

THE 2024 "GREAT GROCERY GIVEAWAY" GAME OFFICIAL RULES

The "Great Grocery Giveaway Game" (the "Game") is offered by Associated Grocers, a division of Pattison Food Group Ltd., and is administered by WSP International Limited ("Administrators"). Associated Grocers hereinafter will be referred to as the "Game Sponsor".

General Game Information: NO PURCHASE NECESSARY TO PLAY. The Game is being played at approximately fifty-four (54) participating Game Sponsor locations ("Participating Locations") in the Canadian provinces of British Columbia ("BC"), Alberta ("AB") and Saskatchewan ("SK"). Only Great Grocery Giveaway Game Tickets with Series #GMCAGG24 printed on the outside of the Game Ticket are valid for this game. You can obtain a Game Ticket from any cashier or authorized personnel every time you make a purchase between \$0.01 and \$20.00, at a Participating Location during the Game Period while supplies last. Obtain one (1) Bonus Game Ticket for each purchase increment of twenty dollars (\$20.00) as per the chart below:

Purchase Amount (before taxes)	Quantity of Game Tickets
\$0.01 - \$20.00	1 Game Ticket
\$20.01 - \$40.00	1 Game Ticket + 1 Bonus Game Ticket
\$40.01 - \$60.00	1 Game Ticket + 2 Bonus Game Tickets
\$60.01 - \$80.00	1 Game Ticket + 3 Bonus Game Tickets
\$80.01 - \$100.00	1 Game Ticket + 4 Bonus Game Tickets

There is a limit of 10 tickets per transaction, per day. Purchases of cigarettes or other tobacco product(s) or purchase of alcoholic beverage product(s) or lottery product(s) alone DO NOT qualify you to receive a Game Ticket. You can obtain a Game Ticket without making a purchase by sending a self-addressed, stamped envelope to "Great Grocery Giveaway, c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Limit: one Game Ticket per request; one request per outer mailing envelope, one request per day. All requests must be received on or before February 6, 2024. No mechanically reproduced or computer-generated requests allowed. Any questions, concerns or comments regarding the Game can be forwarded to gamemaster@AGFoodsGreatGroceryGiveaway.com or send your questions, concerns, or comments and a self-addressed, stamped envelope to "Great Grocery Giveaway", c/o P.O. Box 3009, M.I.P. Markham, ON, L3R 6G4.

1) **GAME DATES:** The Game begins at 12:01 AM, Mountain Standard Time ("MST") or the start of business on January 7, 2024 (the "Game Start Date") and is scheduled to end at 11:59 PM MST or the end of business on February 17, 2024 (the "scheduled Game End Date") or whenever Game Ticket supplies are exhausted, whichever occurs first. The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period". Certain components of the Game will end on 9 different dates, as indicated elsewhere in these rules.

2) **WHO CAN PLAY:** The Game is open to all legal residents of Canada (except residents of the province of Quebec), who have reached the age of majority, as of Game Start Date, in the province in which they reside. Age of majority in AB and SK is 18 years; in BC, 19 years. Employees of Game Sponsor, its Administrators, their respective parent companies, Participating Locations, affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies, agents, any participating prize sponsors, or any entity that Game Sponsor contracts with, specific to this Game, and members of the immediate families (living in the same household), are not eligible to play or win prizes.

3) **HOW TO PLAY:** There are two (2) ways to play: A) Instant Win Prizes and \$1.00 Off Discounts and B) Play Online. Carefully peel open your printed Game Ticket along the perforation to find an Instant Win or Play Online message.

- A) **INSTANT WIN PRIZES AND DISCOUNTS:** Some Game Tickets will reveal a message stating "You've Won" or "Save \$1.00 Off" or "Save \$2.00 Off" followed by the description of an Instant Product Prize ("Instant Prizes") or Instant Discount ("Instant Discounts"). The approximate average retail value of all Instant Prizes and Discounts, as of November 13, 2023, is \$2.78. Values range from \$1.00 to \$50.00. See chart below for details.
- B) **PLAY ONLINE:** All game tickets will include a unique Personal Identification Number ("PIN"). There are three ways to enter PINs or earn additional Online entries: i) at www.AGFoods.com, ii) using the AG Foods Great Grocery Giveaway App or iii) entering Bonus PINs.

i) Enter at www.AGFoods.com: To enter online go to www.AGFoods.com any time after 12:00:01 AM, MST on the Game Start Date. Follow the link to complete the electronic entry form and follow the onscreen instructions to enter. You must have a valid PIN number to enter the prize draws.

ii) Enter using the AG Foods Great Grocery Giveaway App: Download the AG Foods Great Grocery Giveaway App through the Apple App Store (for iPhone users) or through the Google Play store (for android users) on your mobile device or tablet. Any time after 12:00:01AM MST on the Game Start Date, open the App and follow the instructions to complete the one-time Electronic Sign-Up Form. Once you have successfully signed-up, you may use your mobile device or tablet to scan the barcode to enter the PIN. Online PIN entries

must be received before 11:59:59 PM MST on February 20, 2024. Each PIN can only be entered once. In the event of a dispute as to who submitted an online entry, the entry will be deemed submitted by the "Authorized E-mail Account Holder" of the e-mail address provided by an Internet access provider, online service provider or other organization (i.e., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

iii) Bonus PINs: Throughout the Game Period, Game Sponsor will post Bonus PIN numbers in emails and on their social media pages (including but not limited to Facebook). Customers can enter the Bonus PINs at www.AGFoodsGreatGroceryGiveaway.com and receive one (1) or more Bonus online entries. See social media post for details. Bonus PINs can only be entered once. Facebook in no way sponsors these Sweepstakes.

Online PIN entries must be received before 11:59:59 PM MST on February 20, 2024. Each PIN can only be entered once. In the event of a dispute as to who submitted an online entry, the entry will be deemed submitted by the "Authorized E-mail Account Holder" of the e-mail address provided by an Internet access provider, online service provider or other organization (i.e., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

4) PRIZES and DISCOUNTS:

A) **INSTANT PRIZES and DISCOUNTS:** The following products are offered as Instant Prizes and Instant Discounts in 927,500 Game Tickets (combined printed and digital Game Tickets) available for distribution:

PRIZE OR DISCOUNT	Types/Varieties	Size (or Range)	Approximate Retail Value ("ARV")	Quantity Available	Odds to Receive
INSTANT PRIZES					
Campbell's Chunky Soup	Select Varieties	515 mL	\$4.00	1,880	1 in 494
Black Diamond Cheestrings	Select Varieties	252-336 g	\$7.99	940	1 in 987
Old Dutch Potato Chips or Ridgies	Select Varieties	200-235 g	\$3.50	2,150	1 in 432
AHA Sparkling Water	Select Varieties	12x355 mL	\$6.29	1,200	1 in 773
SpongeTowels Ultra Pro	Double Roll or Choose a Size	3 Pack or 6 Pack	\$7.99	940	1 in 987
Angie's BOOMCHICKAPOP Ready-to-Eat Popcorn	Select Varieties	136-198 g	\$4.50	1,670	1 in 556
Adams Creamy Peanut Butter	Select Varieties	500 g	\$4.99	1,510	1 in 615
Bear Naked Granola	Select Varieties	340 g	\$5.99	630	1 in 1,473
Kellogg's Nutri-Grain Bars	Select Varieties	295 g	\$4.00	940	1 in 987
Knorr Sidekicks	Select Varieties	116-167 g	\$2.00	1,880	1 in 494
Breyers Creamery Style Ice Cream	Select Varieties	1.66 L	\$6.49	690	1 in 1,345
MiO, Crystal Light, Country Time, or Kool-Aid Liquid Water Enhancer	Select Varieties	48 mL	\$4.49	1,680	1 in 553
Nature Valley Granola Bars	Select Varieties	130-230 g	\$4.00	1,130	1 in 821
Dairyland Joyya Ultrafiltered Milk	Select Varieties	1 L	\$4.50	1,000	1 in 928
Simply Orange Juice	Select Varieties	1.54 L	\$5.00	900	1 in 1,031
SunRype Juice	Select Varieties	900 mL	\$2.00	2,250	1 in 413
Quaker Chewy Bars	Select Varieties	120 g	\$2.00	1,500	1 in 619
Ben's Original Bistro Express Basmati Rice		250 g	\$3.50	860	1 in 1,079
McCain Bistro Waffle Fries	Select Varieties	567 g	\$5.49	550	1 in 1,687
Villaggio Italian Style Bread	Select Varieties	510-540 g	\$3.50	860	1 in 1,079
Tostitos	Select Varieties	205-300 g	\$4.50	670	1 in 1,385
Nestle Single Chocolate Bar	Select Varieties	40-60 g	\$1.00	3,000	1 in 310
Ocean's Chunk Light Tuna	Select Varieties	170 g	\$2.00	1,500	1 in 619
Crest Complete Toothpaste	Select Varieties	120 mL	\$4.00	750	1 in 1,237
Olymel Old Fashioned Sausage	Select Varieties	375 g	\$5.99	510	1 in 1,819
Club House Sauce Mix	Select Varieties	1 Pack	\$1.66	430	1 in 2,157
Dr. Oetker Giuseppe Pizzeria Easy Pizzi	Select Varieties	560-600 g	\$6.99	110	1 in 8,432
AG Foods Reusable Grocery Bag		1 Bag	\$1.32	1,600	1 in 580
Reusable Thermal Bag		1 Bag	\$2.87	750	1 in 1,237
INSTANT DISCOUNTS					
Pepperidge Farm Goldfish Crackers	Select Varieties	167-220 g	\$1.00	1,500	1 in 619
Campbell's Condensed Soups	Select Varieties	284 mL	\$1.00	1,500	1 in 619
Olympic Organic Yogurt	Select Varieties	650 g	\$1.00	1,500	1 in 619
iÖGO Nanö Drinks	Select Varieties	6x93 mL	\$1.00	1,500	1 in 619
Dutch Crunch Potato Chips	Select Varieties	200 g	\$1.00	1,500	1 in 619
Humpty Dumpty Party Mix	Select Varieties	250-350 g	\$1.00	1,500	1 in 619
Coca-Cola Mini Cans	Select Varieties	6x222 mL	\$1.00	1,500	1 in 619
Coca-Cola Mini Bottles	Select Varieties	8x300 mL	\$1.00	1,500	1 in 619

Purex Ultra Triple Roll Bathroom Tissue	Select Varieties	8 Rolls	\$1.00	1,500	1 in 619
Scotties Supreme Facial Tissue	Select Varieties	6 Pack	\$1.00	1,500	1 in 619
Healthy Choice Gourmet Steamers	Select Varieties	284-301 g	\$1.00	3,000	1 in 310
Bick's Whole Dill Pickles	Select Varieties	1 L	\$1.00	1,500	1 in 619
Smucker's Jam	Select Varieties	250 mL	\$1.00	1,500	1 in 619
Special K Cereal	Select Varieties	320-435 g	\$1.00	750	1 in 1,237
Kashi Cereal	Select Varieties	269-460 g	\$1.00	750	1 in 1,237
Rice Krispies Squares Bars	Chocolate Chip Cookie Dough	176 g	\$1.00	750	1 in 1,237
Cheez It Crackers	Original	200 g	\$1.00	750	1 in 1,237
Lipton Chicken Noodle Soup Mix	Select Varieties	4 Pack	\$1.00	750	1 in 1,237
Hellmann's Mayonnaise	Select Varieties	750-890 mL	\$1.00	750	1 in 1,237
Ben & Jerry's Ice Cream	Select Varieties	473mL	\$1.00	1,500	1 in 619
MiO, Crystal Light, Country Time, or Kool-Aid Liquid Water Enhancer	Select Varieties	48 mL	\$1.00	1,500	1 in 619
Kraft Salad Dressing	Select Varieties	475 mL	\$1.00	1,500	1 in 619
Betty Crocker Super Moist Cake Mixes	Select Varieties	432-461 g	\$1.00	1,000	1 in 928
Milk 2 Go	Select Varieties	473 mL	\$1.00	1,000	1 in 928
Dairyland Chocolate or Strawberry Milk		1 L	\$1.00	1,000	1 in 928
Minute Maid Juice	Select Varieties	1 L	\$1.00	1,000	1 in 928
Minute Maid Juice	Frozen, Select Varieties	295 mL	\$1.00	1,000	1 in 928
SunRype Apple Juice		1 L	\$1.00	1,000	1 in 928
Oasis Orange Juice	Select Varieties	1.5 L	\$1.00	1,000	1 in 928
Quaker Instant Oatmeal	Select Varieties	228-344 g	\$1.00	1,000	1 in 928
Ben's Original Bistro Express Basmati Rice		250 g	\$1.00	1,000	1 in 928
McCain Bistro Beer Battered Fries	Select Varieties	624 g	\$1.00	500	1 in 1,855
McCain Bistro Seasoned Sweet Potato Frites	Select Varieties	454 g	\$1.00	500	1 in 1,855
Dempster's Whole Grain Bread	Select Varieties	600 g	\$1.00	1,000	1 in 928
Lay's Chips	Select Varieties	177-235 g	\$1.00	500	1 in 1,855
Miss Vickie's Chips	Select Varieties	200 g	\$1.00	500	1 in 1,855
Häagen-Dazs Ice Cream or Frozen Novelties	Select Varieties	414-450 mL or 3-4 Pack	\$1.00	1,000	1 in 928
Ocean's Smoked Oysters	In Oil	85 g	\$1.00	500	1 in 1,855
Gold Seal Sardines	In Oil	125 g	\$1.00	500	1 in 1,855
Dawn Dish Liquid	Select Varieties	431-473 mL	\$1.00	1,000	1 in 928
Olymel Old Fashioned Sausage	Select Varieties	375 g	\$1.00	1,000	1 in 928
Werther's Original		135 g	\$1.00	1,000	1 in 928
Club House Sauce Mix	Select Varieties	1 Pack	\$1.00	300	1 in 3,092
Dr. Oetker Giuseppe Rising Crust Pizza	Select Varieties	660-854 g	\$1.00	300	1 in 3,092
Purex Liquid Laundry Detergent	Select Varieties	1.92 L or 2.03 L	\$1.00	1,000	1 in 928
Your Next Purchase From Our Meat Department			\$1.00	25,000	1 in 38
Your Next Purchase From Our Produce Department			\$1.00	25,000	1 in 38
Your Next Purchase From Our Bakery Department			\$1.00	25,000	1 in 38
Western Family Product of Your Choice			\$1.00	42,500	1 in 22
Western Family Product of Your Choice			\$2.00	22,500	1 in 42
Your Next Grocery Purchase of \$50 or More!			\$50.00	265	1 in 3,500
TOTAL PRIZES AND DISCOUNTS				223,345	1 in 5

The total approximate value of all Instant Win Prizes is \$126,165.70. The total approximate retail value of all Instant Win Discounts is \$224,350.00. All Instant Prizes and Instant Discounts may not be claimed.

WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE: Go to the location where you obtained your ticket or to any Participating Location, pick up the product described and take it with the corresponding Instant Win or Instant Discount Game Ticket to the checkout for verification and to claim your prize. **You must surrender your Game Ticket to an authorized store employee to receive your prize or discount.**

All Instant Prizes or Instant Discounts must be redeemed before close of business on March 2, 2024.

ONLINE PRIZES: If you have entered a valid PIN, you will receive either two (2), three (3), four (4), five (5), six (6), seven (7), eight (8), nine (9) or ten (10), Online Ballot Entries ("Online Ballots") for chances to win in the Online Prize Drawings. Online Ballots will be awarded randomly at equal odds to receive. Winners for the Online Prizes will be randomly selected from amongst all eligible Online Ballots received prior to each draw date. There will be daily prizes of a \$50 AG Foods Grocery Gift Certificates drawn based on one (1) per day following the schedule below. There will be one (1) online draw held on February 21, 2024, to award fifty-five (55) prizes of a 50 Second Shopping Spree, based on one (1) per participating store. See prize details on Page 4. There will be six (6) grand prize draws, following the schedule below, to

award six (6) grand prize of Free Groceries for a Year, approximate retail value (“ARV”) \$5,200.00, based on two (2) per participating province.

Online Sweepstake Prize Drawing Schedule:

Prize	Quantity	Draw Date(s)
\$50 AG Foods Grocery Gift Certificate	42	One (1) prize drawn daily from January 8 – February 18, 2024.
50 Second Shopping Spree – 1 per store	55	Wednesday, February 21, 2024
Free Groceries for a Year – 2 per participating province	6	Monday, January 15, 2024, Monday, January 22, 2024, Monday, January 29, 2024, Monday, February 5, 2024, Monday, February 12, 2024, Wednesday, February 21, 2024

Additional Details for Online Prizes: The Online Prizes are nontransferable and no cash redemption or other substitution, in part or whole, is allowed except by Sponsor who may substitute a prize of equal or greater value should the advertised prize become unavailable. No compensation is offered for any portion of the prize not utilized; any portion of the prize not utilized, and its corresponding value will be forfeited. See Rule 4 below for instructions on what to do if your name is drawn for any Online prize.

50 SECOND SHOPPING SPREE:

There will be one (1) online draw to select a potential winner for the 50 Second Shopping Spree at each participating location on February 21, 2024. Prize winner will win all the groceries (tobacco, lottery, prescriptions, and alcohol products excluded) which the winner is able to collect in a standard sized-shopping cart (supplied by participating store) in fifty (50) seconds. Each shopping spree will take place at a Participating Store designated by the Contest Sponsor, in the presence of a representative of the Participating Store. The winner may only push/pull one cart at a time and may not receive help from any other individual. Only items collected and contained within the cart without assistance by the winner or any other person at the conclusion of the fifty (50) second period will be counted as part of the prize. The winner may collect a maximum of two (2) of any eligible item in his/her cart during the Shopping Spree. The exact retail value of each Shopping Spree depends on the total value of eligible items collected by the winner but may not exceed Five Hundred Dollars (\$500.00). If the prize winner collects items exceeding the Five Hundred Dollar (\$500.00) maximum retail value, the prize winner may keep the items of his/her choice in his/her cart so that the remaining total is Five Hundred Dollars (\$500.00) or less and there are not more than two (2) of any one item included. The representative of the Participating Store will be deemed the Official Timekeeper and his or her decision will be final. Shopping Spree prizes are not transferable, nor assignable, except as specified herein. Game Sponsor reserves the right to designate the date and time for any Shopping Spree and the winner must agree to abide by these rules as provided to the prize winner prior to the Shopping Spree. If the prize winner is disabled, infirm or unable to attend on the designated Shopping Spree date, the prize winner may designate another person to conduct the Shopping Spree in his/her place, with prior approval from Game Sponsor and /or Participating Store. **See Rule 4 below for instructions on what to do if are drawn for any Online prize.**

FREE GROCERIES FOR A YEAR: Prize will be awarded as \$5,200.00 in AG Foods Grocery Gift Certificates to the winner.

5) NOTIFICATION AND REDEMPTION:

Instant Prizes and Instant Discounts: See Rule 3A) “**WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE**”. All prize and discount claims are subject to verification by authorized personnel at the Participating Location at which the prize claim is presented for redemption. Instant Win Prizes must be redeemed at the location where you obtained your ticket, or any Participating Location before March 2, 2024. Not all Instant Win or Instant Discount prizes may be claimed or awarded.

Online Prizes: If you have been selected as a potential winner in any of the Online Drawings described above, the Game Sponsor, Administrators or authorized personnel at Participating Locations will notify you via email or phone. As a condition of awarding any Sweepstakes prize, winner must sign and return, within seven (7) days of receipt, the Game Sponsor’s Release Form confirming his/her compliance with these Official Rules and releasing the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. Prize winners will be required to correctly answer a mathematical skill-testing question administered by the Game Sponsor or Administrators. All Sweepstakes winners must also provide proof of identity (photocopy of Driver’s License, Passport, or any other government issued photo I.D.) with the Game Sponsor’s Release Form or the prize may be forfeited. If a potential winner fails to return the required documents with proof of identity in accordance with these Rules or is found to have violated the rules of the Game in any way, or if any prize or prize notification from Sponsor is returned as undeliverable, the potential

winner will be disqualified and will be deemed to have forfeited the prize in question. In the case of Free Groceries for a Year Sweepstakes and 50 Second Shopping Spree prizes only, Game Sponsor will hold a drawing to select an alternate prize winner. For all Sweepstakes Prize Drawings, Sponsor will hold a maximum of two (2) re-draws to attempt to select an alternate prize winner from among the pool of eligible entries received. A minimum of three (3) attempts will be made to contact each alternate via email or phone. All prizes will be shipped to or redeemed at the Participating Store closest to winner's valid disclosed address by prepaid delivery. Allow approximately four (4) to eight (8) weeks for shipment of prizes to Participating Stores following verification. Upon receipt of the prize, the appropriate Participating Store will contact you by telephone and/or mail to make arrangements for you to pick the prize up at the Participating Store. A minimum of three (3) attempts will be made to contact the winner to arrange for pickup of the prize. Prizes may not be transferred or assigned except as provided herein. No prize substitutions are allowed, except as provided herein. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value for reasons that may include but are not limited to unavailability; or production delays caused by labor disruptions, adverse weather conditions or other unforeseen events. Prizes that are not claimed within thirty (30) days of the third attempt to contact, will be deemed forfeited. Not all Online Win Sweepstakes prizes may be claimed or awarded.

6) **ODDS:** Odds of winning any sweepstakes prize vary depending on the number of eligible entries received. Overall odds to win an Instant Prize or Instant Discount are 1 in 5. See chart in 3A) above for breakdown by prize.

7) **PUBLICITY:** Acceptance of any prize constitutes permission for Game Sponsor to use any winner's name, likeness, voice and/or comments for advertising, trade, or promotional purposes worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law. The names of the Sweepstakes prize winners may be published in the Game Sponsor's grocery flyer, on their website or on any of their social media platforms following verification of prize winners.

8) **RESTRICTIONS:** The following are prohibited and will result in automatic disqualification from the Game: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Official Rules; and (3) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game.

9) **LIST OF WINNERS:** The names of the major prize winners and a copy of the complete Official Rules are available at www.agfoodsgreatgrocerygiveaway.com, through gamemaster@AGFoodsGreatGroceryGiveaway.com, or by sending a self-addressed, stamped envelope to "Great Grocery Giveaway", c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Please specify "Rules" and/or "Winners' List" with your request. Winners List will be available after March 3, 2024, and until September 4, 2024.

10) **GAME MATERIALS:** All game materials will be rejected and judged void if: not obtained from authorized personnel through legitimate channels; any part of any game materials is illegible, altered, mutilated, counterfeit, miscut, misregistered, defaced, tampered with, forged, printed, or produced in error, incomplete, blank, or partially blank, mechanically reproduced, or irregular in any way. All game materials submitted for verification become the property of Game Sponsor and will not be returned. Liability for the issuance of void ticket, if any, is limited to replacement of ticket from random stock while supplies last. Game Sponsor is not responsible for lost or stolen Game Tickets. Game Sponsor is not responsible for any mail delays or interruptions of any kind. No more than the number of prizes stated in these Official Rules will be awarded.

11) **GENERAL TERMS AND CONDITIONS:** Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor, which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Rules and where prohibited by law and is subject to all applicable federal, provincial, local, and municipal laws and regulations. The Game Sponsor reserves the right to a) disqualify any Game participant who uses, or is suspected of using, any fraudulent means to increase their odds to win any prize at any time throughout the Game Period, or b) terminate or withdraw the Game or to amend these Official Rules at any time, without prior notice. Unless otherwise noted, all taxes, fees and all other expenses and surcharges on prizes, if any, are the sole responsibility of the prize winners, except as provided herein. The Game Sponsor makes no representations or warranties regarding any awarded prize. By participating in the Game, each entrant agrees to release and hold the Game Sponsor, the individuals(s) or body corporate which owns and/or operates any Participating Location, any Prize suppliers, their respective parent companies, Administrators and affiliates, subsidiaries, advertising, promotion, fulfillment agencies, legal advisors and each of their respective employees, officers, directors, shareholders and agents (collectively the "Released Parties"), harmless from any and all losses, damages, rights, claims and actions of any kind arising from or in connection with participation in the Game or resulting from acceptance, possession, or use/misuse of any prize or participation in prize-related activities, including without limitation, any loss, personal injury, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy. All entries and prize claims received become the property of Game Sponsor and will not be returned. "Released Parties" are not responsible for any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the Game.

The Released Parties are not responsible for lost, late, damaged, misdirected, illegible, postage-due, or incomplete entries, requests, or prize claims. The Released Parties are not responsible for any mail delays or interruptions of any kind. The Released Parties are further not responsible for: (i) electronic transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to

entrant's or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Contest; (iv) any entries submitted in a manner that is not expressly allowed under these rules; or (v) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Contest. All incomplete or non-conforming entries will be disqualified. If for any reason the Contest cannot be executed as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, Contest Entities reserve the right to terminate the Contest.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR OTHERWISE CORRUPT THE GAME OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12) All properly claimed prizes will be awarded. Total approximate retail value of all available prizes and discounts: \$410,815.70.

Game Sponsor: Associated Grocers, Calgary, AB, T2C 2V7

Game Administrators: WSP International Limited, Markham, ON, L3R 1H5