

INDULGE ALL YOUR EXTREME DESIRES 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:

- a. employees, representatives and agents of Saputo Dairy Products Canada G.P., including its affiliates, subsidiaries and related corporations; (collectively the “Sponsor”);
- b. employees, representatives and agents of the suppliers of Prizes (hereinafter defined) awarded in this Contest;
- c. employees, representatives and agents of the Sponsor’s advertising, promotional and media agencies;
- d. people involved in the development, production and distribution of materials related to the contest; and
- e. 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 March 12, 2017, at 0:00 a.m. EDT (the “Contest Opening Date”) and closes on April 15, 2017, at 23:59 p.m. EDT (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.grilledcheesepleasures.com (the “Contest Website”). The Participant must vote for his/her best grilled cheese recipe and complete the entry form by entering his/her first and last name, email address, postal code, daytime telephone number and date 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 an email address can be used only once.
- 3.4 The Sponsor may, at its sole discretion, disqualify any Participant who has submitted multiple Entry Forms in violation of these rules.
- 3.5 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 Form with missing entry information will not be eligible and will be rejected.
- 3.6 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 Grand Prizes

- 4.1.1 One (1) grand prize shall be awarded during this Contest, consisting in a gift-certificate having an approximate value (“AV”) of one thousand (\$ 1 000 CA), redeemable in a travel agency chosen by the Sponsor (the “Grand Prize”).
- 4.1.2 The gift-certificates are valid for a period of one (1) year from the date of issue.
- 4.1.3 All travel is at risk of the Prize Winner (hereinafter defined) and the persons travelling with him/her. The persons travelling with the Winner must have reached the age of majority in his/her province or territory of residence at the time of departure. The Prize Winner and each person travelling with him/her will be responsible for transportation to and from the originating airport, the travel organization and management, travel and medical insurances, travel documentation, airport improvement fees, taxes, gratuities, telephone calls, in-room charges and any other incidental expenses.

4.2 Secondary Prizes

- 4.2.1 Twenty-five (25) secondary prizes shall be awarded in this Contest, each consisting of a sandwich grill (each a “Secondary Prize”) (Grand Prizes and Secondary Prizes are each a “Prize”).
- 4.2.2 The approximate retail value of each Secondary Prize is in the amount of one hundred and twenty dollars in Canadian currency (C\$120 CA).

4.3 Awarding of the Prizes

The Prizes will be mailed, couriered or delivered electronically (as the case may be) to the Winners within thirty (30) days of the reception of the executed Declaration and Release Form (hereinafter defined) in the case of the Grand Prize Winner or, for Secondary Prizes Winners (hereinafter defined), within thirty (30) days of initial contact with the Winner by the Sponsor in accordance with paragraph 5.3.1 of these Contest rules.

5. WINNERS SELECTION

5.1 Prizes Winners

- 5.1.1 On April 21, 2017 at 12:00 p.m. EDT at the offices of Bob l'Agence, (the "Administrator") located at 774 Saint-Paul West, Montreal, province of Quebec, H3C 1M4, one (1) Participant will be selected by random draw (the "Draw"), among all the eligible Entry Forms received during the Contest Period as the potential Winner of the Grand Prize and twenty-five (25) Participants will be selected as the potential Winners of a Secondary Prize (each a "Selected Participant").
- 5.1.2 The odds of winning the Grand Prize or a Secondary Prize depend on the number of eligible Entry Forms received during the Contest Period.

5.2 Requirements to be declared Winner of the Grand Prize

- 5.2.1 The Selected Participant shall be contacted by phone or email, based on the contact information provided by the Participant on his/her Entry Form, within five (5) business days of the Draw. If the Selected Participant cannot be contacted by phone or email (or fails to respond to messages) within five (5) 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 the Grand Prize winner (the "Grand Prize 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 the 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.

5.3 Requirements to be declared Winner of a Secondary Prize

5.3.1 Each Selected Participant will be notified by email within five (5) business day of the Draw. To be declared Winner of a Secondary Prize (a “Secondary Prize Winner”, the Grand Prize Winner and the Secondary Prizes Winners are each a “Winner”), each Selected Participant must reply to the email from the Sponsor’s representative within five (5) business days and he/she must have answered correctly to the mathematical skill-testing question on the Entry Form. Otherwise, such Selected Participant will be disqualified from the Contest and will forfeit the Prize. The Sponsor may then, in its sole and absolute discretion, select by random draw another Participant in accordance with paragraphs 5.1 or withdraw the Prize. Such Selected Participant is subject to disqualification if he/she does not comply with this paragraph.

6. GENERAL CONDITIONS

6.1 Each Participant may win a maximum of one (1) Prize only. If a Participant is selected to win more than one (1) Prize, provided he/she meets the requirements of paragraph 5.2 or 5.3, he/she will be declared Winner of the first Prize he/she was selected for and he/she shall forfeit the other Prizes.

6.2 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.

- 6.3 A Winner is not entitled to the monetary difference between the actual Prize value and the stated approximate value, if any.
- 6.4 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.
- 6.5 No correspondence pertaining to the Contest will be entered into except with each Selected Participant and each Winner.
- 6.6 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.
- 6.7 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 agents from any and all claims by third parties relating to the Contest and arising from his/her fault, 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 April 5, 2017 : Saputo Dairy Products Canada G.P., to the attention of Ms. Isabelle Massé, “Indulge all your extreme desires Contest” at 2365 Chemin de la Côte-de-Liesse, St-Laurent, Province of Quebec, H4N 2M7.
- 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, unfair 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. Unauthorized use or copy 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.