



“TURKEY FARMERS OF CANADA SWEEPSTAKES” CONTEST RULES

(“Official Rules”)

By entering this Contest, entrants agree to abide by these Official Rules (the “Official Rules”). The decisions of the Sponsor (defined below) with respect to all aspects of the Contest are final, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* (the “Régie”) on any issue under its jurisdiction.

1. The **Turkey Farmers of Canada Sweepstakes** Contest (the “Contest”) is sponsored by the Turkey Farmers of Canada, Limited (the “Sponsor”). The Contest consists of:
 - a. Twenty (20) Prizes consisting of one (1) \$250 Visa Gift Card each.

The Contest begins at 9:00:00 AM Eastern Time (“ET”) on July 21, 2020. The last day to purchase a qualifying product is August 17, 2020 at 11:59:59 PM Eastern Time (“ET”). The last day to upload a receipt is August 21, 2020 at 11:59:59 PM Eastern Time (“ET”).

2. ELIGIBILITY

Open only to legal residents of Canada, who have reached the age of majority in their province at the time of entry. Notwithstanding this, the Contest is not open to the employees, agents or representatives of the Sponsor (including their respective divisions, subsidiaries, affiliates and advertising or promotional agencies), and suppliers providing prizes or other materials or services in connection with this Contest (collectively, the “Contest Parties”). This Contest is also not open to any members of the immediate families of, or persons domiciled with, any of the Contest parties. In these Official Rules, “immediate family” refers to mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse.

3. HOW TO ENTER: PURCHASE ENTRY METHOD

During the Contest Period, go to www.ThinkTurkeyContest.ca (the “Contest Website”), and follow the on-screen instructions.

INTERNET ACCESS REQUIRED

STEP 1: SHOP

Purchase any turkey product including Frozen Whole Turkey, Fresh Whole Turkey, Turkey Breast, Turkey Drumsticks, Turkey Thighs, Turkey Wings, Turkey Roast, Turkey Deli Meat, Turkey Pepperoni, Turkey Bacon, Ground Turkey, Turkey Franks, Turkey Burgers, Turkey Sausages and Turkey Meat Snacks, from any store in Canada, between June 15, 2020 and August 17, 2020. Subject to the terms and conditions contained herein, one contest entry will be awarded for every eligible Turkey product purchased.

STEP 2: REGISTER

Complete the online registration form by entering a valid email address and phone number and all other mandatory fields.

STEP 3: COMPLETE REGISTRATION

A registration confirmation email will be sent by email.

STEP 4: UPLOAD

Upload a photo of your receipt, showing proof of purchase of any Turkey product that you have purchased. Receipts must clearly show the Turkey products that have been purchased, store name, store address, date, and time. Click the "Submit Form" button to complete your submission ("Request"). Each receipt may only be submitted to the Contest once. Receipts submitted more than once will be disqualified. One contest entry will be awarded for every participating Turkey product purchased and successfully submitted and qualified on the Contest Site. **Keep original receipts as they may be required for proof of purchase verification.**

Upload must be completed by August 21, 2020 at 11:59:59 PM Eastern Time ("ET"). Accepted file formats are: .JPG, .JPEG, .PNG, and .GIF. Maximum file size is 10 MB. Not all mobile telephone providers carry the service necessary to obtain a link to the website to participate in the Contest.

Standard message and data rates may apply. Participants should consult their wireless provider's pricing plans. The Sponsor is not responsible for any additional charges incurred from participation.

Limits: Entrants may upload multiple receipts within the Contest Period, but each receipt must be unique; duplicate receipts will not be accepted. If you choose to use a wireless device, standard message and data rates may apply. In the event of a dispute as to who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the phone and/or email address at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to a cellular telephone number/email account (as applicable) by a service provider. Selected entrants may be required to provide Sponsor with proof that he/she is the authorized account holder of the phone and/or email address associated with the selected entry.

NO PURCHASE NECESSARY METHOD

AN ENTRY OBTAINED THROUGH THE NO PURCHASE ENTRY METHOD GIVES THE SAME ODDS OF WINNING AS AN ENTRY OBTAINED THROUGH THE PURCHASE ENTRY METHOD.

Step 1: ACCESS FREQUENTLY ASKED QUESTIONS

You will find a link to the *No Purchase Necessary* registration form that must be completed by providing a valid email address and phone number and all other mandatory fields.

Step 2: COMPLETE REGISTRATION

A confirmation email will be sent by email. Be sure to check your inbox, spam or junk folder.

Step 3: SUBMIT

Submit a description of 25 words minimum (the "Description") online, explaining why you would like to win the prize. For each original description received the participant will then receive one (1) entry into the Contest. The participant must enter the Contest by following the instructions above. Each description must be an original composition, unique for each entry and prepared specifically for the Contest. The Sponsor reserves the right to disqualify any Description that is illegible, offensive, infringes upon the rights of any third party, promotes or condones illegal or immoral activity, or is otherwise not in keeping with the corporate image of the Sponsor at its sole discretion. Allow two (2) business days for your no-purchase request to be processed.

Limit: Limit of one (1) no-purchase requests per person per day, and a limit of twenty-five (25) requests during the Contest Period. Any attempt to exceed these limits may result in disqualification for the remainder of the Contest.

4. LIMITATIONS

Submission of receipts must be completed by 11:59:59 PM Eastern Time (“ET”) on August 21, 2020.

If you choose to use a wireless device, standard message and data rates may apply. In the event of a dispute as to who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the phone and/or email address at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to a cellular telephone number/email account (as applicable) by a service provider. Selected entrants may be required to provide Sponsor with proof that he/she is the authorized account holder of the phone and/or email address associated with the selected entry.

5. PARTICIPATING PRODUCTS

Any turkey product is eligible including, Frozen Whole Turkey, Fresh Whole Turkey, Turkey Breast, Turkey Drumsticks, Turkey Thighs, Turkey Wings, Turkey Roast, Turkey Deli Meat, Turkey Pepperoni, Turkey Bacon, Ground Turkey, Turkey Franks, Turkey Burgers, Turkey Sausages and Turkey Meat Snacks.

Products that do not have SKU/UPC codes, i.e. Turkey products purchased from a participating store’s deli counter, will be manually validated using product PLU numbers.

6. CONSUMER INQUIRIES:

Consumer service inquiries can be sent via support@receiptprocessor.com.

7. OFFICIAL RULES:

These full Official Rules are available on the Internet at www.ThinkTurkeyContest.ca (English) or www.ConcoursPensezDindon.ca (French).

8. CONTEST WEBSITE

The Contest website www.ThinkTurkeyContest.ca is accessible via the following:

Windows: IE 11, Edge, Google Chrome 60+, Mozilla Firefox 50+ **OSX:** Safari, Google Chrome 60+, Mozilla Firefox 50+

iOS: Safari

Android: Chrome

9. PRIZE FULFILLMENT

Selected Entrants will be selected by weekly random draws among all eligible entries received during that week to determine the winners. The odds of winning depend on number of eligible entries received. Skill-testing question required.

The random draws, will take place on August 3, 2020 and August 22, 2020 at 301 – 1062 Homer Street, Vancouver, British Columbia, V3H 5M9 at 1:00 PM Eastern Time (“ET”). Ten (10) winners will be selected each draw date with a total of twenty (20) winners selected by the end of the Contest Period.

There are twenty (20) Prizes available to be won. The retail value of each prize is \$250 for a total of \$5,000.

Prizes do not include travel or other additional expenses.

The Selected Entrant(s) will be contacted by email, or telephone within four (4) business days of the Draw Date. If a Selected Entrant:

- a. cannot be reached by email, or telephone within five (5) business days of the first attempt;

- b. fails to correctly answer the skill-testing question;
- c. fails to acknowledge the properly executed Release Form within the specified time; and/or
- d. is otherwise deemed by the Sponsor to be in violation of these Official Rules; then he/she will be disqualified, will forfeit any and all rights to the Prize 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 received in accordance with these Official Rules, who will be subject to disqualification in the same manner. The Sponsor will not be responsible for failed attempts to contact a Selected Entrant.

10. OFFER CONDITIONS

All expenses not specifically described as included in the prizes, including but not limited to travel and personal expenses are the sole responsibility of selected winners as applicable.

Prizes must be accepted as described in these Official Rules and cannot be transferred, substituted or exchanged, in whole or in part, for cash or otherwise except at the sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater monetary value if any prize cannot be awarded as described herein, including without limitation, due to Contest cancellation. Prizes will be delivered to verified winners only. Sponsor will not replace any lost or stolen prizes.

The winner of any prize assumes responsibility for any and all damages, losses, death or injuries of any kind that may occur while travelling to/from, participating or using the prize, any prize-related activity, or any goods or services for which the prize is redeemed.

The winner of each Prize must sign and return to the Sponsor a Declaration, Acceptance and Release Form which includes a publicity release (inclusive of filming activities to occur during prize-related activities) and releases and indemnifies the Sponsor from all losses, costs, damages, actions, liability and injuries whatsoever, including death, resulting from, and arising in any manner whatsoever, from the Contest and the awarding, use, misuse and/or participating in the winner's prize.

11. CLAIM CONDITIONS

To be declared a confirmed winner of a Prize, each Selected Entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. The Selected Entrant will also be required to acknowledge and return the Sponsor's Declaration and Release Form (the "Release Form"), which, among other things:

- a. confirms compliance with the Official Rules;
- b. acknowledges acceptance of the Prize as awarded, without substitution;
- c. releases the Sponsor, the Contest Parties and their respective shareholders, directors, officers, employees, agents, representatives, governors, successors and assigns (collectively, the "Released Parties") from any liability in connection with the Prize or any portion thereof or this Contest; and
- d. agrees to the use of their name, address (city and province/territory) and/or photograph without further notice or remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.

The Release Form will be made available to each Selected Entrant in electronic format (online) and must be acknowledged within the time period specified on the Release Form or the Prize will be forfeited in its entirety and nothing will be substituted in its place.

Upon correctly answering the skill testing question and receipt of the duly completed Release Form by a representative of the Sponsor, the Prizes will be shipped to the confirmed winner at the address on their entry within approximately six (6) to eight (8) weeks.

12. GENERAL CONDITIONS

If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Official Rules, then, in addition to having the right to terminate the Contest immediately (subject to the approval of the Régie), the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible Prize claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Contest Parties be liable for more than the number, type and value of Prizes as stated in these Official Rules. In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

13. ENTRY VERIFICATION:

The Sponsor 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, a copy of government issued photo identification [non-relevant personal information may be redacted]):

- a. for the purposes of verifying an individual's eligibility to participate in this Contest;
- b. for the purposes of verifying the eligibility and/or legitimacy of any entry and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or
- c. for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Official Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Sponsor's official time-keeping device(s).

14. PERSONAL INFORMATION

By participating in this Contest, participants consent to the collection, use and disclosure of personal information by the Sponsor for the purposes of Contest administration and prize fulfilment. To the full extent permitted by law, winners consent to use of their names, addresses (city, province), voices, statements and photographs or other likenesses for publicity purposes in connection with the Contest in any media or other format, including but not limited to the Internet, without further notice, permission or compensation. Except as otherwise set out in these Official Rules, no communication, commercial or otherwise, that is not related to this Contest, will be sent to participants by the Sponsor, except with the consent of the recipient or as otherwise permitted or required by law.

15. LIMITATION OF LIABILITY AND RELEASES:

All entries become the property of the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. Subject to decisions of the Régie, the decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries, other materials and/or entrants. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Official Rules. Anyone deemed by the Sponsor to be in violation of these Official Rules for any reason is subject to disqualification in the sole and absolute discretion of the Sponsor at any time.

SOME JURISDICTIONS (INCLUDING QUEBEC) DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, THEREFORE SUCH EXCLUSIONS MAY NOT APPLY TO YOU.

The Released Parties will not be liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of access to and use of the Contest, including without limitation:

- a. any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment or software;

- b. the acceptance, possession, misuse or use of the Prize;
- c. any injuries, losses or damages of any kind (including direct, indirect, incidental, consequential or punitive damages) to persons or property resulting from:
 - i. entry or participation in this contest or
 - ii. any claims based on personality or privacy rights, defamation or prize delivery;
- d. the failure of any entry and/or other information or materials to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the Internet or at any website or due to late or lost entries;
- e. anyone being incorrectly and/or mistakenly identified as a winner or Selected Entrant; and/or
- f. any combination of the above. Except where prohibited by law, the parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest and any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration. Any such controversy or claim shall be arbitrated on an individual basis and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the Province of Ontario, City of Toronto.

These Official Rules and the interpretation of its terms shall be governed by and construed in accordance with the laws of the province of Ontario without regard to its conflicts of laws rules. For any matters which are not subject to arbitration as set forth in the Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the provincial and federal courts located in or closest to the City of Toronto in the Province of Ontario. The parties agree not to raise the defense of forum non conveniens. 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 Régie only for the purpose of helping the parties reach a settlement.

16. MISCELLANEOUS

For the purposes of these Official Rules, in the event of a dispute as to the identity of a participant, the participant will be deemed the person whose name appears on the online registration form entered on the Contest Website. It is this person who must comply in all respects with the Official Rules, and who will be asked the mathematical skill-testing question and to whom the prize will be awarded if he or she is declared a winner.

This Contest is subject to all applicable federal, provincial and municipal laws. Entries generated by script, macro, robotic, programmed, or other automated means is prohibited and, at the sole discretion of the Sponsor, will be excluded.

Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor their prize, or the cash value thereof.

If, by reason of error or for any other reason whatsoever, the number of potential winners claiming prizes exceeds the number of available prizes, as set forth in these Official Rules, the winners or remaining winners, as the case

may be, of the number of prizes to be won in the category in question according to these Official Rules may, in the sole discretion of the Sponsor, be selected by means of a random draw among all persons making purportedly valid claims for such prizes. Participation in such a draw shall be the sole and exclusive remedy in such circumstances for any eligible person having submitted an entry into the Contest.

17. RIGHT TO VOID/TERMINATE/SUSPEND/ MODIFY:

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to withdraw, amend or suspend this Contest (or to amend these Official Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Official Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to cancel, amend or suspend this Contest, or to amend these Official Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill, as it deems appropriate based on the circumstances and/or to comply with applicable law. The Sponsor also reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant, entry and/or other information or materials with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules, or for any other reason.

18. INTELLECTUAL PROPERTY:

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.

19. USE OF DATA:

By entering this Contest, entrants' consent to the collection, use and disclosure of their personal information by Sponsors and their authorized agents and/or representatives for the purposes of administering the Contest and fulfilling the prizes. At the time an entrant entered the Contest, he/she may have also been asked if he/she wishes to consent to Sponsors' use of their personal information to receive future e-mails from Sponsors. No commercial or other communications unrelated to the Contest will be sent to entrants unless they have otherwise agreed to receive such communications. Sponsors will be collecting personal data about entrants online, in accordance with their privacy policies. By participating in the Contest, entrants hereby agree to Sponsors' collection and usage of their personal information for Contest purposes and acknowledge that they have read and accepted Sponsors' privacy policies.

20. SOCIAL MEDIA

This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook or any other social media platform.