



CONTEST

« Des produits d'ici. Des gagnants d'ici »

Contest rules

The Contest « **Des produits d'ici. Des gagnants d'ici** » (the « **Contest** ») will be held at Marché Bonichoix stores in Québec (each a “**Participating Store**” and collectively the “**Participating Stores**”). It is organized by Sobeys Capital Incorporated (the “**Contest Organizer**”), in partnership with Aliments du Québec (the “**Partner**”).

The Contest begins on **Thursday, October 3rd, 2024, at the Participating Store's opening time** and ends on **Wednesday October 30, 2024, at the Participating Store's closing time** (the “**Contest Period**”).

1. ADMISSIBILITY

TO BE ELIGIBLE TO ENTER THE CONTEST, you must:

- be a resident of Québec; and
- have reached the age of majority in your province of residence at the time of Contest entry.
(an “**Eligible Entrant**”)

EXCLUSIONS: The employees, agents and/or representatives of the Contest Organizer, its affiliates, Participating Marché Bonichoix Stores, non-participating affiliated grocers, advertising agencies or any party involved in the administration of the Contest (the “**Affiliated Parties**”) such as employees, agent/or representatives of all the Presenting Sponsors, as well as, respectively, any person with whom an excluded entrant is domiciled or any member of their immediate family (each an “**Excluded Entrant**”). For the purposes of the Contest Rules (the “**Rules**”), the term “immediate family” includes the father, mother, brother, sister, child, husband, wife, or common-law partner of an Excluded Entrant.

For the sake of clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an “**Entrant.**”

Each Entrant must enter exclusively on their own behalf and act for their sole personal benefit.

2. HOW TO ENTER

NO PURCHASE ENTRY

No purchase required. To enter the Contest without making a purchase you must write an original handwritten letter of fifty (50) words or more explaining **what is the must-have Aliments du Québec product you like from Marché Bonichoix**. Please provide the address of your Participating Store, your first and last name, address, phone number and email address and place the letter in an envelope addressed to the offices of the Contest Organizer, located at 11281 Albert-Hudon Boulevard, Montréal-Nord, QC H1G 3J5, with the name of the contest, Attn: **Des produits d'ici. Des gagnants d'ici** (a “**No Purchase Entry**”). The No Purchase Entry must be received by the Contest Organizer no later than the last day of the Contest Period, October 30, 2024. Given the variability of the mail delivery schedule, the time of receipt for an Entry will be determined at the sole discretion of the Contest Organizer. By submitting a No Purchase Entry, you will be deemed to have read and accepted these Rules and you agree to abide by these Entry requirements of these Rules.

Limit of one (1) No Purchase Entry per person, per day, during the Contest Period. No Purchase Entries will bear the

same odds of winning as Purchase Entries.

PURCHASE ENTRY

No purchase necessary. Internet access and a valid email address are required for entry and participation in the Contest (the “**Purchase Entry**”).

To enter the Contest:

1. Each purchase of fifty dollars (CA \$50) made in one of the Participating Stores will entitle the Participant to obtain an Entry form during the Contest Period. Purchases are calculated on the price of the merchandise before taxes, excluding tobacco products, lottery tickets, transportation tickets, gift cards and any other product where prohibited by law. Limit of one (1) Entry form per transaction of fifty dollars (CA \$50) or more.

2. Complete the Entry form correctly by writing: name, full address, telephone number, email, age and correctly answer the mathematical skill-testing question;

3. Place this entry form in the draw box provided for this purpose at the service counter of the Participating Store in which the purchase has been made no later than October 30, 2024, at the Participating Store’s closing time. Each correctly completed entry is considered one (1) Purchase Entry.

No facsimile or manual or mechanical reproduction of the official contest entry coupon will be accepted for the draw.

To be valid, your Entry must comply with all the required criteria of the Rules, be submitted using the official Contest Entry form only available online and be received during the Entry Period included in the Contest Period. The Organizer will not receive or accept submissions by any other means. The Contest Organizer will not, under any circumstances, be responsible for late submissions, including delays caused by technical issues with the website. By participating in this Entry, you will be deemed to have read and accepted these Contest Rules and you agree to abide by these Entry requirements of these Contest Rules. By participating in this Purchase Entry, you will be deemed to have read and accepted these Contest Rules and you agree to abide by these Entry requirements of these Contest Rules.

No Purchase Entries and Purchase Entries are collectively referred to as “**Entries**.”

3. PRIZE AND APPROXIMATE RETAIL VALUE

A total of four (4) prizes will be awarded for this Contest (each, a “**Prize**”, collectively the “**Prizes**”). Each Prize is defined hereinafter.

GRAND PRIZE

There will be one (1) grand prize awarded in this Contest (the “**Grand Prize**”) as defined hereinafter.

One (1) eligible winner (the “**Grand winner**”) can win two thousand five hundred dollars (CA \$ 2 500) credited on a Marché Bonichoix customer account.

SECONDARY PRIZES

There will be a total of three (3) secondary prizes (each, a “**Secondary Prize**”, collectively the “**Secondary Prizes**”), each valued approximately at one hundred and fifty dollars (CA \$ 150). Each Secondary Prize consists of **one (1) gift basket of Aliments du Québec or Aliments préparés au Québec products**.

The approximate total value of all Prizes awarded for this Contest is two thousand nine hundred dollars (CA \$ 2 900).

NOTES REGARDING PRIZES

GENERALITIES. The Prizes may not be identical to the photos or images used in the advertising and promotional material of the Contest, including print advertisements, websites and, electronic banner advertisement. Each Prize must be accepted as awarded and may not be transferred, assigned or exchanged for cash (unless expressly authorized by the Contest Organizer at its sole discretion). No substitution will be permitted, except at the discretion of the Contest Organizer. The Contest Organizer reserves the right, at its sole discretion, to substitute the Prize, or any portion thereof, with another prize of equal or greater value, including, at the sole discretion of the Contest Organizer, a cash award. Any difference between approximate retail value and the actual value of the Prizes as taken will not be awarded.

4. WINNER SELECTION

There will be one (1) draw (the “**Draw**”) on Wednesday November 13, 2024, at 11:00am Eastern Time (ET) by the Contest Organizer, in the Sobeys office located at 11281, boulevard Albert-Hudon, Montréal-Nord, Québec, H1G 3J5.

- The Grand Prize winner will randomly be selected from all Entries collected or sent and received during the Contest Period, in accordance with these Rules; and
- The five (5) Secondary Prizes winners will be randomly selected from all Entries collected or sent and received during the Contest Period, in accordance with these Rules.

The Prize will be awarded in the following order:

1. The three (3) Secondary Prizes
2. The Grand Prize

A grand total of four (4) Entrants will be selected (each, a “**Selected Entrant**”, collectively, “**Selected Entrants**”).

Limit of one (1) Grand Prize or one (1) Secondary Prize per Entrant, per household, during the Contest Period.

CONTACTING SELECTED ENTRANTS

The Contest Organizer or a designated representative will make at least two (2) attempts to contact the Selected Entrant for the Secondary Prizes and the Grand Prize by email and/or by phone using the contact information provided in their Entry Form.

Each Entrant is responsible for ensuring that their Entry Form information is up to date. The Contest Organizer cannot be held liable for invalid or inaccurate telephone numbers. Each Selected Entrant will have forty-eight (48) hours, following the first communication, to contact the Contest Organizer or its designated representative, under penalty of nullity. Once reached by email, the Selected Entrant will receive a Release Form (the “**Release Form**”) at the email address provided in their Entry Form. The response time will be counted exclusively from the clock of Contest Organizer.

BEFORE BEING CONFIRMED AS A SECONDARY PRIZE PRIZE OR A GRAND PRIZE WINNER, each Selected Entrant must:

- correctly answer, unaided, a mathematical skill-testing question;
- sign and return, within forty-eight (48) hours of receiving notice, the Affiliated Parties’ declaration, and release form (the “**Release Form**”) in which (among other things) the Selected Entrant confirms compliance with these Rules, and acknowledges acceptance of the Prize as awarded;
- consent to the publication, reproduction or other use of the Entrants name, address, voice, image, statements in connection with the Contest, as well as any photograph, video, recording and/or filming, or on its behalf, for the purpose of advertising or other promotional or commercial use by or on behalf of the Contest Organizer, in any existing or future medium, including print, radio, television and the Internet, without further notice, additional remuneration, or the right to control its share for the purposes of this Contest;

- provide photo ID upon request.

If it is not possible to contact the Selected Entrant in the manner described in the "CONTACTING SELECTED ENTRANTS" section, and if the Selected Entrant: a) incorrectly answers the skill-testing question, b) fails to return the duly completed Release Form within the prescribed period, c) fails to accept (or refuses to accept) the Prize as awarded for any reason, and/or d) is determined to have violated these Rules (as determined by the Contest Organizer at their absolute discretion), they will be disqualified (and will forfeit the Prize) and the Contest Organizer reserves the right, at their sole discretion and if time permits, to randomly select another Eligible Entrant from the remaining Eligible Entries received (in which case the provisions of this paragraph shall apply to the new Selected Entrant). Limit of one (1) Prize per Entrant per household, during the Contest Period.

ODDS OF WINNING

The odds of winning depend on the number of Eligible Entries received at the time of each draw, per store, during the Contest Period, in accordance with these Rules.

5. AWARDING OF PRIZES

GRAND PRIZE

The Marché Bonichoix customer account will be opened according to the Grand Winner name and information. Once opened, to make purchases with this customer account, the Grand Winner must give their name and the number of their customer account at each checkout. Their signature will then be required to validate each payment. The purchases amount will then be deducted from the customer account. Purchases will be charged to the account until the customer account reaches zero dollars (CA \$0).

SECONDARY PRIZE

The gift basket of Aliments du Québec or Aliments préparés au Québec products will be sent by mail using the contact information indicated in the release form by the winners.

6. TERMS AND CONDITIONS

All Entries become the property of the Contest Organizer.

The Contest is subject to all applicable federal, provincial and municipal laws and regulations. The Contest is governed by the laws of Quebec and the laws of Canada applicable therein, and is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited by law.

The decisions of the Contest Organizer are final and binding in all matters related to this Contest, including any decision on the validity or disqualification of Entries or Entrants. By entering this Contest, you agree to be legally bound by the terms and conditions of these Rules. By entering the Contest, you agree that the courts of Quebec, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of this Contest's Rules or the running of this Contest. ANYONE FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON MAY BE SUBJECT TO DISQUALIFICATION AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST ORGANIZER AT ANY TIME.

The Contest Organizer reserve the right to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause.

Any attempt to deliberately damage any Website or to undermine the legitimate operation of this Contest (at the sole discretion of the Contest Organizer) is a violation of criminal and civil laws. Should such an attempt be made, the

Contest Organizer reserve the right to seek remedies and damages to the fullest extent permitted by law. The Contest Organizer reserve the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of any accident, printing error, administrative error or other error of any kind, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserve the right, in his sole discretion, to administer another proficiency test, as they deem appropriate based on the circumstances and/or to comply with applicable law.

The Contest Organizer reserve the right, at his sole and absolute discretion, to change, without notice, the Contest deadline or any of the dates set out in these Rules, to the extent necessary, for purposes of verifying the compliance of any Entrant or Entry in accordance with these Rules, or due to technical problems or under any circumstances that, in the view of the Contest Organizer and at his sole discretion, may hinder the proper administration of the Contest in accordance with these Rules, or for any other reason.

By entering this Contest, each Entrant consents to the Contest Organizer, his agents and/or representatives, storing, sharing and using the personal information submitted with their Entry for the sole purpose of administering the Contest and awarding the Prize, including, but not limited to, contacting the Entrant about the Contest and their Entry. You may also receive additional communications from the Contest Organizer, Sobeys and/or third-party partners (if applicable) about their products, services, upcoming contests and promotional offers if you consent to receive such communications on the Contest Website. You may, at any time during or after the Contest, withdraw your consent to receive additional communications by following the unsubscribe instructions included in these communications. Please visit <https://corporate.sobeys.com/privacy-policy> for details about the Contest Organizer's privacy policy regarding the use of personal information.

These Contest Rules can be found at <https://www.bonichoix.com/en/contests/> or at the customer service counter of the Participating Store. The names of the Contest winners will be available at <https://www.bonichoix.com/en/contests/> and at the service counter of the Participating Store within sixty (60) days following the Draw date for a minimum period of ten (10) days.

In the event of a discrepancy or inconsistency between the terms and conditions of the French version of these Rules and any disclosures or other statements contained in any Contest-related materials, including the Entry Form, the website, the English version of these Rules and/or print or online advertising at the point of sale, the terms and conditions of the French version of these Rules will prevail to the fullest extent permitted by law.

This Contest is not managed or sponsored by lesmarchestradition.com. Any questions, comments, or complaints regarding the Contest should be directed to the Contest Organizer and not to lesmarchestradition.com and its affiliates, directors, officers, agents, and employees are not responsible for any claims arising from or related to the Contest Organizer.

By participating in the Contest, and as a condition of acceptance of a Prize, you, your heirs, executors, administrators, successors and assigns, release and forever discharge and hold harmless the Contest Organizer, Presenting Sponsors and the Prize Suppliers, Scene LPc and each of their direct and indirect parent companies, affiliates, subsidiaries, successors, assigns, agents, advisors, franchisees, shareholders, partners, representatives, their advertising, promotion and fulfillment agencies and each of their respective employees, officers, directors, agents and representatives (collectively, the "Released Parties"), from and against any and all losses, damages (including, without limitation, direct, indirect, incidental, consequential or punitive damages), rights, claims, actions, causes of action, personal injury, property damage or death, including without limitation all costs and liabilities of any kind including legal fees on a substantial indemnity scale, hereinafter called "Claims" and including without limitation any claims

arising from any act of negligence of the Released Parties, that you now have, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Contest, your Entry and/or the awarding, acceptance, possession, use, or misuse or enjoyment of any Prize, and where applicable, traveling to, preparing for, or participating in, any Contest-related or Prize-related event or activity; or (ii) the publicity rights granted to the Contest Organizer. You specifically acknowledge that you understand that there may be serious risks of bodily injury, death, or property damage associated with the acceptance, possession, use and/or misuse of the Prize and attendance at any event or participation in certain Prize-related activities, and you voluntarily assume these risks. You also agree to indemnify, defend, and hold harmless the Released Parties from any and all Claims in respect of the foregoing.