

DAIRYLAND #1 MOST TRUSTED MILK - WIN FREE MILK FOR A YEAR! CONTEST

1. ELIGIBILITY

- 1.1 To be eligible for this contest ("Contest"), an individual must:
- a. be a legal resident of Alberta, British Columbia, Manitoba or Saskatchewan; and
 - b. is at least age of majority in his or her province of residence at the time of entry.
- 1.2 Those ineligible to enter the contest are:
- a. employees, representatives and agents of Saputo Dairy Products Canada G.P., including its affiliates, subsidiaries and related corporations; (collectively the "Sponsor");
 - b. employees, representatives and agents of the suppliers of the Prizes (hereinafter defined) awarded in this Contest;
 - c. employees, representatives and agents of the Sponsor's advertising, promotional and media agencies and Substance Digital Strategies (the "Administrator");
 - d. people involved in the development, production and distribution of materials related to the contest; and
 - e. the immediate family of any of the aforementioned persons, or persons with whom such persons are domiciled. In these Contest rules "immediate family" means husband, wife, spouse, mother, father, brother, sister, son and daughter, whether or not they reside in the same household.
- 1.3 The Sponsor has the right to require, at any time, proof of identity, age and/or eligibility of any participant in the Contest (the "Participant") to allow the Participant to enter the Contest. Failure to provide such proof to the Sponsor within five (5) days of the request could result in disqualification, at the Sponsor's sole discretion.
- 1.4 All information supplied to the Sponsor for the purpose of this Contest must be truthful, accurate and complete.

2. CONTEST PERIOD

The Contest opens on August 9, 2019 at 12:00 p.m. Eastern Time ("ET") and closes on October 4, 2019 at 12:00 a.m. ET (the "Contest Period").

3. HOW TO ENTER THE CONTEST

- 3.1 There is no purchase necessary to enter the Contest. To participate, the Participant must go to <https://www.dairyland.ca/en/most-trusted-brand>, read and accept these rules at <https://www.dairyland.ca/en/most-trusted-brand> and complete the Contest questionnaire for one (1) entry (the "Entry").
- 3.2 A Participant may only submit one (1) Entry during the Contest Period. If a Participant submits more than one (1) Entry, only the first Entry that satisfies the requirements of

these rules, including those mentioned under this section, will be eligible to this Contest. The additional Entries will be considered null and void.

- 3.3 The Sponsor may, at its sole discretion, disqualify any Participant who submitted multiple Entries in violation of these rules.
- 3.4 The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).
- 3.5 Use of any automated system to submit an Entry is prohibited and will result in disqualification. The Participant must post the Entry in their own name and a proxy cannot be given to this effect, failing which the Participant will be disqualified.
- 3.6 In the event of a dispute regarding the identity of a Participant, the authorized account holder of the email address submitted at the time of entry will be deemed the Participant. A Selected Participant (as defined below) may need to provide proof that he is the authorized account holder of the email address submitted with the selected entry.
- 3.7 Entries are subject to verification and will be declared invalid if they are received outside the Contest Period.

4. **PRIZES**

4.1 Description of Prizes

- 4.1.1 There are five (5) prizes available to be won in, each consists of fifty-two (52) coupons and each coupon is redeemable for one (1) free Dairyland milk product for one year (together, a "Prize").
- 4.1.2 The approximate total retail value of each Prize is five hundred and twenty dollars in Canadian currency (C\$520). Any terms and conditions associated with the coupons apply.

4.2 Awarding of the Prize

The Prize will be sent to each Winner (as defined below) by postal mail within thirty (30) days following the receipt of the reception of the Declaration and Release Form (defined below) duly completed in accordance with paragraph 5.2 of these Contest rules.

5. **WINNER SELECTION**

5.1 Selected Participant for a Prize

- 5.1.1 On October 4, 2019, 10:00 a.m. ET at the office of the Administrator located at 1360 Rue Ropery #101, Montréal, Quebec H3K 2X3, five (5) Participants will be selected by random draw (the "Draw"), among all the eligible Entries received during the Contest Period as the potential winners of the Prize (each a "Selected Participant").

- 5.1.2 The odds of winning depend on the number of eligible Entries received during the Contest Period.
- 5.2 Requirements to be declared a Winner
- 5.2.1 The Selected Participants will be notified by telephone or email within one (1) business day of the Draw. To be declared a Winner (as defined below), the Selected Participant must respond to the Sponsor within ten (10) business days from the time of the initial contact or he/she will be disqualified from the Contest and forfeit the Prize. The Sponsor may then, at its sole and absolute discretion, select another eligible Participant in accordance with paragraph 5.1 or declare the Prize forfeit. A new Selected Participant is subject to disqualification if he/she does not comply with this paragraph.
- 5.2.2 Before being declared the Prize winner (the "Winner"), the Selected Participant must : (i) complete and sign a declaration and release form (a "Declaration and Release Form") confirming their full consent and compliance with these Contest rules and, as permitted by law, releasing the Sponsor and any other organization in association with the Prize, the granting of the Prize or the Contest, together with their respective directors, officers and employees of all responsibility for any injury, accident, loss or misfortune relating to the Contest, Prize or granting of the Prize; (ii) correctly answer, with no assistance of any kind, the mathematical skill-testing question included in the Declaration and Release Form; and (iii) return the signed Declaration and Release Form to the Sponsor or as directed on the Declaration and Release Form within seven (7) days of Sponsor sending the Declaration and Release Form.
- 5.2.3 In the event that the Selected Participant does not correctly answer the mathematical skill-testing question or if the Declaration and Release Form duly completed and executed by the Selected Participant is not received by the Sponsor before the date indicated on the Declaration and Release Form, the Sponsor may, at its sole discretion, select another Participant by random draw from among the remaining valid Entry Forms in accordance with paragraph 5.1 or declare the awarding of the Prize forfeit. The new Selected Participant is subject to disqualification if he or she does not comply with paragraphs 5.2.1, 5.2.2, and 5.2.3.
- 5.3 Any incidental expense or other cost not specifically listed in these rules as part of a Prize is solely the responsibility of the Winners. The Sponsor is not required to offer any prize other than the Prize described in these rules.
- 5.4 No Winner is entitled to the monetary difference between the actual Prize value and the stated approximate value if any.
6. **GENERAL CONDITIONS**
- 6.1 The full text of these rules is available at <https://www.dairyland.ca/en/most-trusted-brand> (the "Contest Website").

- 6.2 The Prize must be accepted as awarded and is not transferable or convertible to cash. No Prize substitution is permitted, except at the Sponsor's sole and entire discretion. The Sponsor may substitute the Prize, or a part thereof, with a prize of equal or greater value. Any portion of the Prize not accepted by a Winner will be forfeited. The Sponsor will not be responsible if any event or other factors beyond its reasonable control result in the cancellation of the Contest or prevent the Contest or any part thereof from being fulfilled. The Sponsor makes no express or implied warranties of any kind with respect to the safety, appearance or performance of any aspect of the Prize. By accepting the Prize, each Winner acknowledges that the only warranties applicable to any aspect of the Prize, if any, are the warranties provided by the supplier of the Prize to the Sponsor that are transferable and/or the manufacturer's warranty. In no circumstance whatsoever will a Winner have any recourse against the Sponsor with respect to any element of any Prize or the Contest.
- 6.3 Any attempt to damage the Contest Website or any other website related to the Contest, or the legitimate operation of this Contest is a violation of criminal and civil laws. In such cases, the Sponsor has the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- 6.4 There will be no correspondence pertaining to the Contest except with each Selected Participant and each Winner.
- 6.5 All Entries and Declaration and Release Forms become the property of the Sponsor.

7. **INDEMNIFICATION BY PARTICIPANT**

By entering the Contest and as permitted by law, a Participant:

- releases the Sponsor and its respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all liability for any injury, loss or damage of any kind to the Participant or any other person, including personal injury or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a Prize, participation in this Contest, any breach of these Contest rules, or in any Prize-related activity;
- agrees to fully indemnify the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all claims by third parties relating to the Contest, without limitation.

8. **CONDUCT**

- 8.1 By entering this Contest, the Participant agrees to be bound by these rules, which are posted on the Contest website as set out below throughout the Contest Period.
- 8.2 The Sponsor reserves the right, at its sole discretion, to disqualify any Participant it finds to be:
- violating these Contest rules;

- tampering or attempting to tamper with the entry process or the operation of the Contest Website or any other website related to the Contest;
- acting in an unsportsmanlike, unfair or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

9. LIMITATION OF LIABILITY

- 9.1 The Sponsor assumes no responsibility or liability for lost, delayed, destroyed or misdirected Entries, emails or any computer, online, telephone, hardware, software or technical malfunctions that may occur.
- 9.2 The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest.
- 9.3 As permitted by law, the Sponsor reserves the right to cancel, suspend or modify the Contest, should a virus, bug, computer problem, unauthorized human intervention or other cause beyond the Sponsor's control, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest.

10. RELEASE / PRIVACY / USE OF PARTICIPANT INFORMATION

- 10.1 By entering this Contest, each Participant agrees to the Sponsor's use of their personal information for the purposes of administering the Contest and awarding the Prize and acknowledge that their personal information will not be provided to any third parties, other than as provided for in these rules.
- 10.2 By accepting the Prize, each Winner grants the Sponsor permission to use their name, address, photograph, video, likeness, voice, Prize information and/or biographical information for publicity and promotional purpose without further compensation unless prohibited by law.

11. INTELLECTUAL PROPERTY

- 11.1 All intellectual property and all of the promotional materials, web pages and source code are owned by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized use or copy of any copyrighted material or trademarks without the express written consent of its owner is strictly prohibited. SAPUTO is a registered trade-mark, owned by Saputo Dairy Products Canada G.P.

12. LAWS

These are official Contest rules. This Contest is subject to federal, provincial and municipal laws and regulations and is governed by the laws of Québec. Void where prohibited. These Contest rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor.

13. POSTING OF WINNERS' NAMES

Within thirty (30) days of the Draw, the Sponsor shall post the Winners' names on the Contest Website. This information shall stay on the Contest Website for a period of at least thirty (30) days.