

THE 2021 "GREAT GROCERY GIVEAWAY" GAME OFFICIAL RULES

The "Great Grocery Giveaway Game" (the "Game") is offered by Associated Grocers, a Division of Buy-Low Foods Ltd., and is administered by WSP International Limited ("Administrators"). Associated Grocers hereinafter will be referred to as the "Game Sponsor". **General Game Information: NO PURCHASE NECESSARY TO PLAY.** The Game is being played at approximately fifty-four (54) participating Game Sponsor locations ("Participating Locations") in the Canadian provinces of British Columbia ("BC"), Alberta ("AB") and Saskatchewan ("SK"). You can choose from two (2) ways to play (see Rule 2 "Who Can Play" below): a) Using printed Game Tickets that will be distributed at Participating Locations, or b) by downloading the Game App on your mobile smartphone and receiving digital Game Tickets to your mobile phone. Download the AG Foods Great Grocery Giveaway App through the Apple App Store (for iPhone users) or through the Google Play store (for android users) on your mobile device or tablet. Any time after the Game Start Date (see Rule 1 below), open the App and follow the instructions to complete the one time Electronic Registration Form. Once registered you will be eligible to receive digital Game Tickets and enter Online Game PINs. Hereinafter and unless specified both printed and digital Game Tickets will be referred to as "Game Tickets". Only Great Grocery Giveaway Game Tickets with Series #GMCAGG21 printed on the outside of the Game Ticket are valid for this game. You can obtain a printed Game Ticket from any cashier or authorized personnel every time you make a purchase between \$0.01 and \$20.00, at a Participating Location during the Game Period while supplies last. If you choose to receive a digital Game Ticket, you must scan the code on the Game App that is presented to you at check-out and your digital Game Ticket(s) will be available on the Game App. For both printed and digital Game Tickets, you are eligible to receive one (1) Bonus Game Ticket for each purchase increment of twenty dollars (\$20.00) as per the chart below:

Purchase Amount (before taxes)	Quantity of Game Tickets
\$0.01 - \$20.00	1 Game Ticket
\$20.01 - \$40.00	1 Game Ticket + 1 Bonus Game Ticket
\$40.01 - \$60.00	1 Game Ticket + 2 Bonus Game Tickets
\$60.01 - \$80.00	1 Game Ticket + 3 Bonus Game Tickets
\$80.01 - \$100.00	1 Game Ticket + 4 Bonus Game Tickets

There is a limit 10 tickets per transaction, per day, either printed or digital. Purchases of cigarettes or other tobacco product(s) or purchase of alcoholic beverage product(s) or lottery product(s) alone DO NOT qualify you to receive a Game Ticket. You can obtain a printed Game Ticket without making a purchase by sending a self-addressed, stamped envelope to "Great Grocery Giveaway, c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Limit: one Game Ticket per request; one request per outer mailing envelope, one request per day. All requests must be postmarked on or before February 6, 2021 and received on or before February 13, 2021. No mechanically reproduced or computer-generated requests allowed. Any questions, concerns or comments regarding the Game can be forwarded to gamemaster@AGFoodsGreatGroceryGiveaway.com or send your questions, concerns or comments and a self-addressed, stamped envelope to "Great Grocery Giveaway", c/o P.O. Box 3009, M.I.P. Markham, ON, L3R 6G4.

1) **GAME DATES:** The Game begins at 12:01 AM, Mountain Standard Time ("MST") or the start of business on January 3, 2021 (the "Game Start Date") and is scheduled to end at 11:59 PM MST or the end of business on February 13, 2021 (the "scheduled Game End Date") or whenever Game Ticket supplies are exhausted, whichever occurs first. The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period". Certain components of the Game will end on different dates, as indicated elsewhere in these rules.

2) **WHO CAN PLAY:** The Game is open to all legal residents of Canada (except residents of the province of Quebec), who have reached the age of majority, as of Game Start Date, in the province in which they reside. Age of majority in AB and SK is 18 years; in BC, 19 years. Employees of Game Sponsor, its Administrators, their respective parent companies, Participating Locations, affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies, agents, any participating prize sponsors, or any entity that Game Sponsor contracts with, specific to this Game, and members of the immediate families (living in the same household), are not eligible to play or win prizes.

3) **HOW TO PLAY:** There are three ways to play: A) Instant Win Prizes and \$1.00 Off Discounts, B) Enter to Win Sweepstakes and C) Digital Sweepstakes. Carefully peel open your printed Game Ticket along the perforation to find an Instant Win or Enter to Win Sweepstakes message. Open digital Game Tickets on your Game App.

A) **INSTANT WIN PRIZES AND \$1.00 OFF DISCOUNTS:** Some Game Tickets will reveal a message stating "You've Won" or "Save \$1.00 Off:" followed by the description of an Instant Product Prize ("Instant Prizes") or Instant Discount ("Instant Discounts"). The approximate average retail value of all Instant Prizes and Discounts, as of November 24, 2020 is \$2.66. Values range from \$1.00 to \$50.00. See chart below for details.

The following products are offered as Instant Prizes and Instant Discounts in 1,050,000 Game Tickets (combined printed and digital Game Tickets) available for distribution:

PRIZE OR DISCOUNT	Types/Varieties	Size (or Range)	Approximate Retail Value ("ARV")	Quantity Available	Odds to Receive
INSTANT PRIZES					
Purex Bathroom Tissue	Regular	Double 12 Roll	\$ 5.99	1,260	1 in 834
Orville Redenbacher Gourmet Popcorn	Select Varieties	116-220 g	\$ 3.33	2,260	1 in 465
1850 Coffee	Select Varieties	340 g	\$ 8.99	840	1 in 1,250
Campbell's Chunky Soup	Select Varieties	540 ml	\$ 3.00	2,500	1 in 420
Coca-Cola or Canada Dry	Select Varieties	8 X 300 ml	\$ 4.50	1,670	1 in 629
Pop-Tarts Thins	Select Varieties	140 g	\$ 3.00	2,500	1 in 420
Crave Entrees	Frozen, Select Varieties	200-312 g	\$ 4.00	1,880	1 in 559
Astro Yogurt	Select Varieties	650-750 g	\$ 2.50	3,000	1 in 350
Nestle Single Chocolate Bars	Select Varieties	1 Pack	\$ 1.00	7,500	1 in 140
Old Dutch Potato Chips	or Ridgies, Select Varieties	220-255 g	\$ 2.66	2,820	1 in 373
Knorr Sidekicks	Select Varieties	116-167 g	\$ 1.00	3,750	1 in 280
Breyers Creamery Style Ice Cream or Klondike Novelties	Select Varieties	1.66 litre or 4 Pack	\$ 5.00	750	1 in 1,400
Nature Valley Granola Bars	Select Varieties	130-230 g	\$ 2.50	1,800	1 in 584
Dairyland Joyya Ultrafiltered Milk	Select Varieties	1 litre	\$ 3.99	1,130	1 in 930
Crest Complete White or Scope Minty Toothpaste	Select Varieties	125 ml	\$ 3.00	1,000	1 in 1,050
Villaggio Italian Style Bread	Select Varieties	510-540 g	\$ 3.50	860	1 in 1,221
Tostitos Tortilla Chips	Select Varieties	205-300 g	\$ 3.33	910	1 in 1,154
McCain Superfries or Potatoes	Frozen, Select Varieties	454-800 g	\$ 4.00	750	1 in 1,400
Minute Maid Orange Juice	Frozen, Select Varieties	295 ml.	\$ 1.66	1,810	1 in 581
Ocean's Light Tuna	Select Varieties	170 g	\$ 2.00	1,500	1 in 700
Flamingo Chicken Strips, Nuggets or Popcorn	Frozen	680-800 g	\$ 9.99	310	1 in 3,388
Mini Strudel	Select Varieties	6 Pack	\$ 3.99	760	1 in 1,382
Quaker Crispy Minis	Select Varieties	100-199 g	\$ 2.50	1,200	1 in 875
Giuseppe Thin Crust or Rising Crust Pizza	Frozen, Select Varieties	480-854 g	\$ 5.00	400	1 in 2,625
Club House Seasoning Mix	Selected Varieties	1 Pack	\$ 1.50	1,340	1 in 784
AG Foods Reusable Shopping Bag		1 Bag	\$ 1.53	1,600	1 in 657
Reusable Thermal Bag		1 Bag	\$ 3.47	750	1 in 1,400
\$50 GROCERY GIFT CERTIFICATE			\$ 50.00	300	1 in 3,500
2 AG Foods Great Grocery Giveaway Bonus Game Tickets			\$ -	50,000	1 in 21
\$1.00 OFF INSTANT DISCOUNTS					
Scotties® Facial Tissue	Original	126 Tissues, 6 Pack	\$ 1.00	3,000	1 in 350
Healthy Choice Gourmet Steamers	Frozen, Select Varieties	283-301 g	\$ 1.00	3,000	1 in 350
Jif Peanut Butter	Select Varieties	500 g	\$ 1.00	1,500	1 in 700
Milk Bone Farmer's Medley Biscuits	Select Varieties	280-340 g	\$ 1.00	1,500	1 in 700
Campbell's Condensed Soup	Select Varieties	284 ml	\$ 1.00	1,500	1 in 700
Pepperidge Farms Goldfish Crackers	Select Varieties	180-227 g	\$ 1.00	1,500	1 in 700
Coca-Cola, Canada Dry or Flavours	Select Varieties	12 x 355 ml	\$ 1.00	1,500	1 in 700
Coca-Cola, Canada Dry or Flavours	Select Varieties	6 x 710 ml	\$ 1.00	1,500	1 in 700
Special K, Vector or All Bran Cereal	Select Varieties	303-525 g	\$ 1.00	1,500	1 in 700
Kashi Cereal	Select Varieties	345-460 g	\$ 1.00	1,500	1 in 700
Nabob Coffee	Select Varieties	30 Kraft Pods	\$ 1.00	1,500	1 in 700
Kraft Grated Parmesan Cheese	Select Varieties	250 g	\$ 1.00	1,500	1 in 700
Black Diamond Natural Cheese	Select Varieties	400 - 450 g	\$ 1.00	1,500	1 in 700
Parkay Margarine	Quarters or Soft Bowl	1.28 -1.36 kg	\$ 1.00	1,500	1 in 700
Häagen-Dazs Ice Cream or Frozen Novelties	Select Varieties	500 ml or 3-4 Pack	\$ 1.00	1,500	1 in 700
Delissio Stuffed Crust Pizza	Frozen, Select Varieties	660-744 g	\$ 1.00	1,500	1 in 700
Old Dutch Arriba Tortilla Chips	Select Varieties	245 g	\$ 1.00	1,500	1 in 700
Dutch Crunch Potato Chips	Select Varieties	200 g	\$ 1.00	1,500	1 in 700
Lipton Chicken Noodle Soup Mix	Select Varieties	4 Pack	\$ 1.00	1,000	1 in 1,050
Hellmann's Mayonnaise	Select Varieties	750 - 890 ml	\$ 1.00	1,000	1 in 1,050
Ben & Jerry's Ice Cream	Select Varieties	500 ml	\$ 1.00	1,000	1 in 1,050
Nature Valley Premium Bars	Select Varieties	125-210 g	\$ 1.00	1,000	1 in 1,050
Betty Crocker Super Moist Cake Mixes	Select Varieties	432-461 g	\$ 1.00	1,000	1 in 1,050
Dairyland Milk 2 Go	Select Varieties	6 x 200 ml	\$ 1.00	1,000	1 in 1,050
Dairyland Chocolate Milk	or Strawberry, Select Varieties	1 litre	\$ 1.00	1,000	1 in 1,050
Dawn Dish Liquid	Select Varieties	532 ml	\$ 1.00	1,000	1 in 1,050
Dempster's Whole Grain Bread	Select Varieties	600 g	\$ 1.00	1,000	1 in 1,050
Lay's Potato Chips	Select Varieties	220 - 235 g	\$ 1.00	500	1 in 2,100
Doritos Tortilla Chips	Select Varieties	255 g	\$ 1.00	500	1 in 2,100
McCain Superfries or Potatoes	Frozen, Select Varieties	454-800 g	\$ 1.00	1,000	1 in 1,050

Minute Maid Juice	Select Varieties	1 litre	\$ 1.00	1,000	1 in 1,050
Ocean's Smoked Oysters	in Oil	85 g	\$ 1.00	500	1 in 2,100
Gold Seal Sardines	Select Varieties	125 g	\$ 1.00	500	1 in 2,100
Flamingo Chicken Strips, Nuggets or Popcorn Chicken	Frozen, Select Varieties	800 g	\$ 1.00	1,000	1 in 1,050
Fresh Baked Turnovers	Blueberry	6 Pack	\$ 1.00	1,000	1 in 1,050
Quaker Instant Oatmeal	Select Varieties	232-430 g	\$ 1.00	500	1 in 2,100
Quaker Chewy or Dippes Bars	Select Varieties	156-175 g	\$ 1.00	500	1 in 2,100
Giuseppe Thin Crust or Rising Crust Pizza	Frozen, Select Varieties	480-854 g	\$ 1.00	700	1 in 1,500
Club House Seasoning Mix	Selected Varieties	1 Pack	\$ 1.00	700	1 in 1,500
\$1 Off Your Next Purchase From Our Meat Department			\$ 1.00	4,000	1 in 263
\$1 Off Your Next Purchase From Our Produce Department			\$ 1.00	4,000	1 in 263
\$1 Off Your Next Purchase From Our Bakery Department			\$ 1.00	4,000	1 in 263
TOTAL PRIZES AND DISCOUNTS				156,550	1 in 7

All Instant Prizes and Instant Discounts may not be claimed.

WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE:

i) For printed tickets: Go to the location where you obtained your ticket or to any Participating Location, pick up the product described and take it with the corresponding Instant Win or Instant Discount Game Ticket to the checkout for verification and to claim your prize. **You must surrender your Game Ticket to an authorized store employee to receive your prize or discount.**

ii) For digital tickets: Go to the location where you obtained your ticket or to any Participating Location, pick up the product described and take it with the corresponding Instant Win or Instant Discount Game Ticket to the checkout. In the Game App, view your prizes, then choose the prize you would like to redeem and select Redeem. You will have five (5) minutes once you select Redeem to redeem the offer in-store. Show the cashier your Game App (after selecting Redeem) to show the PLU code for verification and to claim your prize. Once redeemed or after the five (5) minute countdown has ended, the Instant Prize or Discount will be void.

For any Instant \$50.00 Grocery Gift Certificate Prize, ask for the store manager to redeem the prize. As a condition of awarding the prize, winner must sign and return the Game Sponsor's Release Form confirming his/her compliance with these Official Rules and releasing the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. Prize winners will be required to correctly answer a mathematical skill-testing question administered by the Game Sponsor or Administrators.

All Instant Prizes or Instant Discounts must be redeemed before close of business on February 27, 2021 unless otherwise indicated on the winning game ticket.

B) "ENTER TO WIN" SWEEPSTAKES:

i) For printed Game Tickets: Enter to Win Sweepstakes Entry Forms are included on approximately 893,450 printed Game Tickets only. To enter, hand-print your name and phone number on the entry form and deposit in the Sweepstakes Drawing Box located at any Participating Location on or before February 16, 2021. Limit one entry per qualifying ticket received. No photocopied, mechanically reproduced or facsimile entries allowed. Entries submitted in a manner other than that described above will be disqualified. If Participating Store has Smart One Loyalty program, and you receive a ticket that includes a Sweepstakes Entry Form, show your Game Ticket and your Smart One loyalty card to the cashier and you will be awarded an automatic ballot entry. You must surrender your Game Ticket to an authorized store employee to receive your automatic ballot entry.

There will be five (5) Sweepstakes Drawings held at each participating location and one (1) Grand Prize Sweepstakes Drawing held in each participating province following the drawing schedule as shown below.

ii) For digital Game Tickets: Select digital Game Tickets will include an entry into the Digital Enter to Win Sweepstakes. Each Digital Enter to Win Sweepstakes ballot will automatically give you one (1) entry into the Digital Enter to Win Sweepstakes prize drawings. There will be five (5) Sweepstakes Drawings held from all digital enter to Win Sweepstakes ballots received following the drawing schedule below.

All eligible ballot entries received on or before each drawing date will be included in that drawing. All non-winning ballot entries will be combined and included in all subsequent drawings. Odds of winning any Sweepstakes prize depend on the number of eligible entries received prior to each drawing.

Enter to Win Sweepstakes Drawing Schedule:

Draw Date	Prize	Approximate Retail Value ("ARV")	Number of Prizes Available
Monday, January 11, 2021	KitchenAid 3.5 Cup Food Chopper	\$89.99	55 (1 per participating store location, plus 1 from digital entries).
Monday, January 18, 2021	KitchenAid Coffee Maker + Coffee & Spice Grinder	\$279.98	55 (1 per participating store location, plus 1 from digital entries).
Monday, January 25, 2021	KitchenAid 2 Slice Toaster	\$89.99	55 (1 per participating store location, plus 1 from digital entries).
Monday, February 1, 2021	KitchenAid Electric Kettle	\$119.99	55 (1 per participating store location, plus 1 from digital entries).
Monday, February 8, 2021	KitchenAid 3 Speed Ice Crushing Blender	\$169.99	55 (1 per participating store location, plus 1 from digital entries).
Wednesday, February 17, 2021	Free Groceries For A Year	\$5,200.00	3 (1 per participating province).

ADDITIONAL DETAILS ON ENTER TO WIN PRIZES: Details on KitchenAid® Appliances may be found at www.KitchenAid.ca. Approximate MSRP is as shown. Some retailers may sell for less. Manufacturer's warranties apply.

"ENTER TO WIN" SWEEPSTAKES GRAND PRIZE DETAILS: There will be three (3) Grand Prize Sweepstakes Drawings held on February 17, 2021 to award three (3) prizes of Free Groceries for a Year, approximate retail value ("ARV") \$5,200.00. One prize will be awarded from all eligible printed and digital entries combined, received from each of the provinces of BC, AB and SK. Odds of winning any Sweepstakes prize depend on the number of eligible entries received from all digital and Participating Locations, in each province by close of business on February 16, 2021.

C) ONLINE SWEEPSTAKES: All printed and digital game tickets will include Online Sweepstakes PIN entries. Printed game tickets will include a unique Personal Identification Number ("PIN") which can be entered at www.AGFoods.com or using the AG Foods Great Grocery Giveaway App. Digital game tickets will receive Online Sweepstakes PIN entries automatically when the digital ticket is opened.

i) Printed Tickets: Enter at www.AGFoods.com: To enter the Online Sweepstakes go to www.AGFoods.com any time after 12:00:01 AM, MST on the Game Start Date. Follow the link to complete the electronic entry form and follow the onscreen instructions to enter. You must have a valid PIN number to enter the prize draws.

ii) Printed Tickets: Enter using the AG Foods Great Grocery Giveaway App: Once you have successfully signed-up for the App (see Rules page 1 - **General Game Information**), you may use your mobile device or tablet to scan the barcode to enter the PIN and receive your ballot entries into the prize draws.

iii) Digital Tickets: Enter using the AG Foods Great Grocery Giveaway App: Follow the instructions in-app to open your digital game tickets and you will automatically receive your ballot entries into the prize draws.

Each valid PIN entered by any method will give you either two (2) three (3), four (4), five (5), six (6), seven (7), eight (8), nine (9) or ten (10), Online Win Ballot Entries ("Online Ballots"). Online Ballots will be awarded randomly at equal odds to receive. Winners for the Online Sweepstakes Prizes will be randomly selected from amongst all eligible Online Ballots received prior to the draw date. Online PIN entries must be received before 11:59:59 PM MST on February 16, 2021. Each PIN can only be entered once. In the event of a dispute as to who submitted an online entry, the entry will be deemed submitted by the "Authorized E-mail Account Holder" of the e-mail address provided by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Online Sweepstakes Prize Drawings:

i) Daily Online Sweepstakes Prizes: There will be a total of forty-two (42) prizes of a \$50.00 AG Foods Grocery Gift Certificate awarded on the basis of one (1) per day starting on January 3, 2021 and ending on February 14, 2021. Daily online sweepstakes winners will be randomly selected per drawing from among all eligible online entries received prior to the date of each drawing. All entries will automatically rollover into any subsequent drawing(s).

ii) Online Sweepstakes Grand Prize Drawings: There will a total of six (6) grand prize drawings held following the schedule below, each drawing to award one (1) grand prize of Free Groceries for a Year, approximate retail value ("ARV") \$5,200.00. Online Ballots will be awarded randomly at equal odds to receive. Winners for the Online Sweepstakes Prizes will be randomly selected from amongst all eligible Online Ballots received prior to the draw date.

Online Sweepstake Prize Drawing Schedule:

Prize	Quantity	Draw Date(s)
\$50 AG Foods Gift Certificate	42	January 3 to February 14, 2021
Free Groceries for a Year	6	Monday, January 11, 18, and 25, 2021. Monday, February 1, 8 and 17, 2021.

Additional Details for Online Sweepstakes Prizes: The Online Sweepstakes Prizes are nontransferable and no cash redemption or other substitution, in part or whole, is allowed except by Sponsor who may substitute a prize of equal or greater value should the advertised prize become unavailable. No compensation is offered for any portion of the prize not utilized; any portion of the prize not utilized and its corresponding value will be forfeited. See Rule 4 below for instructions on what to do if your name is drawn for any prize in our Online Sweepstakes.

4) NOTIFICATION AND REDEMPTION:

Instant Prizes and Instant Discounts: See Rule 3A) “**WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE**”. All prize and discount claims are subject to verification by authorized personnel at the Participating Location at which the prize claim is presented for redemption. Instant Win Prizes must be redeemed at the location where you obtained your ticket, or any Participating Location before February 27, 2021. Not all Instant Win or Instant Discount prizes may be claimed or awarded.

Enter to Win Sweepstakes and Online Win Sweepstakes Prize Drawings: If you have been selected as a potential winner in any of the Sweepstakes Drawings described above, the Game Sponsor, Administrators or authorized personnel at Participating Locations will notify you via email, postal mail, or phone. As a condition of awarding any Sweepstakes prize, winner must sign and return, within seven (7) days of receipt, the Game Sponsor’s Release Form confirming his/her compliance with these Official Rules and releasing the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. Prize winners will be required to correctly answer a mathematical skill-testing question administered by the Game Sponsor or Administrators. All Sweepstakes winners must also provide proof of identity (photocopy of Driver’s License, Passport, or any other government issued photo I.D.) with the Game Sponsor’s Release Form or the prize may be forfeited. If a potential winner fails to return the required documents with proof of identity in accordance with these Rules, or is found to have violated the rules of the Game in any way, or if any prize or prize notification from Sponsor is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. In the case of Free Groceries for a Year Sweepstakes prizes only, Game Sponsor will hold a drawing to select an alternate prize winner. For all Sweepstakes Prize Drawings, Sponsor will hold a maximum of two (2) re-draws to attempt to select an alternate prize winner from among the pool of eligible entries received. A minimum of three (3) attempts will be made to contact each alternate via email or phone. All prizes will be shipped to or redeemed at the Participating Store closest to winner’s valid disclosed address by prepaid delivery. Allow approximately four (4) to eight (8) weeks for shipment of prizes to Participating Stores following verification. Upon receipt of the prize, the appropriate Participating Store will contact you by telephone and/or mail to make arrangements for you to pick the prize up at the Participating Store. A minimum of three (3) attempts will be made to contact the winner to arrange for pickup of the prize. Prizes may not be transferred or assigned except as provided herein. No prize substitutions are allowed, except as provided herein. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value for reasons that may include, but are not limited to: unavailability; or production delays caused by labor disruptions, adverse weather conditions or other unforeseen events. Prizes that are not claimed within thirty (30) days of the third attempt to contact, will be deemed forfeited. Not all Enter to Win Sweepstakes and Online Win Sweepstakes prizes may be claimed or awarded.

5) **ODDS:** Odds of winning any sweepstakes prize vary depending on the number of eligible entries received. Overall odds to win an Instant Prize or Instant Discount are 1 in 7 total for both printed and digital Game Tickets combined. See chart in 3A) above for breakdown by prize.

6) **PUBLICITY:** Acceptance of any prize, completing the Enter to Win ballot form (see Rule 3B above) or acceptance of digital Game Tickets constitutes permission for Game Sponsor to use any winner’s name, likeness, voice and/or comments for advertising, trade or promotional purposes worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law. The names of the Sweepstakes prize winners may be published in the Game Sponsor’s grocery flyer, on their website or on any of their social media platforms following verification of prize winners.

7) **RESTRICTIONS:** The following are prohibited and will result in automatic disqualification from the Game: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Official Rules; and (3) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game.

8) **LIST OF WINNERS:** The names of the major prize winners and a copy of the complete Official Rules are available through gamemaster@AGFoodsGreatGroceryGiveaway.com or by sending a self-addressed, stamped envelope to "Great Grocery Giveaway", c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Please specify "Rules" and/or "Winners' List" with your request. Winners List will be available after March 5, 2021 and until September 6, 2021.

9) **GAME MATERIALS:** All game materials (printed and digital) will be rejected and judged void if: not obtained from authorized personnel through legitimate channels; any part of any game materials is illegible, altered, mutilated, counterfeit, miscut, misregistered, defaced, tampered with, forged, printed or produced in error, incomplete, blank or partially blank, mechanically reproduced or irregular in any way. All game materials submitted for verification become the property of Game Sponsor and will not be returned. Liability for the issuance of void ticket, if any, is limited to replacement of ticket from random stock while supplies last. Game Sponsor is not responsible for lost or stolen Game Tickets. Game Sponsor is not responsible for any mail delays or interruptions of any kind. No more than the number of prizes stated in these Official Rules will be awarded.

10) **GENERAL TERMS AND CONDITIONS:** Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor, which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Rules and where prohibited by law and is subject to all applicable federal, provincial, local, and municipal laws and regulations. The Game Sponsor reserves the right to a) disqualify any Game participant who uses, or is suspected of using, any fraudulent means to increase their odds to win any prize at any time throughout the Game Period, or, b) terminate or withdraw the Game or to amend these Official Rules at any time, without prior notice. Unless otherwise noted, all taxes, fees and all other expenses and surcharges on prizes, if any, are the sole responsibility of the prizewinners, except as provided herein. The Game Sponsor makes no representations or warranties regarding any awarded prize. By participating in the Game, each entrant agrees to release and hold the Game Sponsor, the individuals(s) or body corporate which owns and/or operates any Participating Location, any Prize suppliers, their respective parent companies, Administrators and affiliates, subsidiaries, advertising, promotion, fulfillment agencies, legal advisors and each of their respective employees, officers, directors, shareholders and agents (collectively the "Released Parties"), harmless from any and all losses, damages, rights, claims and actions of any kind arising from or in connection with participation in the Game or resulting from acceptance, possession, or use/misuse of any prize or participation in prize-related activities, including without limitation, any loss, personal injury, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy. All entries and prize claims received become the property of Game Sponsor and will not be returned. "Released Parties" are not responsible for any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the Game.

The Released Parties are not responsible for lost, late, damaged, misdirected, illegible, postage-due or incomplete entries, requests or prize claims. The Released Parties are not responsible for any mail delays or interruptions of any kind. The Released Parties are further not responsible for: (i) electronic transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrant's or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Contest; (iv) any entries submitted in a manner that is not expressly allowed under these rules; or (v) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Contest. All incomplete or non-conforming entries will be disqualified. If for any reason the Contest cannot be executed as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, Contest Entities reserve the right to terminate the Contest.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR OTHERWISE CORRUPT THE GAME OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11) All properly claimed prizes will be awarded. Total approximate retail value of all available prizes and discounts: \$292,451.10.

Game Sponsor: Associated Grocers, Calgary, AB, T2C 2V7

Game Administrators: WSP International Limited, Markham, ON, L3R 1H5