

Schneiders® Oktoberfest Contest (the “**Contest**”)

OFFICIAL RULES AND REGULATIONS

THIS CONTEST IS OPEN TO RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW.

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IN ANY WAY WHATSOEVER INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING.

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

- 1. PARTICIPATION REQUIREMENTS:** The Sponsor (See Rule 3) is offering eligible entrants the opportunity to enter the Contest when they purchase one (1) or more Participating Products (see Rule 6) from an authorized participating Canadian retailer, while supplies last, and during the Purchase Period (See Rule 4). See Rule 7 for details on how to enter this Contest, including details on how to enter without purchasing a Participating Product.
- 2. AGREEMENT TO BE LEGALLY BOUND BY THESE OFFICIAL RULES:** By completing the Contest Registration Form and uploading a Qualifying Purchase or mailing a No Purchase Entry, you signify your agreement that you have read and agree to be legally bound by these Official Rules (the “**Rules**”).
- 3. ELIGIBILITY:** This Contest is open to legal residents of Canada, who are located within Canada, have reached the legal age of majority in their province/territory of residence at the time of completing the Contest Registration Form and/or submitted a No Purchase Entry and in both instances have a valid email account. You are not eligible to participate or submit an Entry if you are an employee, officer, director, representative or agent (or someone with whom any such person is domiciled, whether related or not) of Maple Leaf Foods Inc., (the “**Sponsor**”), or of any of its divisions, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies or any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of this Contest (collectively, the “**Contest Parties**”). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. The information you provide will be used for the administration of this Contest and in accordance with the Sponsor’s privacy policy (see Rule 26). In these Rules, where the context requires or permits, the term “**Sponsor**” includes a representative or agent of the Sponsor. In these Rules, a person who is eligible to submit an Entry is called an “**entrant**” or “**eligible entrant(s)**”. See Rule 7 for the definition of an “**Entry**”.
- 4. KEY DATES:** For the purpose of these Rules, the Contest begins on October 28, 2023 at 12:00:01 A.M. Eastern Daylight Time (“**EDT**”) and ends on December 11, 2023 at 11:59:59 P.M. Eastern Standard Time (“**EST**”) (the “**Contest Period**”). Within the Contest Period there are several key dates as follows:

- i. **Purchase Period:** A participant must make a Qualifying Purchase (see Rule 5.iii for definition) between October 28, 2023 and December 5, 2023 (herein referred as the “**Purchase Period**”).
- ii. **Upload Receipt Period:** A participant can upload a photo of their Qualifying Purchase (see Rule 5.iii for definition) beginning on October 28, 2023 at 12:00:01 A.M. EDT and ending on December 11, 2023 at 11:59:59 P.M. EST (the “**Upload Receipt Period**”).
- iii. **No Purchase Period:** For the purpose of these Rules and to enter without making a purchase, a no purchase entry (referred to as “**No Purchase Entry**”) and defined in Rule 7 below, must be postmarked between October 28, 2023 and December 5, 2023 (herein referred as the “**No Purchase Period**”).
- iv. **No Purchase Receiving Period:** No Purchase Entries must be postmarked during the No Purchase Period and received between 12:00:01 A.M. EDT on October 28, 2023 and 11:59:59 P.M. EST on December 11, 2023 (referred to as “**No Purchase Receiving Period**”).
- v. **Website Closing Date:** The website will no longer be available to view on the web commencing on January 6, 2024 at 12:00:01 A.M. EST.

5. **DEFINITIONS:** For the purpose of these Rules and for clarity where the context requires or permits, the following terms have the following meaning:

- i. **Participating Product(s):** During the Purchase Period, purchase any participating Schneiders® Schnitzel product as defined in Rule 6 below (each a “**Participating Product(s)**”) from an authorized retail store in Canada or as available through their online ordering system, while supplies last, subject to available inventory and product listings by store.
- ii. **Sales Receipt:** When you purchase any Participating Product from a Canadian retailer you will need to request and take with you, the Sales Receipt or an online order pick-up or delivery confirmation record from your Canadian retailer (collectively referred as “**Sales Receipt**”).
- iii. **Qualifying Purchase:** Is a photograph of the Sales Receipt or online order pick-up or delivery confirmation record which identifies: the Canadian retailer’s name and address; the date and time of the purchase; identifies the qualifying Participating Product(s) purchased (as identified in Rule 6 below); the retail unit price for each qualifying Participating Product purchased; the total dollars spent for the submitted Sales Receipt; identifies any coupons or discount received; and any applicable taxes applied to your Sales Receipt.

**For clarity:**

- iv. Entries will be awarded based on the number of Participating Products purchased on a Qualifying Purchase/Sales Receipt. For example, if a retailer offers a Free Participating Product during the Purchase Period (e.g. “Buy 1, Get 1 Free”) the entrant will earn only one (1) Entry for the Participating Product purchased and **not** earn an Entry for the Free product.
- v. A participant can upload as many Qualifying Purchases as required but there is a maximum number of Entries during the Contest Period, see Rule 9 for limits.
- vi. Under no circumstance can Qualifying Purchases/Sales Receipt(s) be shared, pooled or transferred to any other participant whether or not the individual is from the same household or for any other reason whatsoever including but not limited to if an entrant has reached the maximum number of Entries during the Contest Period (see Rule 9).

6. **PARTICIPATING PRODUCTS:** During the Purchase Period, purchase as many participating Schneiders® Schnitzel products as defined below (each a “**Participating Product(s)**”) from an authorized retail store in Canada or as available through their online ordering system, while supplies last, subject to available inventory and product listings by store.

<b>Participating Products</b>	<b>UPC Code</b>
Schneiders® Pork Schnitzel – 450 g	0 63100 13318 4
Schneiders® Chicken Schnitzel – 450 g	0 63100 13319 1

Purchases made by or on behalf of groups, clubs, organizations, businesses and commercial and non-commercial entities will not be accepted and will not be eligible to request an Entry.

7. **HOW TO ENTER:**

- a. **WITH PURCHASE:** If you have more than one (1) Qualifying Purchase to upload, each Qualifying Purchase receipt must be uploaded separately. **DO NOT UPLOAD MORE THAN ONE (1) QUALIFYING PURCHASE RECEIPT IN ONE (1) ONLINE SESSION.**

After completing a Qualifying Purchase during the Purchase Period, and before uploading a photograph of your Qualifying Purchase: (i) ensure your photograph of your Sales Receipt or an online order pick-up or delivery confirmation record, identifies the required details as defined in Rule 5.iii; (ii) add an “X” next to the Participating Product(s) purchased on your Sales Receipt or online order pick-up or delivery confirmation record; (iii) take a photograph (Maximum file size of 10 MB and photographs must be submitted in one of the following acceptable formats: Jpeg; JPG; GIF; BMP; PDF) of your Sales Receipt or online order pick up or delivery confirmation record in its entirety from top to bottom, including all four (4) corners. For a longer Qualifying Purchase (Sales Receipt

or a Sales Receipt that is two-sided), take a picture in sections and attach each photograph in one session. Be sure that the required details as defined in Rule 5.iii are all legible on your image(s). Blurry and/or unreadable photographs of Sales Receipts will be rejected; and (iv) submit your Qualifying Purchase request by completing the following steps below. **Receipts may be submitted only once.** Entrants are strongly encouraged to blank out any personal information that appears on the Sales Receipt.

- i. Visit [www.Schneiders.ca/Promotions](http://www.Schneiders.ca/Promotions) [English] or [www.schneiders.ca/fr/Promotions](http://www.schneiders.ca/fr/Promotions) [French] (each referred as the “**Contest Website**” or collectively the “**Contest Websites**”) and click “Get Started and upload receipt”;
- ii. Enter your email address; click “Upload”;
- iii. From your device, find your saved file and click “Upload Receipt”. If you have a second photo from the same Qualifying Purchase (Sales Receipt) click “Upload Another Part” by repeating the above (for example, if the Sales Receipt is double sided or is long). Once your photograph(s) are uploaded click the “Submit Receipt” button (each, a “**Qualifying Purchase Entry**” and collectively, “**Qualifying Purchase Entries**”);
- iv. Contest Registration Form:
  1. **First time entrant**: Will be required to fully complete the online Contest Registration Form with all required information, including your first and last name, complete mailing address (including street address, apartment number, P.O. Box for all rural addresses, city, province and postal code), daytime telephone number (including area code); verify your email address is correct (if not end your online session and start over); tick the box where indicated to agree that you have read and agree to be legally bound by these Rules, including your agreement that you have reached the age of majority in your province/territory of residence at the time of completing the online Contest Registration Form; tick the box where indicated that you agree that the Sponsor can send you email communications regarding the status of your recent Qualifying Purchase Entry and any reminder emails about this Contest. **Optional**: check the box to indicate that you would like to receive future promotional communications from the Sponsor. (***IMPORTANT NOTE: It is not necessary to opt-in to receive future promotional communications from the Sponsor, and you can opt-out of receiving future promotional communications at any time without impacting your opportunity to receive an Entry in this Contest***); tick the box to confirm that you are not a

“robot” and select the “Submit” button (each, an “**Entry request**” and collectively, the “**Entry requests**”).

2. **Returning participants** will be taken directly from 7.a.iii to 7.a.v.

v. After clicking “Submit Receipt or Submit”, you will receive a new webpage with the following message: “*Thank you for participating in the “Schneiders® Oktoberfest Contest”. An email will be sent within the next 48 hours. If you don’t see an email in your inbox, check your spam, junk or any other folder your email provider may push emails to. **PLEASE KEEP YOUR ORIGINAL SALES RECEIPT(S) AS THE SALES RECEIPT(S) MAY BE REQUESTED FOR FURTHER VERIFICATION PURPOSES.***”

vi. **REVIEW AND CONFIRMATION OF A QUALIFYING PURCHASE:** Upon receipt of a Qualifying Purchase, the corresponding Sales Receipt image will be reviewed for eligibility. The review process for an uploaded Qualifying Purchase image can take up to forty-eight (48) hours from the time it was submitted. Once the review process is completed, the participant will be notified by email with one of the following messages:

- Congratulations! Your sales receipt is valid and you’ve earned X entries into the Contest.
- OR
- We’re sorry along with the reason why such Qualifying Purchase image could not be processed at such time as determined by the Sponsor’s designated agent in its sole and absolute discretion, and if applicable any next steps in regards to the uploaded Qualifying Purchase image.

**Reminder:** It is the responsibility of a participant to check his/her email account, for such notifications including his/her inbox, spam, junk or any other folder that his/her email provider may push emails to.

**IMPORTANT:** Do not upload an image of a No Purchase Entry to the Website. It will be rejected and will not qualify for an Entry.

**NOTE:** If you have any questions about your submitted Qualifying Purchase, please visit the website at [www.Schneiders.ca/Promotions](http://www.Schneiders.ca/Promotions) [English] or [www.schneiders.ca/fr/Promotions](http://www.schneiders.ca/fr/Promotions) [French], check the Support webpage or you can send us an email at [help@SchneidersPromo.ca](mailto:help@SchneidersPromo.ca) with your question.

b. **WITHOUT MAKING A PURCHASE:** To enter without making a purchase, on a plain white piece of paper hand print your first name, last name, complete mailing address (including street address,

apartment number, P.O. Box for all rural addresses, city, province, postal code), daytime telephone number (including area code), valid email address, confirm that you have reached the age of majority in your province/territory of residence, along with a hand written one hundred (100) word or more unique and original essay in English or French telling us “How you enjoy Schnitzel with your family and/or friends” and mail all with sufficient Canadian postage to: Schneiders® Schnitzel Contest, 104 – 155 Main Street E, #308, Grimsby, ON L3M 1P2 (the “**No Purchase Entry request**”). Upon receipt of your No Purchase Entry request in accordance with these Rules, you will be eligible to receive one (1) Entry into the Contest per unique and original essay per envelope with sufficient Canadian postage (i.e. multiple No Purchase Entry requests in the same envelope will be void). No duplicates or photocopies or hand typed No Purchase Entry requests will be accepted and all must be hand written, materially unique and distinct. The Released Parties (as defined in Rule 9 below) do not assume any responsibility and are not responsible for any late, lost, misdirected, delayed or incomplete No Purchase Entry requests (all of which are void). Note: Sales receipts received through the No Purchase method of entry will not be awarded an Entry. All sales receipts must be uploaded through the website and as defined in Rule 7.a.i.

8. **IMPORTANT: YOU MUST KEEP ALL OF YOUR ORIGINAL SALES RECEIPTS.** The Sponsor reserves the right to request from a participant the original Sales Receipt(s)/Qualifying Purchase used for the purposes of this Contest for further verification purposes at any time and for any reason. Failure to provide your original Sales Receipt(s)/Qualifying Purchase upon request within the timeline specified by the Sponsor or its designated agent may result in your request for an Entry being denied. You must keep your original Sales Receipt(s) until January 31, 2024.
9. **ENTRY LIMITS: Participants may only use one (1) email account. For each qualifying Participating Product purchased an entrant will receive one (1) Entry. For each qualifying No Purchase Entry an entrant will receive one (1) Entry. There is a limit of fifty (50) Entries per person during the Contest Period. The fifty (50) Entries can be a combination of Qualifying Purchases and/or No Purchase Entry request per person during the Contest Period. Each Qualifying Purchase/Sales Receipt can only be submitted once in relation to this Contest.**

For greater certainty and the avoidance of any doubt, if you purchase more than one (1) Participating Product on a single Sales Receipt, you will receive one (1) Entry for each eligible Participating Product purchased in relation to that Sales Receipt unless it was associated with a Buy 1 Get 1 Free type of offer, or any other free product offer. The Sales Receipt cannot be used again to claim further Entries by either you as the entrant, or for another entrant. An entrant can only use one (1) email address to participate in this Contest even if it is shared by more than one person and all personal information provided must be truthful and accurate. Entries must be submitted by the entrant and not by any other person on behalf of an entrant. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise

discovered by the Sponsor) that any person has attempted to: (i) receive more than fifty (50) Entries (either in Qualifying Purchase/Sales Receipt or a combination of Qualifying Purchase/Sales Receipt and/or No Purchase Entry request or any other combination of (regardless of the method of entry) during the Contest Period; (ii) use a Sales Receipt more than one (1) time; (iii) falsely submitted a Sales Receipt without legitimately obtaining a Sales Receipt in accordance with these Rules; (iv) submitted a Sales Receipt or other information that has been falsified, manipulated or otherwise altered in any way; and/or (v) use multiple names, multiple identities, multiple email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and/or spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. An Entry or Entries may be rejected if (in the sole and absolute discretion of the Sponsor) the Contest Registration form / No Purchase Entry request is not fully completed with all required information and submitted and received in accordance with these Rules. The Sponsor, Contest Parties, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "**Released Parties**") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries and/or other information (all of which is void).

**10. VERIFICATION:** All Qualifying Purchases, Sales Receipts, including online order pick up or delivery confirmation record(s), No Purchase Entry requests, and participants are subject to verification at any time and for any reason. The Sponsor or its designated agent reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor, including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of a Qualifying Purchase, Sales Receipt or No Purchase Entry request, and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor or its designated agent deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Terms. Failure to provide such proof to the complete satisfaction of the Sponsor or its designated agent within the timeline specified by the Sponsor or its designated agent may result in disqualification of the participant and receiving if applicable his/her Entry request in the sole and absolute discretion of the Sponsor or its designated agent. Proof of transmission (screenshots or capture of any webpages etc.) or attempted transmission of a Qualifying Purchase, No Purchase Entry request or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Contest computers or Sponsor or its designated agent. The sole determinant of time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor. All personal and other information requested by and supplied to the Sponsor or its designated agent for the purpose of administering this Contest must be truthful, complete, and accurate and in no way misleading. The Sponsor or its designated agent reserves the right; in its sole discretion to disqualify any

participant should such participant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information. There shall be no recourse against the Sponsor or any Released Party in relation to any null and void Entry request or a participant being disqualified from participating in this Contest.

- 11. PRIZE AND APPROXIMATE RETAIL VALUE:** There will be one (1) Prize package (the “Prize”) available to be won during the Contest Period, consisting of a trip for four (4) (the Prize winner and three (3) guests) to attend Oktoberfest 2024 in Munich, Germany.

The Prize will be issued as follows: (i) a \$16,000.00 CDN travel voucher from a major travel company as selected by the Sponsor in its sole and absolute discretion; (ii) \$2,000.00 CDN spending money issued in the form of a cheque payable in the winner’s name as it appears on his/her Contest Registration Form; and (iii) a \$1,200.00 CDN voucher or gift card (as selected by the Sponsor in its sole and absolute discretion) to be used towards the purchase of four (4) tickets to Munich’s famous beer culture on an Oktoberfest tour with guaranteed seating in the festival’s biggest Hofbräu tent (depart on or about 10 AM and last for approximately 7 hours) subject to availability at the time of reservation. The approximate retail value of all three (3) Prize elements is \$19,200.00 CDN. Alternatively the eligible winner can select a cash alternative of \$15,000.00 CDN in lieu of the three (3) described trip elements. **NOTE:** Oktoberfest 2024 will take place between September 21, 2024 and October 6, 2024.

The Prize value was determined based on booking a trip for four (4) adults with all elements of the trip being booked at least one hundred and twenty (120) days prior to the preferred departure date and departing together from the same gateway on the same itinerary. Departure was based on a Toronto International airport departure and landing in Munich, Germany, with a departure date of September 18, 2023 in return economy basic plus airfare; staying at a moderate hotel located in Au-Haidhausen for six (6) nights in two (2) standard double rooms with one double bed; private group roundtrip airport transfer from Munich International airport to hotel and return from hotel to Munich International airport; \$2,000.00 CDN spending money issued in the form of a cheque payable in the winner’s name as it appears on his/her Contest Registration Form and a \$1,200.00 CDN voucher or gift card to be used towards the purchase four (4) two-day Munich Hop-On-Hop-Off Tour passes; four (4) tickets to attend Munich’s famous beer culture on an Oktoberfest tour with guaranteed seating in the festival’s biggest Hofbräu tent (depart on or about 10 am and last for approximately 7 hours). The actual retail value of the Prize may vary depending on the point of departure, fluctuation in airfare costs and availability, travel dates and any other factor that may influence the cost of the trip. If the winner elects to take the trip for four (4) to Munich, Germany, under no circumstances will the Sponsor cover any additional costs or expenses over and above the defined amounts, nor will the Sponsor issue a cheque for the approximate retail value, if the winner is unwilling to travel after the Prize has been awarded for any reason whatsoever or can’t afford to pay for any potential additional costs that may arise while booking his/her trip or while travelling, all without liability to the Released Parties.



The Prize winner acknowledges that he/she is responsible for booking his/her own trip and for any other costs over and above the provided amounts including but not limited to having all necessary documentation to permit international travel prior to ticketing and travel (the Prize winner and each of his/her guests accept full responsibility for obtaining these documents at their sole expense), to and from Munich, Germany, including not having any barrier for entry into Germany or re-entry into Canada and adhering to all laws, rules, regulations, and mandates related to, concerning, or arising from COVID-19-related travel restrictions and requirements, and for any additional elements including and not limited to health and travel insurance, complying with COVID-19 testing, vaccination, and/or quarantine requirements, transportation to and from the Canadian International airport, meals, drinks, excursions, attractions, visas, personal expenses, travel and medical insurance, travel documentation, airport improvement fees, bag check fees, taxes, gratuities, telephone calls, and in-room charges, items of a personal nature, and presenting to the hotel if required a valid major credit card for both rooms. The Prize winner further acknowledges that no compensation for or extension of the Prize will be provided in the event that the winner and/or any of his/her guests are required to observe local quarantine requirements during all or any portion of the Prize.

The Prize winner and each guests must be over the age of eighteen (18) in order to participate in any festivities while attending Munich's famous beer culture on an Oktoberfest tour with guaranteed seating in the festival biggest Hofbräu tent.

The Prize winner and each of his/her guests must have a passport that is valid for at least six (6) months past the return date of travel.

The Prize winner and each of his/her guests must have all necessary documentation (including, but not limited to a valid proof of vaccination) as may be required to participate in the Prize.

If the winner elects to take the trip each guests must be: (a) be a legal resident of Canada; (b) if any guest is not of the age of majority in his/her province or territory of residence then the parent or legal guardian must be travelling with the minor; and (c) sign (or in the case of a minor the parent or legal guardian must sign) and return the Sponsor's Guest Release Form as defined in Rule 14 (by the date indicated on the Guest Release Form) indicating that he/she waives all recourse against the Released Parties relating to his/her participation in the Prize (including, without limitation, any travel related thereto).

The travel voucher, activity voucher or gift card are subject to the terms and conditions of the issuer and cannot be exchanged for cash or otherwise. If any purchase exceeds the value of the travel voucher, activity voucher or gift card, the Prize winner and/or all of his/her guests will be responsible for any amount due which is over the value of the travel voucher, activity voucher or gift card (or the available balance at the time of purchase) (including applicable taxes). If any purchase does not exceed the travel voucher, activity

voucher or gift card value, the remaining available balance will not be paid in cash to the winner or any of his/her guests but will remain on the travel voucher, activity voucher or gift card as applicable.

Without limiting the generality of the foregoing, the Prize must be accepted as awarded and is not transferable, assignable or convertible to cash. No substitutions will be made except at Sponsor's sole option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize or a component of the Prize with an item or items of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. The Prize will only be awarded to the person whose verifiable full legal name and valid email address appears on the Contest Registration Form or No Purchase Entry associated with the Entry in question. The Prize winner and his/her guests if applicable are solely responsible for all costs not expressly described herein.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Prize or any component awarded in connection with the Contest. To the fullest extent permitted by applicable law, the confirmed winner and his/her guests if applicable understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the Released Parties should the Prize or any portion thereof fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the Prize, the confirmed winner and his/her guests if applicable agree to waive all recourse against the Released Parties if the Prize or any component does not prove satisfactory, either in whole or in part.

**12. WINNER SELECTION PROCESS AND ODDS OF WINNING:** On or about January 3, 2024 a random draw will be held in Grimsby, ON at approximately 2:00 P.M. EST (the "**Draw Date**"). One (1) eligible entrant will be randomly selected from among all eligible Entries that were submitted and received in accordance with these Rules during the Contest Period including any No Purchase Entries. The odds of winning the Prize depend on the total number of eligible Entries submitted and received in accordance with these Rules during the Contest Period including any No Purchase Entries.

**13. ELIGIBLE WINNER NOTIFICATION:** The Sponsor or its designated representative will attempt to contact the eligible winner by email (using the information provided on the Contest Registration Form /No Purchase Entry Request) within three (3) business days of the Draw Date. The Released Parties will not be responsible for failed attempts to contact the eligible winner. If the eligible winner cannot be contacted as outlined above, or if there is a return of any notification as undeliverable; then the eligible winner will be disqualified without any liability to the Sponsor whatsoever (and the disqualified eligible winner will have no claim against the Sponsor with respect to the Contest, or anything related to the Contest) and the Sponsor 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 submitted and received in accordance with these Rules during the Contest Period (in which case the foregoing provisions of this section shall apply to such newly selected

eligible winner). The Sponsor is not responsible for the failure of any eligible winner to receive notification or other communications, concerning this Contest or for the failure for any reason whatsoever of the Sponsor, or its designated representative, to receive the eligible winner's response or other communications from the eligible winner concerning this Contest.

14. **ACCEPTANCE OF PRIZE:** No one is a winner unless and until the Sponsor officially confirms him/her as a winner in accordance with these Rules. Before being declared as a confirmed prize winner, the eligible winner will be required to: print, complete and return the Sponsor's Declaration of Compliance with the Official Rules / Release of Liability and Consent to Publicity Form (the "**Release Form**") including: (a) correctly answering a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's Release Form); and (b) sign and return within five (5) business days of notification the Sponsor's Release Form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; (iv) agrees to the publication, reproduction and/or other use of his/her name, city/province/territory, voice, statements about the Contest 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 whatsoever, including print, broadcast or the internet (including, but not limited to, any social media platforms) unless prohibited by law. In addition if the eligible winner selects the trip as their Prize, then the eligible winner will be required to have each of his/her guests print, complete and return the Sponsor's Guest Declaration of Compliance with the Official Rules / Release of Liability and Consent to Publicity Form (the "**Guest Release Form**") within the time frame indicated on the Guest Release Form. If the eligible winner: (a) fails to correctly answer the mathematical skill-testing question; (b) fails to return the properly executed Release Form and Guest Release Form if the eligible winner selects the trip as their Prize within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the Prize) without any liability to Sponsor whatsoever, and the Sponsor 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 submitted and received in accordance with these Rules during the Contest Period (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner). The eligible winner may be required, at the Sponsor's sole discretion, to provide the Sponsor or its designated agent with a copy of government issued photo identification showing his/her valid address. The eligible winner agrees to cooperate in any investigations by the Sponsor to confirm his/her eligibility and to help ensure that the use of such eligible winner and/or prize winner in advertising or publicity for the Contest will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsor, as determined by the Sponsor in its sole discretion. Upon request the eligible winner will provide the name of

his/her employer and/or occupation. No correspondence will be entered into except with the eligible winner. Depending on what the eligible winner selected as his/her Prize (actual Prize or cash alternative) it is anticipated that the confirmed winner's Prize will be sent to the confirmed winner's address as indicated on his/her Contest Registration Form /No Purchase Entry Request within forty-five (45) days of being confirmed as a winner. If the Prize is returned as undeliverable for any reason whatsoever, the Prize winner will have forfeited his/her right to receive his/her Prize.

**15. PRIZE WINNER:** If it is discovered that the Prize winner made any false statement in any document related to the Contest, the Prize winner must promptly return to the Sponsor upon demand the Prize, or at the election of the Sponsor the value of the Prize as stated in these Rules.

**16. CONDITIONS OF PARTICIPATION:** By participating, uploading and submitting Qualifying Purchase(s) or No Purchase Entry into this Contest, and completing the Contest Registration Form, eligible participants acknowledge compliance with these Rules including all eligibility requirements; agree to abide by these Rules and by the decisions of the Sponsor with respect to all aspects of the Contest, including without limitation any decision respecting the eligibility or the identity of any person who participates or attempts to participate in the Contest. All decisions of the Sponsor are final and binding on all persons who participate in this Contest. Participants who have not complied with these Rules will be disqualified and if applicable if a Prize was awarded will be null and voided.

**17. DISPUTE:** In the event of a dispute as to the identity of an entrant or submitted Qualifying Purchase, or No Purchase Entry, they will be deemed to have been made by the authorized account holder of the email address submitted at the time of request. An "authorized account holder" is defined as the natural person assigned to an email address by an Internet service provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email addresses. Any entrant may be requested to show proof of being the authorized account holder for the email address associated with the Qualifying Purchase or No Purchase Entry.

**18. GENERAL:** All Qualifying Requests, including images of Sales Receipts or an online order pick-up or delivery confirmation record, No Purchase Entry or Entries become the property of the Sponsor and all such will not be returned. The Sponsor and its designated representatives do not assume any responsibility for and are not responsible for: (i) the incorrect or inaccurate capture of any information submitted during the Contest Period; (ii) Entries that fail to comply with these Rules; (iii) any loss, damage, or claims caused by the awarded Prize or the Contest itself; (iv) any technical or communications failures affecting the Contest or the awarding of the Prize, or causing damage or injury to any person, including without limitation, any failure of the website during the Upload Receipt Period, any technical or communications problems, any human or technical error, any printing or production errors, any lost, misdirected, delayed or garbled data or transmissions, any omissions, any interruption, any deletion, any defect, any failure of any telephone or

computer lines, any technical malfunction of any computer on-line systems, servers, access providers, computer equipment or software, any failure of any email or other electronic message, any loss or non-recording of any Qualifying Purchase on account of technical problems or traffic congestion on the Internet or at any website, or otherwise, any loss or delay in delivery by the third party delivery service, any combination of the foregoing, or any injury or damage to an eligible participant, including without limitation any injury or damage caused by a cyber or "hacking" incident, or any loss or injury or damage to any participant's computer or other electronic devices, related to or resulting from uploading or downloading any material in the Contest, all of which may affect a person's ability to participate in the Contest; or (v) any other matter whatsoever. Qualifying Purchases, No Purchase Entry, material or data that has been tampered with or altered will be void. Sponsor and the Released Parties shall have no responsibility whatsoever for printing, programming, or production errors, or damage to the Participant caused by the nature of the internet and breach of privacy.

19. **GOVERNING LAW:** To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Contest 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, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario regarding any action to enforce (or which otherwise relate to) these Rules or in relation to this Contest. The Contest is void where prohibited by law and is subject to all applicable federal, provincial/territorial and municipal laws.

20. **DISQUALIFICATION:** It is the responsibility of any eligible entrant who submits a Qualifying Purchase or No Purchase Entry, into this Contest to ensure that he/she has complied in full with all of the conditions and requirements contained in these Rules. In addition to any other rights of the Sponsor contained in these Rules, the Sponsor reserves the right in its sole discretion to disqualify any entrant who is found to be tampering with the entry process, or with the operation of the Contest, to be acting in violation of these Rules or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from and against any such participant to the fullest extent permitted by law. Entry requests generated by script, macro, programmed, robotic or other automated means are prohibited and will be null and voided.

21. **DISCREPANCIES:** In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Contest Registration Form, email notifications/correspondence, website, French version of these Rules, point of sale materials, television, print or online advertising and/or any

instructions or interpretations of these Rules given by any representative of the Sponsor; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

22. **FOR 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 board only for the purpose of helping the parties reach a settlement.

23. **FORCE MAJEURE/PRINTING AND PROMOTION ERRORS:** The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the “**Régie**”) in Quebec, to suspend or terminate this Contest or to amend, enlarge or modify these Rules at any time and in any way, without prior notice. Without limiting the generality of the foregoing, and subject to the approval of the Régie which may be required, the Sponsor reserves the right, without prior notice and at any time, to terminate the Contest, in whole or in part, or to modify, suspend the Contest in any way, if it determines, in its sole discretion, that the Contest is impaired or corrupted in any way or that fraud, cyber incident or “hack”, or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors) have destroyed or severely undermined the integrity, and/or feasibility of the Contest, in whole or part. In the event the Sponsor is impeded or prevented from continuing with the Contest as planned or intended by any event beyond its control, including, but not limited to fire, flood, natural or manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any Federal, Provincial, or local government law, order, or regulation, public health crisis, the order of any court or government agency of applicable jurisdiction, or by any other cause not reasonably within the Sponsor’s control, then subject to any governmental approval from the Régie which may be required, the Sponsor shall have the right to modify, suspend, or terminate the Contest. Subject to the provisions of these Rules, only the type and number(s) of Prizes described in these Rules will be awarded in the Contest. If, due to printing, prizing, programming, production or other errors or for any other reason whatsoever, the number of individuals claiming the right to receive a Prize exceeds the number of Prizes available to be won as set out in these Rules, the Sponsor may, at its sole discretion, elect to award only the correct number of Prizes i.e. a Prize(s) as described in Rule 11 by means of a random drawing from among all persons making purportedly valid claims for such Prize(s). Inclusion in such drawing shall be the only remedy available in such circumstances for any eligible person who has participated in the Contest. Under no circumstances shall the Sponsor be required to award or distribute more than the correct number of Prizes.

24. **INVALIDITY:** The invalidity or unenforceability of any provision of these 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 Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are

used in these Rules solely for ease of reference and shall not be deemed or considered to affect in any manner the meaning or intent of these Rules or any provision hereof. These Rules cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsor. Subject to the provisions of these Rules, employees of the Sponsor, or of any of its representatives, are not authorized to modify, amend or waive these Rules.

**25. INTELLECTUAL PROPERTY:** All intellectual property, including but not limited to trademarks, trade names, designs, Contest materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by Sponsor and their respective affiliates or authorized licensors. All rights are reserved. Unauthorized copying or use of any copyrighted materials or intellectual property without the express written consent of its owner is strictly prohibited.

**26. CONSENT TO USE PERSONAL INFORMATION:** The Sponsor respects your right to privacy. To view Maple Leaf Foods Inc. privacy policy, visit <https://schneiders.ca/privacy-policy/>. By participating in this Contest, entrants consent to the use of their personal information for the purpose of administering the Contest, for the purposes set out in these Rules, and in accordance with the Sponsor's privacy policy. In the course of conducting this Contest, the Sponsor will acquire certain personal information as submitted by persons seeking to participate in this Contest. If any such person chooses to "opt into" receiving future promotional communications from the Sponsor, the Sponsor from time to time will send that person notifications of other offers, contests, products, news and other matters which the Sponsor deems is of public interest. A person can ask the Sponsor to remove their name from that list by contacting the Sponsor in the manner specified in the Sponsor's privacy policy on the Sponsor's website at <https://schneiders.ca/privacy-policy/>.