

• LES MARCHÉS •
Tradition

CONTEST

« It's good to subscribe »

Contest Rules

The Contest "It's good to subscribe" (the "**Contest**") will be held by Sobeys Capital Incorporated (the "**Sponsor**")
The Contest begins on January 21, 2021 at 00 h 01 Eastern Time (ET) and ends on February 11, 2021 no later than 11:59 p.m. ET (the "**Contest Period** ").

ELIGIBILITY

The Contest is open to all legal residents of Quebec or New Brunswick who have reached the age of majority in their province or territory of residence and being a subscriber to the Les Marchés Tradition newsletter at the time of Entry.

EXCLUSIONS: The employees, representatives and/or agents of the Contest Sponsor, their parent companies, subsidiaries or affiliates, Participating Stores, non-participating affiliated grocers, prize suppliers and their advertising or promotional agencies, and any other entity involved in the development, production, implementation, administration or execution of the Contest (collectively, the "**Affiliated Parties**"), as well as, respectively, any person with whom an Excluded Entrant is domiciled or any member of their immediate family (each an "**Excluded Entrant**"). For the purposes of the Contest Rules (the "**Rules**"), the term "immediate family" includes the father, mother, brother, sister, child, husband, wife or common-law partner of an Excluded Entrant. For the sake of clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an "**Entrant**."

Each Entrant shall enter exclusively on their own behalf and act for their sole personal benefit.

If you are not subscribed to the Les Marchés Tradition newsletter, go to <https://www.marchestradition.com/infolettre/> and follow the on-screen instructions.

Internet access and a valid email address are required for registration.

HOW TO ENROLL AND ENTER:

No purchase necessary.

Being a subscriber or subscribing to the Les Marchés Tradition newsletter during the Contest Period automatically registers the Contest Participant.

PRIZE AND APPROXIMATE RETAIL VALUE:

A credit of five hundred dollars (CAN \$ 500) in the Les Marchés Tradition store chosen by the winner is offered as part of this Contest. (The "Price ").

The Prize must be accepted as awarded and may not be transferred, assigned or exchanged for cash (unless expressly authorized by the Contest Sponsors at their sole discretion). No substitution will be permitted, except at the discretion of the Contest Sponsors. The Contest Sponsors reserve the right, at their sole discretion, to substitute the prize, or any portion thereof, with another prize of equal or greater value, including, at the sole discretion of the Contest Sponsors, a cash award. The Prize will be awarded only to the individual whose verifiable full name and valid email address appear on the Account associated with the Entry in question

WINNER SELECTION

The draw (the “**Main Draw**”) will take place on Tuesday, February 16, 2021, at the offices of the Contest Organizer located at 11281, boulevard Albert-Hudon, Montréal-Nord in Québec, H1G 3J5, at approximately **11:00 a.m.ET** during which a Participant will be randomly selected.

The odds of winning depend on the number of subscribers to the Les Marchés Tradition newsletter during the contest period, in accordance with these rules.

CONTACTING SELECTED ENTRANTS

An Affiliated Party or a designated representative will make at least one (1) attempt to contact the Selected Entrant by email or telephone (using the information provided in the Entry Form) within seven (7) business days of the Draw Date. If, at the end of the seven (7) business days following the [Draw Date OR Selection Date], it has not been possible to contact the Selected Entrant, or if the notice sent to the Selected Entrant is returned as undeliverable, the Entrant in question will, at the sole discretion of the Contest Sponsors, be disqualified (and will forfeit all rights to the prize in question). In such cases, the Contest Sponsors reserve the right, at their sole discretion and if time permits, to randomly select another eligible entrant from the remaining Eligible Entries (in which case the provisions of this section shall apply to the new selected entrant).

BEFORE BEING CONFIRMED AS A PRIZE WINNER, each Selected Entrant must:

- a) correctly answer, unaided, a mathematical skill-testing question, and
- b) sign and return, within seven (7) business days of receiving notice, the Affiliated Parties’ declaration and release form (the “Release Form”) in which (among other things) the Selected Entrant: i) confirms compliance with these Rules, ii) acknowledges acceptance of the Prize as awarded, iii) assigns all rights to the Entrant’s Material, and iv) releases LoyaltyOne, Co. and the Releasees from any liability in connection with this Contest.

If the Selected Entrant: a) incorrectly answers the skill-testing question, b) fails to return the duly completed Release Form within the prescribed period, c) fails to accept (or refuses to accept) the Prize as awarded for any reason, and/or d) is determined to have violated these Rules (as determined by the Contest Sponsors at their absolute discretion), they will be disqualified (and will forfeit the prize) and the Contest Sponsors reserve the right, at their sole discretion and if time permits, to randomly select another Eligible Entrant from the remaining Eligible Entries received (in which case the provisions of this paragraph shall apply to the new selected entrant). Limit of one (1) Prize per Entrant per household.

Each of the winners consents to their name, address, voice, image, statements in connection with the Contest, any Entrant’s Material, and any photograph or other likeness, being published, reproduced or otherwise used by or on behalf of the Contest Sponsors for publicity purposes or other promotional or commercial use by or on behalf of the Contest Sponsor, in any media, future or existing, including print, broadcast, television and the Internet, without further notice or additional compensation.

TERMS AND CONDITIONS:

All Entries become the property of the Contest Sponsors. The Contest is subject to all applicable federal, provincial and

municipal laws and regulations. The Contest is governed by the laws of Quebec and the laws of Canada applicable therein, and is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited by law.

The decisions of the Contest Sponsors are final and binding in all matters related to this Contest, including any decision on the validity or disqualification of Entries or Entrants. By entering this Contest, you agree to be legally bound by the terms and conditions of these Rules.

By entering the Contest, you agree that the courts of Quebec, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of this Contest's Rules or the running of this Contest. ANYONE FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON MAY BE SUBJECT TO DISQUALIFICATION AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSORS AT ANY TIME.

The Contest Sponsors reserve the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause.

Any attempt to deliberately damage any Website or to undermine the legitimate operation of this Contest (at the sole discretion of the Contest Sponsors) is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsors, with the consent of the Régie, reserve the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of any accident, printing error, administrative error or other error of any kind, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Sponsors reserve the right, in their sole discretion, to administer another proficiency test, as they deem appropriate based on the circumstances and/or to comply with applicable law.

The Contest Sponsors reserve the right, at their sole and absolute discretion, to change, without notice, the Contest deadline or any of the dates set out in these Rules, to the extent necessary, for purposes of verifying the compliance of any Entrant or Entry in accordance with these Rules, or due to technical problems or under any circumstances that, in the view of the Contest Sponsors and at their sole discretion, may hinder the proper administration of the Contest in accordance with these Rules, or for any other reason.

Quebec Residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to 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.

By entering this Contest, each Entrant consents to the Contest Sponsors, their agents and/or representatives, storing, sharing and using the personal information submitted with their with their Entry through the information contained in the Collector Account for the sole purpose of administering the Contest and awarding the Prize, including, but not limited to, contacting the Entrant about the Contest and their Entry. You may also receive additional communications from the Contest Sponsor, Sobeys and/or third-party partners (if applicable) about their products, services, upcoming contests and promotional offers if you consent to receive such communications on the Contest Website. You may, at any time during or after the Contest, withdraw your consent to receive additional communications by following the unsubscribe instructions included in these communications.

Please visit <https://www.marchestradition.com/politique-de-confidentialite/> for details about the Contest Sponsor's privacy policy regarding the use of personal information.

These Contest Rules can be found at https://www.marchestradition.com/tradition_concours/ or at the customer service counter of IGA participating. The name of the Contest winner(s) will be available on website https://www.marchestradition.com/tradition_concours/ within ten (10) days of the Draw, for a minimum period of ten (10) days.

In the event of a discrepancy or inconsistency between the terms and conditions of the French version of these Rules

and any disclosures or other statements contained in any Contest-related materials, including the Entry Form, the Website, the English version of these Rules and/or print or online advertising at the point of sale, the terms and conditions of the French version of these Rules will prevail to the fullest extent permitted by law.