

OFFICIAL RULES

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

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED BY LAW.

BY SUBMITTING AN ENTRY TO THIS PROMOTION, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE PROMOTION ENTITIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES AND BINDING ARBITRATION.

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH AMAZON.COM, INSTACART OR APPLE.

1. SPONSOR: The "LALA Back to School Instant Win" game (the "Promotion") is sponsored by LALA US, Inc. ("Sponsor"). The Promotion consists of an instant win game (the "Instant Win Game"). The Promotion is subject to these official rules (the "Official Rules"), and by entering, Entrant (defined below) agrees to be bound by them and the decisions of Sponsor, which are final and binding in all respects.

2. ELIGIBILITY: The Promotion is only open to Entrants who:

(a) are legal residents of, and physically located within one of the fifty (50) United States or the District of Columbia (the "Eligibility Area"); and

(b) are at least eighteen (18) years of age or older as of the time of entry.

The Promotion is not open to individuals who:

(1) are employees, shareholders, subsidiaries, affiliates, officers, directors, agents and representatives of Sponsor or any entity which is involved in any aspect of the creation, production, operation, execution, or fulfillment of the Promotion, including Snipp Interactive Inc., the administrator of this Promotion (the "Administrator") and Sponsor;

(2) are immediate family members (defined as domestic partner, husband, or wife, parents, grandparents, children, grandchildren, siblings, or any of their respective spouses, regardless of where they reside) or household members (defined as those people who share the same residence of such entrant at least three (3) months a year, whether or not legally related) of such individuals listed in clause (1) above; or

(3) do not meet any of the eligibility requirements set forth above. VOID OUTSIDE THE ELIGIBILITY AREA AND WHERE PROHIBITED BY LAW.

3. PROMOTION PERIOD: This Promotion begins at 12:01 AM ET on July 23, 2024 and ends at 11:59 PM ET on September 3, 2024 (the "Promotion Period"). Administrator's computer systems will be the official timekeeping device for the Promotion. Entries that are submitted before or after the Promotion Period will be disqualified.

4. HOW TO ENTER: Individuals may participate in the Promotion and play the Instant Win Game by following either of the following methods listed below (each, an "Entrant", or "you"). **Note:** You will only be awarded the opportunity to play the Instant Win Game during any day of the Promotion Period, if: (a) you have not already Played the Instant Win Game that day; and (b) you have not previously been declared a potential winner of an Instant Win Game prize.

4.1 PURCHASE METHOD: (A) During the Promotion Period, purchase one (1) or more participating products (See <https://www.lalafoods.com/product/> for list of "Participating Products") from the any retailer that sells a Participating Product within one (1) transaction (one (1) single sales receipt) (if multiple Participating Products are purchased on one (1) receipt in a single transaction, the receipt will only be eligible for one Play (defined below)); (B) ensure that the applicable sales receipt identifies the retailer and date of purchase (ensure it is within the Promotion Period); (C) take

a photograph (png, jpeg, pdf, and tiff file types with a maximum file size of 10MB) of the sales receipt in its entirety (such photograph, a "Receipt Image") (note: Entrants are encouraged to blank out any personal information that appears on the sales receipt); and (D) thereafter and during the Promotion Period, following any one of the submission methods listed below to submit the Receipt Image to receive the opportunity to play the Instant Win Game (a "Play"):

(a) **Visit** <https://www.lalafoods.com/promotions> (the "Promotion Site") and upload the Receipt Image and complete the official entry form and register for the Promotion by entering true and accurate information in the required fields and reading and accepting any required terms and conditions to receive an opportunity to Play the Instant Win Game, including passing authentication tests requiring the requesting of a one-time password (OTP) via text and entering the OTP on the official entry form. After you complete your Play, you will be instantly notified if you are a potential winner of an Instant Win Game prize; or

(b) **Email Receipt Image.** During the Promotion Period, email the Receipt Image to LalaFoodsRewards@snippmail.com. You will be sent a link to the official entry form. Complete the entry form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State/Province, Zip/Postal Code, E-Mail, Phone Number). Follow instructions including reading and accepting any required terms and conditions and passing authentication tests requiring the requesting of a one-time password (OTP) via text and entering the OTP on the official entry form and register for the Promotion to receive an opportunity to Play the Instant Win Game. After you complete your Play, you will be instantly notified if you are a potential winner of an Instant Win Game prize; or

(c) **Text Receipt Image.** During the Promotion Period, text the keyword "**LALA**" followed by your Receipt Image to **811811**. You will be sent a link to the official entry form. Complete the entry form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State/Province, Zip/Postal Code, E-Mail, Phone Number). Follow instructions including reading and accepting any required terms and conditions and passing authentication tests requiring the requesting of a one-time password (OTP) via text and entering the OTP on the official entry form and register for the Promotion to receive an opportunity to Play the Instant Win Game. After you complete your Play, you will be instantly notified if you are a potential winner of an Instant Win Game prize. By *texting **LALA** to **811811** you consent to receive text messages pertaining to this program, via automated telephone dialing system to the number you provided, from Snipp Interactive Inc. and Sponsor. Message frequency varies. Txt HELP for Help or STOP to Stop. Official Rules and Privacy Policy of texting at www.snipp.com/terms-and-conditions and www.snipp.com/privacy-policy. *Message and data rates may apply. The text message you send is your electronic signature agreeing to these Official Rules, and to giving electronic written consent as set forth above. Carrier specific charges for text messages and data may apply for each message sent or received, depending on your individual carrier's cellular pricing plan, in accordance with your cellular customer agreement. Entrants may only participate in the Promotion if they are using a supported device. SMS/MMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities for specific instructions. Promotion Entities make no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By selecting to participate via text messaging, the Entrant grants permission to the Promotion Entities to communicate via return text message and must agree to accept all applicable charges associated therewith. Wireless service providers may charge Entrant for each text message, including any error message that is sent and received in connection with the Promotion, based on the applicable wireless service plan. Entrant is responsible for all applicable fees and taxes associated with submitting a Receipt Image. See your wireless service provider for pricing plan details and capabilities. Carriers are not liable for delayed or undelivered messages.

Automatic or pre-programmed entries are prohibited. Please save your original sales receipt in the event you are a declared a potential winner.

4.2 NON-PURCHASE METHOD: Entrants may participate in the Promotion without purchase or submission of a Receipt Image by mailing a 3x5 inch card on which you have handprinted the word: LALA and your complete legal name, mailing address (PO Boxes not permitted), phone number, valid email address, date of birth, and your signature to certify your eligibility to participate in the Program, consent to and compliance with these Official Rules and all applicable regulations and mail it to: LALA Back to School Instant Win Game, 6320 NW 97th Ave., Doral, FL 33178. Mailed entries must be postmarked during the Promotion Period and received by 11:59:59 PM ET on September 3, 2024, to be eligible to play. Each request must be mailed separately in a hand-addressed, stamped envelope. Entrants who Play the Instant Win Game using the Non-Purchase Method will have the same odds of winning as the Purchase Method. All mailed entries become the property of Sponsor and will not be returned or acknowledged. Upon Administrator's receipt of your mailed request, Administrator will, within one (1) business day, email a Game Play code utilizing the email address on the mailed request. Entrant must utilize Play code on or before 11:59 p.m. ET on September 3, 2024.

Limit: A maximum of one (1) Play per person per day of the Promotion Period will be accepted irrespective of method of Play and a maximum of one (1) prize per person/household for the duration of the Promotion will be awarded.

For purposes of this Promotion, a "day" begins at 12:00:01 a.m. ET and ends at 11:59:59 p.m. ET. Plays generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Plays received or attained based on any tampering (cheating) or foul play will render that Entrant ineligible to receive any prize(s) and may result in Entrant no longer being allowed to enter Sponsor's other promotions in the future, at Sponsor's sole discretion. Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information or otherwise may be disqualified. The Promotion Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's device to receive messages.

Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Promotion at Sponsor's sole and absolute discretion. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void. Entries received based on any tampering (cheating) or foul play will render that participant ineligible to receive any prize(s) and may result in participant no longer being allowed to enter Sponsor's other promotions in the future, at Sponsor's sole discretion. Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information or otherwise may be disqualified. The Promotion Entities are not responsible for technical failures of any kind, including, but not limited to, the malfunctioning of any wireless network, telephone, computer, computer network, hardware or software or the unavailability or inaccessibility of any service. The Promotion Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's device to receive messages.

Those who do not follow all of the instructions, provide the required information in their entry form, or fail to abide by these Official Rules or other instructions of Sponsor may be disqualified. You understand that Internet access and device data usage charges and any other charges imposed by your mobile plan and/or online service may apply when playing. Contact your wireless carrier and/or check your mobile plan for data usage pricing plans and details. In the event of a dispute as to any Play, the Authorized Account Holder of the email address used to register for the Promotion will be deemed to be the Entrant and such individual must comply with these Official Rules. The "Authorized Account Holder" is the natural person who is assigned an account by the Internet access provider, online service provider, or other organization responsible for assigning such accounts or the account associated with the submitted email address. The potential winners may be required to show proof of being the Authorized Account Holder.

5. ALL POTENTIAL INSTANT WIN GAME WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE OR EVEN IF ENTRANT RECEIVES A MESSAGE. EMAIL OR OTHERWISE, SAYING HE OR SHE WON, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME PLAY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE INSTANT WIN GAME SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

Play that is forged, altered mechanically, or reproduced will not be accepted and will be void. All Games must be obtained legitimately as detailed in these Official Rules. Plays may not be transferred, sold, bartered, auctioned (including through Internet auction sites), given away, traded, or obtained through any source other than through the method described in these Official Rules. Any Play will be void if it fails to pass anti-fraud detection measures, or if determined by Sponsor, in its sole discretion, to be unauthorized, illegitimately obtained or if it contains an unauthorized message, code, or other marking not issued by Sponsor for use in the Promotion, or if it is defective, contains other mechanical/electronic errors, is produced in error, illegible, unreadable, or blank or contains a seeding, typographical, mechanical or other errors, or does not contain proper security devices. No prize claim will be valid if a person's participation is associated with any Play deemed void for any reason. Sponsor's sole liability and responsibility for any irregular Play shall be limited to replacement of another Play (while supplies last). Games that have been tampered with or altered are void. ANY PERSON ATTEMPTING TO DEFRAUD SPONSOR OR IN ANY WAY TAMPER WITH, DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION WILL BE DISQUALIFIED AND MAY BE SUBJECT TO CIVIL AND/OR CRIMINAL PROSECUTION. Sponsor may run multiple campaigns, contests, sweepstakes or other

promotions simultaneously. Entry into one (1) campaign, contest or sweepstakes does not constitute entry into any other.

6. PRIZE SELECTION AND VERIFICATION OF POTENTIAL WINNERS: Potential winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. There will be one hundred forty-five (145) random, computer-generated winning times during the Promotion Period, one (1) for each of the Instant Win Game prizes below. If you are the first player to Play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated. If any potential winner cannot be contacted, fails to provide any requested information (if applicable) within the required time period, or if prize or prize notification is returned as undeliverable, he/she is disqualified and forfeits the applicable prize. The potential Apple® Digital Gift Card Prize winner will receive a prize notification via email and/or phone call as soon as reasonably practicable after the winner selection, via the contact information provided in their Registration Form where they may be asked to confirm their intention to be potentially awarded the Prize. These potential Apple® Digital Gift Card Prize winner(s) will also be sent an Affidavit of Eligibility and Liability/Publicity Release for such winner (collectively, the "Winner Documentation") via email, which must be duly completed, signed, notarized and returned to Administrator within three (3) days of date of issuance. In the event that a potential winner is disqualified for any reason, Administrator will award the applicable prize to an alternate winner in a random drawing from among all non-winning Plays received for the Promotion Period, up to three (3) alternates. If the alternate potential winners are disqualified, the applicable prize will not be awarded. If, for any reason, more winners come forward seeking to claim a prize in excess of the stated number of prizes available for a particular prize level as set forth in these Official Rules, the winners of the prize(s) at issue may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. The Promotion Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected or unsuccessful efforts to notify the potential winners.

7. PRIZES: One Hundred and Forty-Five (145) Instant Win Game prizes are available to be awarded in this Promotion, as follows:

PRIZE	APPROXIMATE RETAIL VALUE ("ARV")	NUMBER AVAILABLE
Apple® Digital gift card	\$2,000.00	1
Instacart® Digital gift card	\$100.00/each	12
Amazon® Digital gift card	\$100.00/each	12
LALA T-Shirt and Pen/Swag	\$20.00/each	20
One (1) LALA 4pk Yogurt Smoothie coupon & one (1) LALA UHT Milk (32 oz or 4pk)	\$12.00 each	100

*Reference to third parties in connection with prizes and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Promotion.

The ARV of all prizes is \$6,000. The Promotion Entities are not responsible for and winner will not receive the difference, in any, between the actual value of the prizes at the time of award and the stated ARV in these Official Rules or in any Promotion-related correspondence or material. Odds of winning an Instant Win Game prize depend on the date/time of Play and the number of prizes remaining available at the time of Play and number of eligible Instant Win Game Plays received. The number of Instant Win Game prizes available to be won will diminish as they are awarded. The actual value of prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed.

No substitution, exchange, or transfer of prize by any winner, with no cash redemptions or equivalents, except at Sponsor's sole and absolute discretion. Sponsor reserves the right to substitute any prize or prize component for one of comparable or greater value. Winners are responsible for all federal, state and local taxes, if any, as well as all costs and expenses associated with prize receipt and/or use not specified herein as being provided. The ARV of the prizes is based on available information provided to Sponsor and the value of any prize awarded to a winner may be reported for tax purposes as required by law. The winners may be required to provide Sponsor with a valid social security

number before the prize will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of winner(s), or if a minor in the jurisdiction in which s/he resides, in the name of his/her parent or legal guardian, for the actual value of the prize(s) received. The Promotion Entities shall have no responsibility or obligation to a winner who is unable or unavailable to, or who does not for any reason, accept or utilize a prize. Each prize is offered and provided "as is" with no warranty or guarantee by Sponsor, either express or implied, including, but not limited to, the implied warranties or merchantability, fitness for a particular purpose, or non-infringement. Any and all warranties and/or guarantees on the prizes (if any) are subject to the manufacturer's terms therefore, and winner agrees to look solely to such manufacturer(s) for any such warranty and/or guarantee. All prize details not specified in these Official Rules are at Sponsor's sole discretion. Prize details and availability are subject to change and prize provider's rules and restrictions, and in the event that Sponsor is unable to provide a winner with his or her prize(s), the Sponsor may elect to provide winners with the approximate value of such item in cash or award an alternate prize of comparable or greater value. Unclaimed prize(s) will be forfeited. Prizes, if legitimately claimed, will be awarded. The Promotion Entities are not responsible for and will not replace any lost, mutilated or stolen prize(s) or any prize that is undeliverable or does not reach a winner because of an incorrect or changed address. If a winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited and the Promotion Entities will have no further obligation with respect to that prize or portion of the prize. No more than the stated prize(s) will be awarded.

Gift cards must be redeemed in accordance with terms specified by issuer. Gift cards are subject to issuers terms and conditions applicable thereto and/or any terms set forth on the gift card itself. Additional restrictions, limitations and exclusions may apply. Prizes are not transferable. Each gift card is not refundable or redeemable for cash and cannot be replaced if lost or stolen.

Amazon.com is not a sponsor of this Promotion. Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.com or certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. All Amazon ®, ™ & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees.

Instacart gift card prize is subject to terms, available at: <https://www.instacart.com/help/article/gift-card-terms>.

Apple gift card can be applied only to purchases in the U.S. from an Apple Retail Store, the Apple Online Store, or by calling 1-800-MY-APPLE. Gift cards may not be redeemed at the iTunes Store, at Apple resellers, for cash (except as required by law), or for shipments outside the U.S. Gift card will remain active even if added to the Wallet app on your iOS device. Gift card prizes are subject to Apple's own terms and conditions, available at: <https://www.apple.com/legal/giftcards/applestore/>. Neither the issuer nor Apple is responsible for any lost or stolen gift cards or use without your permission. Keep them close; they're valuable and can be redeemed by whoever finds them. Gift cards are also not for resale. Gift card terms and conditions are subject to change without notice and some items may not be available for purchase.

Digital gift cards will be delivered to the email address provided by the applicable winner during registration. Physical product coupon prizes will be delivered to the physical house address provided by the participant during registration. Please allow 2-4 weeks after the Promotion Period for delivery of digital gift cards and 4-6 weeks after the Promotion Period for delivery of physical coupon prizes after the winners have been verified. Prize will only be mailed to verified winner's physical mailing address (no P.O. Boxes) in one (1) of the fifty (50) United States or the District of Columbia, except in Sponsor's sole and absolute discretion. Limit of one (1) prize per person

8. RELEASE: Entrant agrees to release and hold harmless Sponsor, its parent company, subsidiaries and affiliated companies, units and divisions ("Affiliates"); and their advertising and promotional agencies or marketing partners and prize suppliers; each of their respective officers, directors, agents, representatives and employees; and each of these companies' and individuals' respective successors, representatives and assigns; and the Administrator (collectively, the "Promotion Entities") from and against: (a) any claim, liability, or cause of action, including, but not limited to, damage to or loss of property, arising out of participation in the Promotion, receipt or use or misuse of any prize, or any breach of these Official Rules; and (b) any claim including claims based upon defamation, publicity rights, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property-related cause of action arising from or related to the Promotion, the prizes, or Sponsor's advertising and marketing related to the Promotion, Entrants or the winners. Winning a prize is contingent upon fulfilling all requirements set forth herein. Sponsor reserves the right in its sole discretion to disqualify any person it suspects or finds: (i) to have tampered with the entry process or the operation of the Promotion; (ii) to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or

harass any other person; (iii) to display behavior that will bring such Entrant or the Promotion Entities into disgrace (e.g., including, but not limited to, a person committing acts of moral turpitude, and/or allegations or convictions of any crime); (iv) to have provided inaccurate information on any legal documents submitted in connection with the Promotion; or (v) to be acting in violation of these Official Rules. ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS A WINNER OF THE PROMOTION AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED.

9. PUBLICITY GRANT: Except where prohibited by applicable law, participation in the Promotion constitutes each winner's consent to Sponsor's and its Affiliates' use of the winner's name, city, state, county, and country, likeness, photograph, statements made by the winner about the Promotion, Sponsor, its Affiliates, and/or prize information for purposes solely related to the Promotion in any media without further payment or consideration, including, but not limited to, posting winner lists online.

10. GENERAL CONDITIONS: Any attempt by any person to damage the Promotion or related websites or undermine the legitimate operation of the Promotion may be in violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Promotion Entities are not responsible if the Promotion cannot take place or is delayed, or if any prize cannot be awarded due to delays, interruptions or failures due to acts of God, war, natural disasters, coronavirus (COVID-19) pandemic, other epidemics or medical emergencies, government mandated lockdowns, weather, acts or threats of terrorism, strikes, lockouts, labor disputes, work stoppages, fire, acts of government, other force majeure events or other events outside of the reasonable control of the Promotion Entities. If, for any reason, the Promotion is not capable of running as planned, including, without limitation, coronavirus (COVID-19) pandemic, other epidemics or medical emergencies, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Promotion Entities, which, in Sponsor's sole determination, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Promotion, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Promotion or any part of the Promotion. If the Promotion or a particular portion thereof is canceled or terminated before the designated end date of the Promotion Period for any reason, Sponsor may (if possible) select the winners for any unclaimed prizes using the non-suspect, non-winning Plays received as of the date of the event giving rise to the termination and that is in complete compliance with these Official Rules or as otherwise deemed fair and appropriate by Sponsor. This shall be each Entrant's sole and exclusive remedy in the event the Promotion is terminated or cancelled. Only the type and quantity of prizes described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these Official Rules or the Winner Documentation shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules or Winner Documentation is determined to be invalid or otherwise unenforceable, then the Official Rules will be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

11. WAIVERS AND DISCLAIMERS: Except as provided by applicable law, the Promotion Parties are not responsible, to the extent permitted by law, for: (A) incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late delayed, misdirected, or deceptive Plays, prize claims, email, mail, or other communication of any kind; (B) any incorrect or inaccurate information, whether caused by Entrant, printing errors or omission or by any of the equipment or programming associated with or utilized in the Promotion; (C) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (D) unauthorized human intervention in any part of the Entry process or the Promotion; (E) technical, mechanical, network, typographical, human or other error or problem which may occur in connection with the Promotion, including, but not limited to, errors or problems which may occur in connection with the administration of the Promotion, the processing of entries, Play or prize claims, the announcement of the prizes, the functionality of the Instant Win Game or in any Promotion-related materials; or (F) any injury or damage to person or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an Entrant's entry/Play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another entry/Play in the Promotion provided that if it is not possible to submit another entry/Play due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible Entries or, as the case may be, received up to the date of discontinuance for any or all of the prizes offered herein. NOTHING IN THESE OFFICIAL RULES SHALL DISCLAIM, LIMIT, OR EXCLUDE LIABILITY FOR ANY LIABILITY THAT MAY NOT BE DISCLAIMED, LIMITED, OR EXCLUDED PURSUANT TO APPLICABLE LAW.

12. PRIVACY POLICY: The Entrants acknowledge and understand that all personal information submitted as part of this Promotion will be collected and processed by Sponsor for the purpose of managing the Promotion, and such additional purposes specified in connection with entering or participating in the Promotion, in accordance with the

privacy policy available at <https://www.lalafoods.com/english/privacy-policy> (the "Privacy Policy"). Entrants can read more about their rights, how Entrant's personal information is used, and how to contact Sponsor, in the Privacy Policy. By participating in the Promotion, Entrants agree to the Terms of Use and the terms and conditions of Sponsor's website and acknowledge all of the terms and conditions of the Privacy Policy. As a condition of entering the Promotion, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Promotion and to comply with applicable laws, regulations and rules. Any information entrant provides to Sponsor may be used to communicate with entrant in relation to this Promotion or on a Promotion winner's list.

13. CHOICE OF LAW AND LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Entrants or winners, Sponsor, and administrator in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of Texas. BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

14. DISPUTE RESOLUTION: The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in Dallas County, Texas, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury and review is limited. The arbitrator's decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Promotion shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("JAMS") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("AAA") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in Dallas County, Texas. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in Dallas County, Texas. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of Entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

15. GENERAL CONDITIONS: The decisions of the Sponsor with respect to all aspects of this Promotion are final and binding on all Entrants without right of appeal. ANY PERSON FOUND TO BE IN VIOLATION OF THE LETTER AND SPIRIT OF THESE OFFICIAL RULES BY THE SPONSOR, FOR ANY REASON WHATSOEVER, MAY BE DISQUALIFIED AT ANY TIME, AT THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR. Winners acknowledge that upon acceptance of a prize, performance of prize obligations becomes the sole and exclusive responsibility of the designated service provider(s) for those portions not originating with Sponsor, if any. The Sponsor reserves the right to change the dates, deadlines and/or other mechanics of the Promotion as set out in these Official Rules, to the extent deemed necessary by the Sponsor, in order to verify that an Entrant, an entry and/or other information comply with these Official Rules, or due to technical or other problems or 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. The Sponsor is the sole owner of the promotional materials and products of the Promotion and of the intellectual property rights related thereto, and nothing in these Official Rules shall be construed as conferring any rights whatsoever on

the Entrants in this regard. Except as provided in these Official Rules, no communications or correspondence will be entered into with Entrants, except with potential Prize winners, or as otherwise decided by the Sponsor in its sole discretion.

16. WINNERS LIST: All requests for a copy of the Official Rules and for the name of the Winners must be made by November 3, 2024. For the names of the Winners and/or Official Rules send an email to LalaFoodsHelp@snippmail.com and write "Winners Names" and/or "Official Rules" on the subject line.

17. SPONSOR: LALA US, Inc., 5301 Alpha Rd., Ste. 80-300, Dallas, TX 75240.

18. ADMINISTRATOR: Snipp Interactive Inc., 6708 Tulip Hill Terrace, Bethesda, MD 20816.

19. MISCELLANEOUS: Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.