

CELEBRATE CHEESE CONTEST

1. ELIGIBILITY

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

- a. be a legal resident of a province or territory of Canada; 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:

- c. employees, representatives and agents of Saputo Dairy Products Canada G.P., including its affiliates, subsidiaries and related corporations; (collectively the “Sponsor”);
- d. employees, representatives and agents of the suppliers of Prizes (hereinafter defined) awarded in this Contest;
- e. employees, representatives and agents of the Sponsor’s advertising, promotional and media agencies;
- f. people involved in the development, production and distribution of materials related to the contest; and
- g. 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 Monday, September 14, 2015, at 9:00 a.m. ET (the “Contest Opening Date”) and closes on Sunday, November 1, 2015 at 11:59 pm ET (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.celebratecheese.ca (the “Contest Website”). The Contest Website is also available in a mobile version using the matrix code appearing on the promotional material of the contest in store. 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 during the Contest Period and subject to paragraph 3.4, only one (1) Entry Form per email address can be submitted.
- 3.4 The Participant may triple his/her chances to win by using the “Refer a friend” button on the Contest Website by sending an email promoting the Contest to up to three (3) friends. The Participant who uses the “Refer a friend” button will be considered as having submitted one (1) additional Entry Form per friend referred. Before providing the email address of a friend, the Participant must first verify that said friend agrees to receive a message promoting the Contest.
- 3.5 The Sponsor may, at its sole discretion, disqualify any Participant who has submitted multiple Entry Forms in violation of these rules.
- 3.6 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 Forms with missing entry information will not be eligible and will be rejected.
- 3.7 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 Prizes

4.1.1 One (1) prize shall be awarded during this Contest, consisting in a return VIP trip for two (2) persons in Cape Breton Island, Nova Scotia, or Tofino, British Columbia, location to be chosen by winner (the “Prize”). The Prize consists solely of the following:

- Return economy class airfare for two (2) persons departing from the nearest international airport of the Prize Winner’s (hereinafter defined) place of residence within Canada to Cape Breton Island, Nova Scotia or Tofino, British Columbia. If the Prize Winner resides within 300 km of the chosen location, ground transportation will be substituted to air transportation;
- Five (5) consecutive nights hotel accommodation in Cape Breton Island, Nova Scotia, or Tofino, British Columbia, in a double standard bedrooms;
- Six (6) day Car Rental;
- One (1) cooking class for two (2) persons;
- One (1) whale watching excursion for two (2) persons;
- One (1) gift basket featuring Saputo products;
- The Prize Winner shall receive a total of five hundred Canadian dollars (C\$500) as pocket money for personal expenses during the trip;
- One (1) gas certificate of one hundred Canadian dollars (C\$100); and
- Meals during the trip, up to a maximum of one thousand Canadian dollars (C\$1,000).

- 4.1.2 Air and hotel arrangements are at the sole discretion of Sponsor and to be made by Sponsor. The Prize Winner is responsible for obtaining flight reservations through the Sponsor by December 31, 2015 at the latest and the selected dates will be subject to the approval of the Sponsor. Flight reservations are subject to availability. The travel must be completed within the year following the awarding of the Prize. The rates and availability may vary during the busiest periods (high season and low season).
- 4.1.3 The Prize Winner must choose one (1) guest (a "Guest"). The Guest shall be at least thirteen (13) years old on the day of departure. The Prize Winner and his/her Guest must travel together, leave from the same Canadian International Airport and return to the same Airport.
- 4.1.4 The Guest must complete and sign a Declaration and Release Form acknowledging and confirming his/her compliance with the Contest Rules and releasing the Sponsor and any other organization associated with the awarding of the Prize or with the Contest, together with their respective employees, of all responsibility for any personal injury, accident or loss, whatsoever in relation to the Contest or the Prize (hereinafter the "Declaration and Release Form"). If the Guest is a minor, the Declaration and Release Form must also be signed by a parent or legal guardian of such minor guest.
- 4.1.5 All travel is at the Prize Winner's and the Guests' risk. The Prize Winner and his/her Guest will be responsible for transportation to and from the originating airport, travel and medical insurances, travel documentation, airport improvement fees, taxes, gratuities, telephone calls, in-room charges and any other incidental expenses not explicitly included in the Prize as described under paragraph 4.1.1 of these rules.
- 4.1.6 The approximate retail value of the Prize is eight thousand four hundred dollars in Canadian currency (C\$8 400) based on a departure from Toronto, Ontario.
- 4.1.7 The Winner will have to contact the travel agency designated by the Sponsor (the "Travel Agency") to make reservations.

4.2 Awarding of the Prizes

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

5. WINNER SELECTION

5.1 Prize Winner

- 5.1.1 On November 4, 2015 at 11:00 a.m. ET at the offices of TraffikGroup, (the “Administrator”) located at 559 College Street, Suite 301, Toronto, Ontario, M6G 1A9, one (1) Participant will be selected (each a “Selected Participant”) by random draw (the “Draw”) among all the eligible Entry Forms received during the Contest Period as the potential winner of the Prize.
- 5.1.2 The odds of winning depend on the number of eligible Entry Forms received during the Contest Period.

5.2 Requirements to be declared Winner

- 5.2.1 Each Selected Participants shall be contacted by phone, based on the contact information provided by the Participant on his/her Entry Form, within seven (7) business days of the Draw. If a Selected Participant cannot be contacted by phone within seven (7) 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 paragraph 5.1, or forfeit the Prize. That new Selected Participant is subject to disqualification if he/she does not comply with this paragraph.
- 5.2.2 Before being declared a Prize winner (a “Winner”), the 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.
- 5.2.3 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 paragraph 5.1 , 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 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.
- 6.2 A Winner is not entitled to the monetary difference between the actual Prize value and the stated approximate value if any.
- 6.3 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.
- 6.4 No correspondence pertaining to the Contest will be entered into except with the Selected Participant and the Winner.
- 6.5 Entry Forms are subject to verification and will be declared invalid if they are received outside the Contest Period or are illegible, incomplete, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way.
- 6.6 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 October 22, 2015 : Saputo Dairy Products Canada G.P., to the attention of Glenda Taylor, “Celebrate Cheese Contest” at 279 Guelph Street, Georgetown, Ontario, L7G 4B3.
- 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, with the consent of the *Régie des alcools, des courses et des jeux* (the “Régie”), 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

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. Copying or unauthorized use of any copyrighted material or trademarks without the express written consent of its owner is strictly prohibited. SAPUTO is a registered trademark 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. Void where prohibited. These Contest rules are subject to change, with the Régie’s consent, 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. RESIDENTS OF THE PROVINCE OF QUEBEC

Any litigation respecting the conduct or organization of the Contest may be submitted to the *Régie des alcools, des courses et des jeux* (the “Régie”) 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.

14. 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.