G CA	818780012935
ANG RTE SALTED MAPLE PPK 48CT	18780012953
ANG SWT CHL SNCKS 12/1/170G CND	818780013123
ANG RTE SEA SALT 8/255G CA	818780014731
ANG RTE SWEET & SALTY 8/397G CA	818780014748
ANG BBQ PPCRN 60/156G PPK	18780014988
ANG RTE CIN CHRO 12/170G	818780014991
ANG POPCRN BTR 8/125G	818780015356
ANG POPCORN SEASLT 12/35G	18780090050
ANG RTE SWEET & SALTY 12/64G CA	18780110949
ANG SEA SALT 8/255G	818780014731
ANG SWEET & SALTY 8/397G	818780014748
PGO FZN ORIGINAL 12/4/300G	6919200001
PGO FZN ORIGINAL 8/10/75G	6919200017
PGO FZN ORIGINAL 6/20/75G	6919200015
PGO FZN ORIGINAL 5/30/75KG (Largely Costco with some volume from LCL QC)	6919200019
PGO FZN ALL BEEF 8/8/600G	6919200100
PGO FZN ORIGINAL MINIS 6/32/30G	6919200099
Orville Redenbacher Buttery Microwave Popcorn (8 x 43 g mini bags)	027000480922
Orville Redenbacher Sweet & Salty Kettlecorn Microwave Popcorn (6 x 82 g bags)	058807082392
Orville Redenbacher Brown Sugar and Sea Salt Ready-to-Eat Popcorn (190 g)	058807083504
Orville Redenbacher Sea Salt Microwave Popcorn with Avocado Oil (5 x 77 g bags)	058807093022
Orville Redenbacher Smart Pop Microwave Popcorn (8 x 31 g mini bags)	058807480754
Orville Redenbacher Original Popcorn Kernels (1 x 850 g)	058807488163
Orville Redenbacher Simply Salted Microwave Popcorn (6 x 82 g bags)	058807500568
Orville Redenbacher Smart Pop Microwave Popcorn (10 x 70 g bags)	058807500810
Orville Redenbacher Smart Pop Microwave Popcorn (6 x 70 g bags)	058807500834
Orville Redenbacher Light Buttery Microwave Popcorn (6 x 76 g bags)	058807500841

Orville Redenbacher Buttery Microwave Popcorn (10 x 82 g bags)	058807500858
Orville Redenbacher Extra Buttery Microwave Popcorn (10 x 82 g bags)	058807500865
Orville Redenbacher Buttery Microwave Popcorn (3 x 82 g bags)	058807500872
Orville Redenbacher Extra Buttery Microwave Popcorn (3 x 82 g bags)	058807500896
Orville Redenbacher Buttery Microwave Popcorn (6 x 82 g bags)	058807500902
Orville Redenbacher Extra Buttery Microwave Popcorn (6 x 82 g bags)	058807500919
Orville Redenbacher Light Buttery Microwave Popcorn (10 x 76 g bags)	058807500926
Orville Redenbacher Extra Buttery Microwave Popcorn (18 x 82 g bags)	058807501862
Orville Redenbacher Buttery Microwave Popcorn (18 x 82 g bags)	058807502869
Orville Redenbacher Sweet and Salty Kettlecorn Ready-to-Eat Popcorn (220 g)	058807600084
Orville Redenbacher White Cheddar Ready-to-Eat Popcorn (190 g)	058807600091
Orville Redenbacher Movie Theatre Butter Ready-to-Eat Popcorn (150 g)	058807600114
Orville Redenbacher Simply Salted Ready-to-Eat Popcorn (116 g)	058807600121
Orville Redenbacher Original Popcorn Kernels (1 x 3.6 kg)	58807082866
Orville Redenbacher Buttery Microwave Popcorn (24 x 99 g bags)	58807484738
Orville Redenbacher Extra Buttery Microwave Popcorn (24 x 99 g bags)	58807485230
Orville Redenbacher Light Buttery Microwave Popcorn (24 x 80 g bags)	58807484240
ORVILLE RTE Simply Salted Popcorn	5880760012
ORVILLE RTE Movie Theatre Butter Popcorn	5880760011
ORVILLE RTE Brown Sugar and Sweet and Salty Popcorn	5880708350
ORVILLE RTE White Cheddar Popcorn	5880760009
ORVILLE RTE Kettlecorn Popcorn	5880760008