

**Gardein “*Cheat on Meat*”**  
OFFICIAL CONTEST RULES AND REGULATIONS (“Official Rules”)

**NO PURCHASE NECESSARY.**

The **Gardein “*Cheat on Meat*” – CONTEST** (the “Contest”) is sponsored by Conagra Brands Canada (collectively, the “Sponsor”). The Contest starts at **12:01AM ET** on October 21, 2020 (the “Contest Opening Date”). The Contest closing date is **11:59:59 PM ET** on May 31, 2021 (the “Contest Closing Date”). The “Contest Period” runs from the Contest Opening Date to the Contest Closing Date. By participating in this Contest you are agreeing to be legally bound by these Contest Rules. If you do not agree to be legally bound by these Contest Rules, then please do not participate in this Contest.

2. **ELIGIBILITY:** The Contest is open to all individuals who are residents of Canada and located in Canada at the time of entry, who are over the age of eighteen (18).

The Contest is not open to the Sponsor or its parent, related and affiliated companies, contest Prize manufacturers and distributors, advertising and promotional agencies, or employees, officers, directors, representatives, agents or assignees thereof (collectively the “Contest Group”). By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial and territorial laws and regulations. The Contest is void where prohibited by law.

**3. HOW TO ENTER:**

**A. ONLINE ENTRY FOR A CHANCE TO WIN THE GRAND PRIZE**

To participate in the Contest, entrants must visit: [Gardein.ca](http://Gardein.ca) (“Contest Website”) and complete the online entry form (“Contest Entry Form”) in accordance with the online instructions. All entries must include all required information (for example, name, age, phone number, email address, etc. as defined on the Contest Website) to be eligible. You must have a valid email address and phone number to enter the Contest. Email accounts can be obtained free of charge from many Internet service providers. Internet access can be obtained free of charge from many public libraries. Only one (1) email address and account may be used by any person to enter the Contest. Proof of sending an online entry is not proof of receipt by the Sponsor. There is a limit of one (1) Contest entry per person using only one (1) email address via the online entry mechanic. The website uses cookies to track unique entries. Use of any automated system to participate is prohibited and will result in disqualification from the Contest.

**4. PRIZING:**

Four (4) Grand Prizes will be awarded. The Grand Prize, herein as the “Prize” is detailed below:

Prize must be accepted as awarded without substitution and are not transferable, refundable, for resale or convertible to cash. The Sponsor reserves the right, in the event that the Prize, or any component of the Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value without liability.

- (i) By participating in the quiz, entrant receives a \$1off coupon, up to a max of 5,000 entrants
- (ii) The four (4) Prizes available to be won during the Contest consists of:
  - **A one-year supply of Gardein products – Approximately 1 product per week (52 products which will be sent to winner in one shipment via full value coupons if available or product shipment)**
  - There will be four (4) prizes and winners – selected in November, January, March and May
  - The Prize has an Approximate Retail Value, excluding applicable taxes, of CDN \$450 The approximate retail value of the Grand Prize is in effect thirty (30) days prior to the launch of this Contest.

## 5. PRIZE DRAWS

The Prize Draw will be held on November 20, 2020, January 22, 2021, March 19, 2021, May 31, 2021 at 10:00 a.m. (ET) in Toronto, Ontario by Conagra's agency from among all eligible entries received as of the indicated Prize Draw date. Any non-winning eligible entries received from an earlier Prize Draw date will be included in a subsequent Prize Draw date.

No more than three (3) attempts will be made to contact the selected entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries, in the Sponsor's sole discretion, until such time as contact is made with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

## 6. PRIZE REDEMPTION

Prize claim will be subject to verification. To be declared the winner, selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by email at the email address provided during registration for the Contest. Selected entrant will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, the Contest Group, the independent contest organization and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies, successors and assigns (collectively, the "Released Parties") from any liability in connection with any Prize or the Contest.

Selected entrant must return a signed Release Form within thirty (30) days of receipt or he/she will be disqualified from receiving the Prize and another entrant will be selected from the remaining eligible entrants until such time as the winner is chosen or there are no more eligible entrants, whichever comes first. The Sponsor will contact Prize winner within thirty (30) days of receiving his/her signed Release Form to arrange the Prize.

The refusal by any potential winner to accept the Prize (or any portion thereof) releases and forever discharges the Released Parties of all obligations related to the Prize. If the potential winner is found to be ineligible, declines to accept the Prize, or in the event that the Prize confirmation or Prize itself is

returned undeliverable, the Prize will be forfeited and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor's sole discretion.

## **7. GENERAL**

### **A. Official Rules Govern**

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by any member of the Contest Group regarding the Contest, these rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or any other statement contained in any Contest-related materials including, but not limited to, the registration form, point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

### **B. Indemnification**

By submitting an entry into this Contest, each entrant confirms his or her understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without any limitation, whatsoever.

### **C. Limitation of Liability**

Incomplete entries, damaged entries, illegible entries or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors.

None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications (regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

#### D. Contest Administration

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor. In addition, the Sponsor reserves the right, in its sole discretion, to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future Sponsor contests. In its sole determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's associated entries. The Sponsor reserves the right, in its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of Sponsor corrupt the security, proper operation or administration of the Contest.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder in whose name the email account is registered, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an email address and/or telephone number, by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

#### E. Privacy and Publicity Rights

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use his/her name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events from the

Contest Group. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, as seen on their respective websites [Gardein.ca](http://Gardein.ca)

#### F. Governing Law & Other General Provisions

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between an entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario, including procedural provisions, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

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