

## ALBERTA BEEF CONTEST RULES & REGULATIONS

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NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE CONTEST IS VALID IN CANADA, EXCLUDING THE PROVINCE OF QUEBEC (AND IS OPEN ONLY TO ELIGIBLE PERSONS, AS SPECIFIED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED.

This Contest is administered by Pattison Food Group Ltd. doing business as Save-On-Foods (“PFG”).

### 1. How to Enter

You will automatically be entered into the Alberta Beef contest (the “**Contest**”) when you use your More Rewards Card and you purchase a specially marked Alberta Beef product (the “**Products**”) in any of PFG’s stores operating as Save-On-Foods in the Provinces of Alberta, Saskatchewan, or Manitoba (each a “**Store**”).

Each time you shop in a Store during the Contest Period (as below), scan your More Rewards Card or accepted More Rewards barcode. If you do not yet have a More Rewards Card, visit [www.morerewards.ca/enroll](http://www.morerewards.ca/enroll) to obtain your free More Rewards Card. If you are a More Rewards Member and do not wish to participate in this or any other PFG Contest, please see Customer Service in a Store and the appropriate arrangements will be made.

### 2. No Purchase Necessary

No purchase is necessary to enter the Contest. To enter without a purchase, fill in a manual entry form available at Customer Service in a Store and mail it to:

Pattison Food Group  
Box 7200,  
Vancouver, British Columbia, V6B 4E4  
Attention: “**ALBERTA BEEF CONTEST**”

All manual entry forms must be received at the above address by 11:59 p.m. (Pacific Time), a day prior to a Contest Draw to be entered. Only one (1) manual entry form per envelope per day will be accepted. Mechanically reproduced entries will not be accepted. Manual entry forms will be subject to verification and will be declared null and void by PFG if the manual entry form is found to have been obtained outside legitimate channels of distribution as may be determined by PFG in its sole discretion.

PFG is not responsible for manual entry forms or automatic electronic entries which are lost, late, misdirected, damaged, incomplete, illegible, have insufficient postage, or are otherwise in any way not entered or eligible for the contest.

### 3. Contest Period

The Contest begins at Store opening on **June 22, 2024** and closes at 11:59 pm (Pacific Time) on **September 4, 2024** (the “**Contest Period**”). All purchases must be completed no later than the close of the Contest Period. To be eligible for a weekly Prize Draw the purchase must be completed the day prior to such Prize Draw. Online shopping orders

are eligible provided they are picked up or delivered within the Contest Period. Any purchases made or entry forms received after the Contest Period will be declared invalid and will not be eligible for a Prize draw.

#### 4. Prize Drawing

**Weekly Prizes:** On or about July 4, 2024 and each following Thursday during the Contest Period there will be a random draw from all entries received to date within the Contest Period for a Weekly Prize.

**Monthly Prizes:** On or about August 9, 2024 and September 13, 2024 there will be a random draw from all entries received to date within the Contest Period for a Monthly Prize.

The PFG computer system at its head office in Langley BC will be used to make all random draws. The odds of winning a Prize in this Contest are dependent upon the total number of eligible entry forms received prior to such Prize Draw.

#### 5. Prizes

**Weekly Prizes** – there will be ten (10) weekly prizes, each consisting of a “Family Pack” of four (4) steaks. One weekly Prize will be awarded each week during the Contest Period. The approximate retail value of each Weekly Prize is Fifty Dollars (\$50.00).

**Monthly Prizes** – there will be two (2) monthly “Steak For a Year” prizes awarded during the Contest Period (one per month), each consisting of two (2) “Family Packs” of steak per week for 52 weeks (104 Family Packs total). The approximate retail value of each Monthly Prize is Five Thousand Two Hundred Dollars (\$5,200.00).

#### 6. Prize Not Transferable and No Substitutions

Prize must be accepted as awarded. No cash equivalent or exchange of Prize is permitted. All aspects of the Prize are non-transferable until awarded. PFG reserves the right to make substitution for the Prize, which in the opinion of PFG, is of similar kind or value, without prior notice. Any and all expenses, costs and all local, provincial or federal taxes or sales taxes resulting from winning and accepting the Prize are the responsibility of the winner.

#### 7. Notification

The entrants whose names are drawn will be contacted by telephone using the telephone number noted on the manual entry form or on the current More Rewards records held by PFG. PFG will only contact selected entrants. Attempts will be made to contact each selected entrant during regular business hours for a period of three (3) business days after the date of the Prize draw. If a selected entrant cannot be contacted, fails to respond to any telephone messages left by PFG within this period, or the Prize is refused, then he/she will forfeit any right to the Prize and PFG may, in its sole discretion, select an alternate winner or withdraw the Prize. The winner must claim his/her Prize from the Store of his/her purchase, during normal store hours and personally.

It is the entrant’s responsibility to keep his/her phone number current with PFG. If you would like to update your phone number, complete a More Rewards Change of Address form available from a cashier or at our Customer Service.

**8. Distribution of Prize**

Selected entrant must claim their Prize as directed by PFG by no later than ten (10) business days after the date of the Prize draw. If the selected entrant has not claimed the Prize within this period, then he/she will forfeit any right to the Prize and PFG may, in its sole discretion, select an alternate winner or withdraw the Prize.

**9. Eligibility**

The contest is only open to residents of Canada, excluding Quebec, who are the age of majority in the province in which they are resident at the time of entry. To be eligible to win a Prize in this Contest, you must be a More Rewards cardholder.

**10. Entry Forms Property of PFG**

All entry forms are the property of PFG and will not be returned for any reason whatsoever.

**11. Contest Rules & Regulations**

By participating in the Contest, the entrants unconditionally agree to be bound by the Contest Rules & Regulations. The entrants further agree to be bound by the decisions of PFG regarding the Contest Rules & Regulations or in any way relating to this Contest, as may be determined by PFG in its sole discretion, which will be final and binding in all respects.

**12. Privacy / Use of Personal Information**

All personal information of the entrants collected through the Contest ("**Personal Information**"), such as their name, address, telephone number, e-mail address and age is collected for the purposes of administering and promoting this Contest and PFG. Each entrant, by entering the Contest, consents to and grants PFG the right to collect, use and disclose their Personal Information for the purpose of administering and promoting the Contest and PFG.

**13. Skill-Testing Question**

Before being declared a Prize winner, the selected entrant must successfully answer without assistance or mechanical aid, a time-limited mathematical skill-testing question as a condition to receiving the Prize.

**14. Disqualification**

PFG reserves the right, in its sole discretion, to disqualify any selected entrant who:

- (a) cannot be reached by PFG by telephone or has not responded to telephone messages left within three (3) business days of the Prize draw;
- (b) is unwilling or unable to comply with the Contest Rules & Regulations;
- (c) has not correctly answered the skill-testing questions within the allotted time;
- (d) has not claimed the Prize as directed by PFG within ten (10) business days of the Prize draw;

- (e) has tampered or attempted to tamper with the entry process or the operation of the Contest;
- (f) has not signed the Declaration, Release and Waiver Form in the form required by PFG within ten (10) business days of the Prize draw;
- (g) for any reason whatsoever is unable or does not wish to accept the Prize as awarded;
- (h) is not the age of majority in the province in which the Prize is claimed;
- (i) is not eligible by law; or
- (j) is deemed by PFG, in its sole discretion, to be ineligible, disqualified, or in non-compliance for any reason whatsoever.

In all such cases, the selected entrant will forfeit his/her right to the Prize without compensation and PFG may, in its sole discretion, select an alternate Prize winner or withdraw the Prize.

#### **15. No Warranty**

Neither the Contest Entities nor their affiliates, subsidiaries, partners, sponsors, suppliers or otherwise make any warranty, representation or guarantee, express or implied, in relation to the Prize, including without limitation quality, merchantability or fitness for a particular purpose.

#### **16. Release**

By entering into this Contest, all entrants (including the Prize winners) hereby agree to release, discharge and hold harmless PFG and its affiliates, subsidiaries, sponsors, suppliers and advertising, promotion and service agencies involved in this Contest, including all of their respective directors, officers, employees or agents, from any and all loss, harm, liability, claims, damages, causes of action, costs or expense of any kind whatsoever with respect to or arising out of:

- (a) the entrant's participation in the Contest;
- (b) the entrant's participation in any Contest-related activity;
- (c) the entrant's acceptance, use, misuse or any other matter in relation to the Prize;
- (d) the distribution of the Prize; or
- (e) the administration of the Contest.

#### **17. Limitations of Liability**

PFG is not responsible for and will assume no liability for:

- (a) entry forms which are lost, late, delayed, incomplete, postage due, illegible, damaged, destroyed, irregular, mutilated, forged, garbled, incorrectly addressed, misdirected, mechanically reproduced or are otherwise in any way not entered or eligible for the Contest;

- (b) incorrect or inaccurate information in the entry forms or in relation to the administration of the Contest 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, including without limitation typographical errors;
- (c) telephone, technical, network, online, electronic or computer failures of any kind regardless of the cause in relation to the administration of the Contest;
- (d) the failure of PFG to notify any selected entrant that their name has been drawn for any reason whatsoever;
- (e) the failure of PFG to receive a selected entrant's response for any reason whatsoever;
- (f) theft or destruction or unauthorized access to, or alteration of, entry forms;
- (g) any error in compiling entry forms;
- (h) any error in awarding the Prize;
- (i) any condition caused by events beyond the control of PFG which disrupts or interferes with the Contest; or
- (j) any other similar events or circumstances whatsoever.

#### **18. Declaration, Release and Waiver Form**

Prior to being awarded the Prize, the selected entrant must sign and return a Declaration, Release and Waiver Form in the form required by PFG and any other documentation required by PFG, which will include without limitation:

- (a) confirmation of eligibility for the Contest;
- (b) confirmation of compliance with the Contest Rules & Regulations; and
- (c) a release of PFG and its affiliates and subsidiaries and all of their respective directors, officers, employees and agents, from any and all liability for any damage or loss related to, resulting or arising from or in connection with the Prize or the Contest.

If PFG does not receive the selected entrant's Declaration, Release and Waiver Form prior to or concurrently with the awarding of the Prize in accordance with these Contest Rules & Regulations, then such selected entrant forfeit his/her right to the Prize and PFG may select an alternate Prize winner or withdraw the Prize.

#### **19. Use of Name, Image, etc.**

By acceptance of a Prize, Prize winners consent to the use of their name, city and province of residence, biographical information, likeness, videos, photographs, voice, statements or testimonials in any advertising, promotion and for publicity purposes in connection with this Contest, other promotions and for general news and information purposes, without further compensation or notice.

**20. Costs and Expenses and Taxes**

Prize winners will be responsible for any and all costs and expenses in connection with the Prize, including without limitation any licensing, insurance, transportation, taxes or other charges.

**21. Compliance with Laws**

This Contest is subject to all federal, provincial and municipal laws and regulations. These Contest Rules & Regulations are subject to change without notice in order to comply with any applicable federal, provincial or municipal laws.

**22. Reservation of Right to Terminate**

At any time and without notice, PFG may cancel, terminate, modify or suspend this Contest in whole or in part or alter the Contest Rules & Regulations.

**23. List of Winners**

For a list of winners with Prize values over one hundred dollars (\$100), entrants may send a self-addressed stamped envelope within fourteen (14) days of the draw date of the Contest to:

Save-On-Foods  
P.O. Box 7200  
Vancouver, BC V6B 4E4

Attention: ALBERTA BEEF CONTEST