

CONTEST

“COOKING WORKSHOP WITH PROFESSIONAL CYCLIST HUGO HOULE”

OFFICIAL CONTEST RULES

1. CONTEST PERIOD

The “COOKING WORKSHOP WITH PROFESSIONAL CYCLIST HUGO HOULE” Contest (the “Contest”) is sponsored by the Fédération des producteurs acéricoles du Québec, head office located at 555, boul. Roland-Therrien, bureau 525, Longueuil (Québec) J4H 4G5 (the “Organizer”). The Contest begins on September 4, 2017 and ends at 11:59 pm (Eastern Time) on October 1, 2017 (the “Contest Period”).

2. ELIGIBILITY

This contest is open to all persons who:

- (i) reside in Québec;
- (ii) are eighteen (18) years of age or older at the time of their entering the Contest.

Not eligible are employees, agents, and representatives of the Organizer, of any company, trust, or other legal entity controlled by or related to the Organizer, of the advertising and promotional agencies related to the Contest, and their legal or common-law spouses as well as all persons with whom they are domiciled.

3. HOW TO ENTER

No purchase of any product or service is required to enter the Contest or to win a prize. Making a purchase does not increase the chances of winning the Contest.

The entrant must have a valid email address and access to the Internet. To enter, the entrant must go to the web site jaimelerable.ca (the “Contest Web Site”) to fill out the online entry form and validate it in the manner indicated. All fields in the entry form must be filled in, unless the information is optional. A Contest entrant may submit no more than one (1) entry form during the Contest Period. A Contest entrant may use no more than one (1) email address (which must be valid) to enter from the Contest Web Site. Only one (1) entrant may fill out an entry form. One (1) email address may not be used by more than one (1) entrant. One person may not win more than one (1) prize during the Contest Period.

If an entrant’s identity is challenged, the holder of the email account used at the time of entry will be considered the entrant. The person to whom an email address has been

assigned by an internet service provider, online service provider, or other organization responsible for the assignment of email addresses for domains associated with the submitted email address is considered to be the holder of the authorized account.

All entry forms submitted by all entrants become the property of the Organizer, who assumes no responsibility for lost, late, destroyed, damaged, incomplete, or inaccurate forms. Entry forms will not be acknowledged and will not be returned.

The Organizer reserves the right and sole discretion to disqualify an entrant if the submitted entry is not filled in completely or intelligibly, or if any person has transgressed or tried to transgress the Official Contest Rules, including multiple entries by the same entrant or in the case of a false declaration.

4. PRIZES

The following prizes will be awarded to entries among those received during the Contest Period (collectively the “Prizes”):

Ten (10) Prizes consisting of participation in a cooking workshop with Hugo Houle, professional cyclist, including the tasting of three (3) recipes presented by Chef Hugo Saint-Jacques and sport nutritionist Mélanie Olivier, to be held in the kitchens of Groupe Serdy, located at 619, rue le Breton, Longueuil (Québec), on October 28, 2017 from 11 am to 1 pm, or on any other date determined by the Organizer, at its discretion. This activity will take place in French only. Each prize has an approximate retail value of \$200.

The Prizes on offer must be accepted as-is and may not be exchanged for money, sold, transferred, or otherwise disposed of. No substitution will be given.

In the event that it is impossible, difficult, or overly onerous for the Organizer to award a Prize as described in the official rules, the Organizer reserves the right to award a prize of the same nature and value or, at its sole discretion, the monetary value of the Prize indicated in the Official Contest Rules.

Any related costs arising as a result of claiming a Prize are the sole responsibility of the winner, including travel costs.

5. ALLOCATION OF PRIZES

The names of ten (10) entrants will be selected at random (by computer or otherwise) by the Organizer (or an agency whose services have been retained by the Organizer) at the following address: 619, rue le Breton, Longueuil (Québec). The draw will be held on

October 4, 2017, beginning at 2 pm, from among all eligible entry forms received during the Contest Period.

The odds of winning depend on the total number of entries received as of the draw date.

Entrants selected in the draw will be contacted by phone or email within two (2) days by the Organizer (or an agency whose services have been retained by the Organizer).

To be declared a winner, a selected entrant must:

a) Respond to the Organizer's notification by claiming the Prize within four (4) days of this notification or, failing which, will automatically be disqualified and another entrant may be selected from all remaining valid entry forms, at the discretion of the Organizer. In the response, the entrant will be required to provide any additional information needed, such as age and complete address including postal code, or copy of a piece of government-issued photo identification for verification purposes.

b) Complete, sign, and return by email to the Organizer, within four (4) days of its dispatch, a Disclaimer Form and Consent to Use of Image Form which is not modified, illegible, incomplete, or mutilated, or be automatically disqualified and another entrant may be selected from all remaining valid entry forms, at the discretion of the Organizer.

c) Correctly answer, without assistance of any kind whatsoever, the mathematical skill-testing question that appears in the Organizer's communication or, failing which, will automatically be disqualified and another entrant may be selected from all remaining valid entry forms, at the discretion of the Organizer.

Once all the preceding conditions have been met, the Organizer (or an agency whose services have been retained by the Organizer) will contact the winner to inform her or him of the terms and conditions for taking possession of the Prize.

Only selected entrants will be contacted.

6. PERSONAL INFORMATION

By entering the Contest, entrants winning a Prize consent to and authorize the Organizer and its representatives to use, if required, their name, place of residence, voice, image, and statements about the Prize without any form of remuneration or right of inspection, in perpetuity and in the whole world, for the purposes of administering the Contest and for advertising purposes not necessarily related to the Contest.

By entering or attempting to enter the Contest, each entrant consents to the collection, use, and distribution of his or her personal information (including, but not limited to, name, mailing address, phone number and email address) solely for the purposes of the organization, the administration and completion of the Contest, provided that the Organizer does not pass on such information to third parties, except as necessary to the organization and administration of the Contest.

By entering or attempting to enter the Contest, each entrant consents to the receipt of communication from the Organizer, including by email, for the purposes of the Contest's organization. No communications, commercial or otherwise, unrelated to the Contest, will be sent to entrants unless they otherwise give permission for them to be sent.

7. DISCLAIMER

The Organizer, its respective companies and divisions and any related companies, advertising and promotion agencies and other stakeholders in the Contest, and all their officers, directors, shareholders, employees, authorized representatives, agents, successors, legatees, heirs, and other representatives (hereinafter referred to as the "Releasees") are in no way responsible or liable for any damage, loss, or injury resulting directly or indirectly from participation or attempted participation in the Contest, and any and all liability in connection with the Prizes and the Contest, and provide no guarantees with respect thereto.

By entering or attempting to enter the Contest, each entrant exempts the Releasees from all responsibilities in respect of any damages or claims that may be suffered as a result of entering or attempting to enter the Contest, or the acceptance and use of the Prize or goods acquired through this Prize.

Without limiting the foregoing disclaimer, each entrant exempts all Releasees from any and all liability related to the malfunction of any computer equipment, software, or line of communication, relative to the loss or absence of network communication or relative to any deficient, incomplete, incomprehensible, or erased transmission by any computer or network, and which may limit the chance for any person or prevent any person to enter the Contest. Each entrant also exempts the Releasees from responsibility for any damages or losses that may be caused, directly or indirectly, in whole or in part, by the downloading of any web page, software, or other, and by the transmission of any information regarding participation in the Contest. The Organizer does not in any way guarantee that the Contest Web Site will be accessible or functional without interruption during the Contest Period or that it will be completely free from error.

8. TERMS AND CONDITIONS

By entering or attempting to enter the Contest, each entrant accepts the terms and conditions of the Official Contest Rules, agrees to abide by them and acknowledges being bound by the Official Contest Rules and all decisions made by the Organizer in all aspects of the Contest.

The Organizer reserves the to cancel, terminate, modify, or suspend, in whole or in part, the Contest without notice, subject to obtaining any necessary approval from the Régie des alcools, des courses et des jeux du Québec, as the case may be, in the occurrence of an event or any human intervention that could alter or influence the administration, security, impartiality, or conduct of the Contest.

In the event that the computer system is unable to register all entries in the Contest during the Contest Period for any reason, or if the acceptance of entries in the Contest is terminated in whole or in part before the end of the Contest Period, the winners may be chosen, at the discretion of the Organizer, respectively from the entries duly registered in one day, in one week, or since the beginning of the Contest until the time of the event that ended the acceptance of entries to the Contest.

In any case, the Organizer shall not be required to award more Prizes or to award any Prize other than what is provided in the official rules.

Entries with errors will be cancelled. Entries that have been tampered with, damaged, altered, falsified, or obtained illegally are ineligible.

The Organizer reserves the right, at its sole discretion, to exclude from the Contest any person guilty of or suspected of having tampered with the processing of entries or the conduct of the Contest or the Contest Web Site, of having infringed the Official Contest Rules, or of having acted unfairly or in such a way that harms or intends to annoy, torment, threaten, or harass another person.

Any decision made by the Organizer or its representatives relating to the Contest is final and without appeal, subject to any decision by the Régie des alcools, des courses et des jeux du Québec, in relation to any matter within its jurisdiction.

The Contest is subject to all applicable federal, provincial, and municipal laws.

Any dispute as to the organization or conduct of a promotional contest may be submitted for resolution to the Régie des alcools, des courses et des jeux. A dispute regarding the

awarding of a prize may be submitted to the Régie only for the purpose of attempting to resolve it.

In the event of any discrepancy between the French and English versions of the Official Contest Rules, the French version prevails.