

## CELEBRATE 100 YEARS OF DAIRYLAND CONTEST

### 1. ELIGIBILITY

1.1 To be eligible for this contest (“Contest”), an individual must:

- a. be a legal resident of one of the following province or territory of Canada: British Columbia, Alberta, Saskatchewan, Manitoba, North West Territories, Yukon or Nunavut; and
- b. have reached the age of majority in his/her province or territory 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 Prizes (hereinafter defined) awarded in this Contest;
- c. employees, representatives and agents of the Sponsor’s advertising, promotional and media agencies;
- 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. The Sponsor reserves the right to

disqualify any Participant should his/her Entry Form (hereinafter defined) include false, inaccurate or incomplete information.

## 2. CONTEST PERIOD

The Contest opens on April 17, 2017, at 8:00 a.m. PST (the “Contest Opening Date”) and closes on May 26, 2017 at 11:59 p.m. PST (the “Contest Closing Date”) (the period between the Contest Opening Date and the Contest Closing Date is the “Contest Period”).

## 3. HOW TO ENTER THE CONTEST

- 3.1 There is no purchase necessary to enter the Contest. The Participant may enter the Contest by visiting the Contest website at [www.Dairyland100.ca](http://www.Dairyland100.ca) (the “Contest Website”). The Participant must complete the entry form by entering his/her first and last name, email address, postal code, daytime telephone number and year of birth (the “Entry Form”). The Participant must also confirm having read these Contest rules and accept their terms and conditions in order to enter the Contest.
- 3.2 In order to enter the Contest, the Participant must have a valid email address.
- 3.3 A Participant may only submit one (1) Entry Form per week during the Contest Period and an email address can be used only once per week.
- 3.4 The Sponsor may, at its sole discretion, disqualify any Participant who has submitted multiple Entry Forms in violation of these rules.
- 3.5 Use of any automated system to submit Entry Forms is prohibited and will result in disqualification. The Participant must submit the Entry Form in his/her own name and a proxy cannot be given to this effect, failing which the Participant will be disqualified. Any Entry Form with missing entry information will not be eligible and will be rejected.
- 3.6 In the event of a dispute regarding any Entry Form, the Entry Form will be declared submitted by the authorized account holder of the email address submitted at the time of the entry (i.e. the person who is assigned to the email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domains associated with the submitted email address).

## 4. PRIZES

### 4.1 Grand Prizes

4.1.1 Five (5) grand prizes shall be awarded during this Contest, each consisting in (each a “Grand Prize”):

- 104 coupons redeemable against Dairyland products having a value of nine dollars and ninety-nine cents in Canadian currency (C\$9.99);
- 4 Dairyland 100<sup>th</sup> vintage milk glasses and straws; and
- 1 Dairyland 100<sup>th</sup> insulated tote bag.

4.1.2 The approximate retail value of each Grand Prize is one thousand fifty-seven dollars and ninety-five cents in Canadian currency (C\$1,057.95).

### 4.2 Secondary Prizes

4.2.1 Twenty-five (25) secondary prizes shall be awarded in this Contest, each consisting of a KitchenAid blender or a blender of another brand having an equivalent or greater value (each a “Secondary Prize”) (Grand Prizes and Secondary Prizes are each a “Prize”).

4.2.2 The approximate retail value of each Secondary Prize is in the amount of one hundred ninety-nine dollars and ninety-nine cents in Canadian currency (C\$ 199.99).

### 4.3 Awarding of the Prizes

The Prizes will be mailed, couriered or delivered electronically (as the case may be) to the Winners (hereinafter defined) within thirty (30) days of the reception of the executed Declaration and Release Form (hereinafter defined).

## 5. WINNERS SELECTION

### 5.1 Grand Prizes Winners

5.1.1 On June 2, 2017 at 2:00 p.m. PST at the offices of ADSolutions Marketing Inc., (the “Administrator”) located at 305-201 West 1<sup>st</sup> Street, North Vancouver, British Columbia, V7M 1B3, five (5)

Participants will be selected (each a “Selected Participant”) by random draw (the “Grand Draw”), among all the eligible Entry Forms received during the Contest Period as the potential winner of a Grand Prize. Non-selected eligible Entry Forms will automatically carry over for the Secondary Draw.

- 5.1.2 The odds of winning depend on the number of eligible Entry Forms received during the Contest Period.

## 5.2 Secondary Prizes Winners

- 5.2.1 On June 2, 2017 at 2:00 p.m. PST at the offices of the Administrator located at 305-201 West 1<sup>st</sup> Street, North Vancouver, British Columbia, V7M 1B3, twenty-five (25) Participants will be selected (each a “Selected Participant”) by random draw (the “Secondary Draws”) (the Grand Draw and the Secondary Draws are together the “Draws”), among all the eligible Entry Forms received during the Contest Period, as the potential winner of a Secondary Prize.

- 5.2.2 The odds of winning depend on the number of eligible Entry Forms received during the Contest Period.

## 5.3 Requirements to be declared Winner

- 5.3.1 Each Selected Participant shall be contacted by phone or email, based on the contact information provided by the Participant on his/her Entry Form, within ten (10) business days of the Draw. If a Selected Participant cannot be contacted by phone or email (or fails to respond to messages) within ten (10) business days from the time of initial contact, 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 paragraphs 5.1 or 5.2, as the case may be, or forfeit the Prize. That new Selected Participant is subject to disqualification if he/she does not comply with this paragraph.

- 5.3.2 Before being declared a Prize winner (a “Winner”), each Selected Participant must : (i) complete and sign a declaration and release form (a “Declaration and Release Form”) confirming his/her full compliance with these Contest rules and releasing the Sponsor and any other organization in association with the granting of the Prize or the Contest, together with their respective employees, of all responsibility for any personal injury, accident, loss or misfortune relating to the Contest, Prizes 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 Declaration and Release Form to the Sponsor by the date indicated on it.

- 5.3.3 In the event that a 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 paragraphs 5.1 or 5.2, as the case may be, or completely forfeit the awarding of the Prize. Such new Selected Participant is subject to disqualification if he/she does not comply with this paragraph.

## 6. GENERAL CONDITIONS

- 6.1 Each Participant may win a maximum of one (1) Prize only. If a Participant is selected to win more than one (1) Prize, provided he/she meets the requirements of paragraph 5.3, he/she will be declared Winner of the Prize having the highest money value and he/she shall forfeit the other Prizes. For more clarity, a Participant may, however, win a Secondary Prize and the Grand Prize.
- 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 the Winner will be forfeited. The Sponsor will not be responsible if any event results in the cancellation of the Contest or if other factors beyond its reasonable control 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, the 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 the Winner have any recourse against the Sponsor with respect to any element of any Prize or the Contest.
- 6.3 A Winner is not entitled to the monetary difference between the actual Prize value and the stated approximate value if any.

- 6.4 Any attempt to damage the Contest Website or any related website, 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.
- 6.5 No correspondence pertaining to the Contest will be entered into except with each Selected Participant and each Winner.
- 6.6 Entry Forms are subject to verification and will be declared invalid if they are received outside the Contest Period.
- 6.7 All Entry Forms, and Declaration and Release Forms become the property of the Sponsor.

## 7. INDEMNIFICATION BY PARTICIPANT

By entering the Contest, 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 agent 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 throughout the Contest Period.

- 8.2 Complete rules are available on the Contest Website or may be obtained by sending a letter with a self-addressed, prepaid envelope to the following address and which must be received by May 16, 2017 : Saputo Dairy Products Canada G.P., to the attention of Julie Cattabriga, “Dairyland 100 Promotion” at 2365 Chemin de la Côte-de-Liesse, St-Laurent, Province of Quebec, H4N 2M7 or by email at [promo@saputo.com](mailto:promo@saputo.com).
- 8.3 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;
  - acting in an unsportsmanlike, unfairly 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 Entry Forms, Declaration and Release Forms or email (or for 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 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, the Participant agrees to the Sponsor’s use of his/her personal information for the purposes of administering the Contest and awarding the Prize and acknowledge that his/her personal information will not be provided to any third parties, other than as provided for in these rules.

- 10.2 By accepting the Prize, the Winner grants the Sponsor permission to use his/her name, address, photograph, likeness, voice, Prize information and/or biographical information for publicity and promotional purpose without further compensation unless prohibited by law.

11. **INTELLECTUAL PROPERTY**

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12. **LAWS**

These are official Contest rules. This Contest is subject to federal, provincial and municipal laws and regulations. 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' NAME**

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