

## SHORT RULES/ LEGAL NOTICE:

**\*NO PURCHASE NECESSARY.** Sponsored by Jamieson Wellness Inc. Open to legal residents of Canada, of age of majority in their province or territory of residence at time of entry. Contest Period runs from 2023-07-15 to 2023-09-30 (Closing Date). Entries must be received by Closing Date. Only one (1) prize of CAD \$30,000.00 available to be won. **LIMITS: TEN (10) ENTRIES PER PERSON FOR THE ENTIRE CONTEST PERIOD, REGARDLESS OF METHOD OF ENTRY**, email address, street address, number of products purchased, receipts, essays or submissions. Odds of winning depend on total eligible Entries received during the Contest Period. Selected entrant will be notified at times indicated in official Contest Rules. Mandatory mathematical skill-testing question. For Official Contest Rules, restrictions, and full details on how to enter with or without purchase, participating products and retailers, and other details, visit <http://www.jamiesonvitamins.com/school>.

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## LONG RULES:

### **“Ace your Education In-Store Edition” Contest 2023 Official Contest Rules (“Contest Rules”)**

NO PURCHASE NECESSARY TO ENTER  
VOID WHERE PROHIBITED BY LAW

- 1 SPONSOR AND OVERVIEW:** This Contest is held in Canada, and is sponsored by JAMIESON WELLNESS INC. (“**Jamieson**” or “**Sponsor**”). The Contest starts on July 15, 2023, at 12:00:00 AM Eastern Time (“**Contest Start Date**”) and closes on September 30, 2023, at 11:59:59 PM Eastern Time (“**Contest Closing Date**”) (collectively the “**Contest Period**”).
- 2 ELIGIBILITY:** This Contest is open to all natural persons who meet the below requirements and enter in accordance with Paragraph 3 (Contest Entry. How to Enter) of these Contest Rules (“**Entrant(s)**”). To enter and be eligible to win a prize, an Entrant:
  - a. Must be a legal resident of Canada in any province or territory, including at the time of award and use of the prize;
  - b. Must have reached the age of majority in his/her province or territory of residence at the time of entry;
  - c. Must not be i) an employee of Sponsor, Contest judging organization/Contest Administrator (as defined hereunder), or any prize suppliers, their respective subsidiaries, parent or affiliated companies, and their respective distributors, agents and advertising or promotional agencies, or ii) a member of the immediate family of any of the above persons (“**immediate family**” means spouses, mothers, fathers, sisters, brothers, sons and daughters, step-sons and step-daughters), or iii) a person domiciled with any of the above persons;
  - d. Must provide Sponsor upon request: proof of residence, identification, and age.

By entering the Contest, Entrants agree to abide by these Contest Rules and the decisions of Sponsor, which are final. Consequently, upon entry, each Entrant shall have to confirm that they have read and do agree to be bound by the Contest Rules and indicate 'yes' or 'no' as to whether they wish to opt-in to receive additional information from Sponsor.

### 3 CONTEST ENTRY. HOW TO ENTER:

There are two methods of entry.

#### 3.1 WITH PURCHASE METHOD OF ENTRY:

**MAKING PURCHASES:** In order to enter and participate in the Contest “with purchase”, during the Contest Period, and while supplies last, Entrants who would like to make “with-purchase” submissions and receive with-purchase Entries, must: (i) visit a “**Participating Retailer**”, i.e., everywhere Sponsor’s Products are sold in Canada, including Sponsor’s direct online retail channel(s), and (ii) purchase “**Participating Products**”, i.e. any Jamieson Vitamins products, any Iron Vegan products and any Progressive Nutritional products sold by a Participating Retailer. To count as an “**Eligible Purchase**”, the purchase of a Participating Product **is subject to the limits and restrictions on Entries set out herein.**

For the purposes of these Contest Rules and the avoidance of doubt, “**Sponsor’s Products**” means and includes Jamieson Vitamins products, any Iron Vegan products and any Progressive Nutritional products.

**ENTERING WITH-PURCHASE:** To enter and participate in the Contest through the “with-purchase” method of entry, Entrants must: (i) visit one of the Contest websites at:

[www.jamiesonvitamins.com/school](http://www.jamiesonvitamins.com/school);

[www.ironvegan.ca/school](http://www.ironvegan.ca/school); or

[www.progressivenutritional.com/school](http://www.progressivenutritional.com/school);

(collectively the “**Website**”), or scan the QR code in-store and on the Contest’s Point-of-Sale material (“POS”) to go to said Website; (ii) click on the “Enter” link for the Contest, complete the appropriate online form and follow the on-screen instructions on the Website to submit their Eligible Purchase receipt. Among other details, Entrants must: (i) provide their first name, last name, complete home address (including postal code), valid email address and telephone number, and any other required information; and (ii) upload a photo of their Eligible Purchase receipt. Collectively each online submission together with the uploaded photo of an Eligible Purchase receipt, are referred to as a “**With-Purchase Submission**”.

Subject to applicable limits, for a valid With-Purchase Submission received during the Contest Period, Entrant will receive an email confirming their “**With-Purchase Entry**” into the Contest. Each Eligible Purchase receipt may only be submitted once. Duplicate submissions of Eligible Purchase receipts will be disqualified, and any related With-Purchase Entry will be void and discarded.

To be valid and eligible the draw, the Eligible Purchase receipt, the With-Purchase Submission and the With-Purchase Entry in connection therewith must: (i) fully evidence that Entrant made an Eligible Purchase during the Contest Period, showing the Eligible Purchase date and time; (ii) clearly show the Participating Products purchased, (iii) contain all of the information listed above and show the purchase was made at a Participating Retailer; and (iv) be received by Sponsor during Contest Period, and by Contest Closing Date.

**LIMITS:** One With-Purchase Submission and With-Purchase Entry, per Participating Product within an Eligible Purchase, as evidenced by Entrant's Eligible Purchase receipt submitted in accordance with these Contest Rules. Maximum of ten (10) Participating Products or Eligible Purchases, per person for the entire Contest Period, regardless of the number of receipts or products thereon, for a maximum of ten (10) With-Purchase Entries, per person for the entire Contest Period, regardless of the number of receipts or products thereon, **subject to further limits and restrictions on Entries set out herein.**

By way of example:

- If the Eligible Purchase receipt contains a purchase of one (1) Participating Product, Entrant would be eligible to receive one (1) Entry in connection with such With-Purchase Submission;
- If the Eligible Purchase receipt contains a purchase of five (5) Participating Products, Entrant would be eligible to receive five (5) Entries in connection with such With-Purchase Submission;
- If the Eligible Purchase receipt contains a purchase of twelve (12) Participating Products, Entrant would be eligible to receive a maximum of ten (10) Entries in connection with such With-Purchase Submission;
- If an Entrant makes two submissions during the Contest Period, where one contains an Eligible Purchase receipt showing five (5) Participating Products, and the other contains an Eligible Purchase receipt showing eight (8) Participating Products, for a total of thirteen (13) Participating Products, Entrant would be eligible to receive a maximum of ten (10) Entries in connection with such With-Purchase Submissions. In addition, neither purchase receipts may be re-submitted during the Contest Period; both are considered spent and void; and the three (3) remaining products on said receipts may not count toward any Entry into the Contest.

**IMPORTANT NOTE: ENTRANTS MUST RETAIN THEIR ORIGINAL ELIGIBLE PURCHASE RECEIPTS. THEY WILL BE REQUIRED FOR VERIFICATION PURPOSES, INCLUDING AS PART OF THE VERIFICATION PROCEDURE CONDUCTED FURTHER TO THE RANDOM DRAW, AS SET OUT BELOW. FAILURE TO PRESENT SUCH RECEIPT WILL RESULT IN DISQUALIFICATION.**

### **3.2 WITHOUT PURCHASE METHOD OF ENTRY:**

**MAKING SUBMISSIONS FOR “NO-PURCHASE” ENTRIES:** In order to enter and participate in the Contest through the “no-purchase” method of entry, during the Contest Period, Entrants who would like to make “no-purchase” submissions and receive “no-purchase” Entries, must: (i) visit the Contest Website at:

<https://www.jamieson-rewards.com/Amoe?language=en>

or scan the QR code in-store and on the Contest's Point-of-Sale (“POS”) to go to said Website; (ii) click on the “Enter” link for the Contest, complete the appropriate online form and follow the on-screen instructions on the Website to submit their no-purchase entry submission. Among other details, Entrants must: (i) provide their first name, last name, complete home address (including postal code), valid email address and telephone number, and any other required information; and (ii) in the designated text field, write their own one hundred and fifty (150)-word, original essay about what they would do with a prize of \$30,000.00 offered through the “Ace your Education” Contest, with the exact word-count at the end of their essay. Collectively each online submission together with the requisite original essay, are referred to as a “**No-Purchase Submission**”. Subject to applicable limits, for a valid No-Purchase Submission received during the Contest Period, Entrant will receive an email confirming their “**No-Purchase Entry**” into the Contest. Each No-Purchase Submission and its one hundred and fifty (150)-word, original essay may only be submitted once. Duplicate submissions of essays will be disqualified, and any

related No-Purchase Entry will be void and discarded.

To be valid and eligible for the draw, each No-Purchase request, No-Purchase Submission and No-Purchase Entry in connection therewith must: (i) be received individually (i.e., multiple requests or essays in the same upload will all be void); (ii) contain all of the information listed above; and (iii) be received by Sponsor during Contest Period, and by Contest Closing Date.

**LIMITS:** One original essay per No-Purchase Submission. One No-Purchase Submission will count towards ten (10) No-Purchase Entries per valid no-purchase entry request in accordance with these Contest Rules. Maximum of ten (10) No-Purchase Submissions, per person for the entire Contest Period, for a maximum of ten (10) No-Purchase Entries, per person for the entire Contest Period, **subject to further limits and restrictions on Entries set out herein.**

**IMPORTANT NOTE: ENTRANTS MUST RETAIN A COPY OF THEIR ORIGINAL ESSAY(S). THEY WILL BE REQUIRED FOR VERIFICATION PURPOSES, INCLUDING AS PART OF THE VERIFICATION PROCEDURE CONDUCTED FURTHER TO THE RANDOM DRAW, AS SET OUT BELOW. FAILURE TO PRESENT SUCH ESSAY WILL RESULT IN DISQUALIFICATION.**

### **3.3 APPLICABLE TO ALL METHODS OF ENTRY:**

Together the With-Purchase Entries and No-Purchase Entries are individually and collectively referred to as an “**Entry**” or the “**Entries**”. Together the With-Purchase Submissions and No-Purchase Submissions are individually and collectively referred to as a “**Submission**” or the “**Submissions**”. No Submission will be acknowledged. All Submissions and Entries, along with all No-Purchase requests and essays, are the property of the Sponsor and will not be returned.

To be eligible and valid any Submission must (i) be submitted AND received during the Contest Period, (ii) be fully completed in accordance with these Contest Rules, and (iii) otherwise be compliant in all respects; failing which a Submission will be rejected and any Entry generated thereby shall be void. To be eligible to win the prize offered in relation to this Contest further to the random draw, Entrants must submit an Entry by the Contest Closing Date. To be eligible to win the prize, all valid Entries must be received by the Contest Closing Date.

**Only Eligible Entries will be entered into the draw. The preceding does not limit Sponsor’s right to disqualify any Entry or Entrant based on any other provision of these Contest Rules or applicable law.**

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

If an Entrant has an issue with a Submission or an Entry, or a No-Purchase request, they may write to [help@jamieson-rewards.com](mailto:help@jamieson-rewards.com), with a detailed explanation on the issue, upon which they will need to provide the information required.

**LIMIT OF TEN (10) ENTRY SUBMISSIONS PER PERSON FOR THE ENTIRE CONTEST PERIOD, REGARDLESS OF METHOD OF ENTRY, AND REGARDLESS OF EMAIL ADDRESS, STREET ADDRESS, NUMBER OF PRODUCTS PURCHASED, RECEIPTS, ESSAYS OR SUBMISSIONS.** For greater certainty and for the avoidance of doubt, an Entrant may only use one (1) email address to enter the Contest during the Contest

Period. No reproductions permitted: duplicate Entries will be void and discarded.

- 4 **PRIZES:** There is one (1) “**Prize**” available to be won, consisting in a single award of CAD \$30,000.00. The prize must be claimed within the delay stipulated at Paragraph 8 at the latest, after which time the selected Entrant forfeits his/her claim to the prize.

5 **GENERAL PRIZE RESTRICTIONS:**

Any depiction of a prize in promotional materials is for illustration purposes only. Prize may not be exactly as depicted. If any prize is not redeemed within the delay stipulated, and/or the winner cannot, for whatever reason, avail him/herself of the prize (or portion of the prize), they shall not be entitled to the prize (or portion of the prize), or any compensation, monetary or otherwise. Prizes are non-refundable, non-negotiable, non-transferrable, non-assignable, and cannot be redeemed for cash or equivalent dollar value. Regardless of the prize awarded, it will not be replaced if lost or stolen. Each prize is subject to the terms, conditions and restrictions imposed by the prize supplier(s), which may be subject to changes. Sponsor will not be responsible, if weather conditions, event cancellations, or other factors beyond Sponsor’s reasonable control prevent a prize or part of a prize from being fulfilled. In any such event, a winner will not be provided with a substitute prize or cash equivalent. The present Contest shall not be interpreted as an offer from Sponsor to perform any of the above-mentioned operations, or to issue vouchers for said operations.

- 6 **NO WARRANTY.** The Sponsor has neither made, nor is in any manner responsible for, any warranty or guarantee relative to the prizes, including, but not limited to, quality, mechanical condition, or fitness for a particular purpose. The only warranty applicable to any prize is the manufacturer’s, or prize supplier’s warranty.

7 **CONTEST DRAW(S):**

Entrant to win the Prize shall be selected by random draw on October 5, 2023, at or around 1:00 PM Eastern Time (“**Draw Date**”), at the offices of the Administrator, Snipp Interactive Inc., located at Suite 1700, 666 Burrard Street, Vancouver, British Columbia, V6C 2X8, from the pool of eligible Entries received during the Contest Period and until September 30, 2023, at 23:59 PM Eastern Time, at the latest, the Contest Closing Date. The odds of winning a Prize depend on total eligible Entries received during the Contest Period.

- 8 **PRIZE AWARDING:** Selected Entrant(s) will be contacted by email only, after the Draw Date, between October 6, 2023 and October 16, 2023 (the “**Contact Dates**”). No correspondence will be entered into except with selected Entrant(s). If a voicemail or e-mail is left for a selected Entrant, he/she must reply to Sponsor within ten (10) business days of the date of the voicemail or email, regardless of when the message is received by Entrant, in order to claim a prize. Any Entrant selected as prospective winner(s) is required to first correctly answer a **time-limited, mathematical, skill-testing question without assistance of any kind, mechanical or otherwise**, and to sign/submit a Declaration and Release as described in Paragraph 11 of these Contest Rules, before being officially declared a Contest winner and being allowed to claim a prize. If selected Entrant fails to claim his/her prize within the allowed five (5) business days, and/or submit required documentation described in Paragraph 11 of these contest Rules, an alternate winner will be selected by random draw. Prizes will only be awarded upon verification by Sponsor that winner has fulfilled all requirements pursuant to these Contest Rules. Prizes must be

accepted as awarded and no substitutions, transfers, conversions, or assignments of prizes will be allowed. Sponsor reserves the right, however, in its sole discretion, to substitute a prize with a similar prize of equal or greater dollar value for any reason whatsoever. In the event that a selected Entrant (i) cannot be contacted or be reached or does not reply within the claim deadline; or (ii) does not correctly answer the mathematical skill-testing question; or (iii) refuses the prize; or (iv) does not comply with the Contest Rules; or (v) refuses to sign the Declaration and Liability Release Form; the prize will be forfeited and another random draw or draws will be conducted to select an alternate Entrant in the same manner. If an official winner dies before receiving, participating in, or using a prize, and proof of death is provided by the estate of deceased winner to Sponsor, then a payment equal to the dollar value of the prize shall be made to the estate of deceased winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate Entrant.

- 9 DISQUALIFICATION:** Sponsor reserves the right in its sole discretion to disqualify at any time, any Entrant, winner or other person from participating in the Contest and any future Contest or other promotion conducted by Sponsor, for any reason, including, but not limited to, if Sponsor finds or believes this individual to be violating these Contest Rules or tampering with or abusing any aspect of this Contest or the operation of the Website or any other Sponsor-hosted website, or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. In the event it is determined that an Entrant has entered in a fashion not sanctioned by these Contest Rules, the Entrant may be disqualified, and all of the Entries submitted by the Entrant may be disqualified. Proof of transmission (screenshots or captures, etc.) does not constitute proof of delivery. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.

Without limiting the generality of the above, and for example, an Entrant is subject to disqualification and exclusion, if Entrant uses multiples names, identities, email addresses, or submits in contravention to these Contest Rules, such as without obtaining an Eligible Purchase receipt or submitting a plagiarised essay.

- 10 TAXES:** Liability for any applicable taxes imposed by any federal, provincial/state and/or local government, on any prize won, is the sole responsibility of winner.
- 11 RELEASES:** Before being declared official winner(s), selected Entrant(s) will be required to sign a Declaration of Compliance with the Contest Rules and a Publicity/Liability Release, thereby confirming compliance with the Contest Rules and acceptance of the prize as awarded, and releasing Sponsor, its affiliates, subsidiaries, parent and related companies, agents, advertising and promotional agencies, the independent contest organization and all of their respective directors, officers, shareholders, owners, partners, employees, participating retailers, agents, servants, representatives, successors and assigns (collectively the "Releasees") from any actions, causes of action, suits, debts, claims, demands and liability whatsoever in connection with this Contest, the prize, or the acceptance and/or use of any prize, or arising out of winner's participation in this Contest. **Selected Entrant must complete and return Declaration and Release documents to Sponsor within five (5) business days of the sending of the email containing said documents to be signed, regardless of when they are received.** If the requisite documents are not duly signed and returned within this five (5)-business-day period, then the prize will be forfeited and said Entrant will have no recourse towards the Sponsor or other Releasees. Contest Sponsor reserves the right to randomly select another Entrant from among all eligible entries received during the Contest Period, at Sponsor's discretion.

Once all documents have been verified by Sponsor, selected Entrant will be officially declared a Contest winner and will receive a prize. Prizes will only be released to verified winners.

- 12 PUBLICITY, USE OF REGISTRATION INFORMATION.** By entering the Contest, each Entrant consents to the use of his or her personal information for the purposes of administering the Contest and awarding the prizes. By accepting a prize, winner consents to the use and publication of his/her name, address (city and province), voice, statement and photograph or other likeness, without further compensation, in any promotion, publicity or advertisement carried out by or on behalf of Sponsor in connection with the Contest, in any manner whatsoever including but not limited to print, broadcast or on the Internet.
- 13 VERIFICATION AND DISCLAIMERS AS TO NO-PURCHASE REQUESTS, ELIGIBLE PURCHASE RECEIPTS, SUBMISSIONS AND ENTRIES:** All Submissions and Entries and all No-Purchase Requests and/or Eligible Purchase receipts, are subject to verification and will be declared invalid if they are illegible, incomplete, incorrect, inaccurate, mechanically reproduced, mutilated, forged, falsified, fraudulent, altered, or tampered with in any way. Without limiting the generality of the foregoing, Releasees are not responsible for any such Submissions and Entries, and such No-Purchase Requests and/or Eligible Purchase receipts, or for lost, late, stolen, postage-due, misdirected, incomplete, damaged, destroyed or non-delivered Submissions, Entries, No-Purchase Requests and/or Eligible Purchase receipts, or other errors of any kind in connection with this Contest, such as but not limited to any human error or technical or technological error or issue that might prevent the Sponsor from generating or awarding the Entries. The Releasees will not be liable for any prejudice, damages or inconvenience suffered by anyone, namely the Entrants and winners, in connection with their entry in, their exclusion or disqualification from the Contest or in connection with the award or use of the prizes. Any use of automated devices is prohibited. In the event of a dispute regarding eligibility, the submission of an entry, exclusion or disqualification, or a dispute regarding who submitted a No-Purchase Request, Eligible Purchase receipt, Submission and/or an Entry, all decisions of the Sponsor shall be final. Without limiting the generality of the foregoing, Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity (including, without limitation, government issued photo identification) and/or eligibility from any Entrant, at any time, in connexion with the operation of the Contest, or for the purpose of ensuring compliance with the Contest Rules or other legal requirements, or for any other reason Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Contest Rules. Furthermore, an Entrant may be required to provide Sponsor with proof that they are the authorized account holder of the e-mail address or IP address associated with the No-Purchase Request, Submission and/or Entry. Failure to cooperate with Sponsor, including failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified, can result, in Sponsor's sole and absolute discretion, in disqualification from the Contest and any future contest or other promotion conducted by Sponsor.
- 14 FURTHER DISCLAIMERS:** Without limiting the scope of any other provision of these Contest Rules, namely that of the release provided in Paragraph 11 (Releases) above, and for greater certainty, Releasees will not be held liable for: a) any incomplete or inaccurate information, whether caused by Entrants or by any equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of entries; b) any error (namely but not only computer, production, distribution, printing, mechanical, seeding, typographical, human or other errors) in connexion with the offer, administration of the Contest, including the processing of entries, selecting, identifying

and announcing winners, and delivery of prizes; c) the theft, destruction or unauthorized access to, or alteration of, entries or the Contest equipment; d) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs, including interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of Entries or other information or the failure to capture, or loss of, any such information; e) any failure of any e-mail to be received by or from Sponsor for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or f) damage to an Entrant's or other person's system or device occasioned by participation or downloading of materials in this Contest.

- 15 CONTEST MATERIALS, ETC.** Any entry forms, promotional materials or other materials used in this Contest that have been tampered with, mutilated, altered, forged, reproduced, not legitimately obtained, are illegible or which contain or reflect printing, production or other errors will be void.
- 16 SECURITY.** In the event any portion of this Contest is compromised in any way, by virus, bugs, non-authorized human intervention or any other causes beyond the control of Sponsor, which in Sponsor's opinion, prevents the Contest from running as planned; if any factor interferes with the proper conduct of this Contest as contemplated by these Official Rules; or should any error (namely but not only computer, production, distribution, printing, mechanical, seeding, typographical, human or other errors) or other event result in more than the stated number of prizes of any category being claimed; *then* Sponsor reserves the right, in its sole discretion, at any time, and without notice to amend, cancel, suspend or terminate the Contest (subject to applicable law, namely to obtaining the approval of the Régie des alcools, des courses et des jeux for the province of Quebec, when applicable). In such event, Sponsor reserves the right to randomly select winner(s) and award any remaining prizes, from all eligible entries received during the Contest Period up to the point of early termination, the award of which shall be in accordance with these Contest Rules, but subject to the necessary adaptations due to the circumstances. In no event will more prizes be awarded than as provided in these Contest Rules. In Quebec, any termination will be subject to the approval of *the Régie des alcools, des courses et des jeux*.
- 17 DATA PROTECTION NOTICE:** Entrants' and winners' personal information is protected by Sponsor's Privacy Policy which can be found on Website labeled "Privacy Policy". Personal information will be used for the purposes of the Contest as specified under Paragraph 12 of the Contest Rules "Publicity, Use of Registration Information". Other than that, personal information will remain confidential to the Sponsor. The Contest Sponsor may however use third parties to process some aspect of personal information for its use, provided that they similarly agree to protect privacy. Any questions can be directed to Sponsor's appointed privacy officer, whose contact information is listed in Privacy Policy.
- 18 QUEBEC RESIDENTS:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.



- 19 CAUTION.** Any attempt by an Entrant or anyone to damage or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such an attempt be made, the Sponsor may refer anyone suspected of doing so to the competent law enforcement authorities and reserves the right to claim damages from any such person to the fullest extent permitted by law.
- 20 SOCIAL MEDIA.** This Contest is made independently from any social media. Without limiting the generality of the foregoing, this Contest in no way sponsored, endorsed, administered by, associated, or made in partnership with any social media, such as Facebook or Instagram. By entering, Entrants understand that they are providing their information to Sponsor and not to a social media like Facebook or Instagram, and that any questions, comments, or complaints regarding the Contest itself, must be directed to Sponsor, and not such social media.
- 21 PRECEDENCE:** In the event of any discrepancy or inconsistency between the terms and conditions of these Contest Rules and those contained in disclosures or other statements in any Contest-related materials (including, but not limited to the Contest entry form and/or point of sale, television, print or online advertising), the terms and conditions of these Contest Rules shall prevail, govern, and control.
- 22 DISPUTE RESOLUTION:** Sponsor's servers and clocks are the official tools for determining time in connexion with this Contest, including the time anything is submitted to Sponsor, such as an Entry. If a dispute arises regarding who submitted an on-line Entry, the Entry will be deemed to have been submitted by the authorized account holder, defined as the natural person who is assigned 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 address. An Entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the Entry. Except where prohibited by law, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket expenses incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, incidental or consequential, punitive, special or exemplary damages and any other damages, other than for actual out-of-pocket expenses, and Entrant waives any and all rights to have damages multiplied or otherwise increased. WHERE A DISPUTE INVOLVES A QUEBEC ENTRANT, all issues and questions involving a Quebec Entrant, concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of a Quebec Entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Quebec, Canada, without giving effect to any choice of law or conflict of law rules (applicable in Quebec or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the province of Quebec. WHERE A DISPUTE INVOLVES A ROC ENTRANT, all issues and questions involving a ROC Entrant, concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of the ROC Entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario, Canada, without giving effect to any choice of law or conflict of law rules (applicable in Ontario or any other jurisdiction), which would cause

the application of the laws of any jurisdiction other than the province of Ontario.

- 23 CONTEST GENERAL RULES:** This Contest is subject to all applicable federal, provincial, and municipal laws and/or regulations and every action taken by an Entrant in conjunction with the Contest must comply with these laws and regulations. This Contest is void where prohibited or restricted by law.

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