

"DISCOVER AGROPUR'S FINEST CANADIAN CHEESES"

Official Rules

1. The Contest is organized on behalf of Agropur Dairy Cooperative (the "Contest Organizer") by CloudRaker Inc. (the "Contest Administrators"). The Contest runs online from October 1st, 2019 at 12:01:00 a.m. (ET) to November 3rd, 2019, at 11:59:59 p.m. (ET) (the "Contest Period").

ELIGIBILITY

2. The Contest is open to residents of Canada, who have reached the age of majority in their province of residence. Employees, members, representatives, directors, officers and mandataries of the Contest Organizer, of the Contest Administrators, of any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, suppliers of the prize, material and services related to this Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and any individuals with whom such employees, members, representatives, directors, officers and mandataries are domiciled, are not eligible.

HOW TO ENTER

No purchase necessary

3. To enter the Contest, follow the steps below:

3.1. Visit www.agropurfinestcheeses.ca/aircanada ;

3.2. Submit at least one UPC code of any Oka, l'ANCO, L'Extra or Champfleury product and complete the entry submission (the "Submission") with your full name, email address and phone number and confirm that you have read, understood and accept the Contest Rules.

3.3. For each valid UPC code entered in your Submission you will receive one (1) entry into the draw, subject to the limits outlined below.

3.4. All Contest entries must be received during the Contest Period.

3.5. The Contest Administrators' computer is the official timekeeping device for this Contest.

3.6. In the event of a dispute over the identity of an entrant, the entry will be considered made by the natural person who is assigned the email address by the email service provider.

4. **Entry Limits.** Entrants must respect the following limits otherwise they may be disqualified:

- 4.1. Only one (1) Submission per day;
 - 4.2. A maximum of four (4) UPC codes per Submission;
 - 4.3. A UPC code cannot be used more than once in the same Submission;
 - 4.4. When an entrant has more than one email address, the entrant must only use one (1).
5. To enter the Contest without a purchase, legibly write an original handwritten letter of at least fifty (50) words explaining why you would like to win a prize along with your last name, first name, complete address including postal code, telephone number including area code and email address (the “No Purchase Entry Letter”). You must sign and mail the letter with sufficient postage to: “Agropur’s finest cheeses”, CloudRaker, Suite 700, 1435 Saint Alexander Street, Montreal, QC, H3A 2G4 no later than October 31, 2019 postmark bearing proof thereof; otherwise, the No Purchase Entry Letter will be null and void. After the No Purchase Entry Letter is received and validated, you will receive an entry for each valid letter. Each original handwritten letter may only be used once to request a no purchase entry. Each envelope with sufficient postage may not contain more than four (4) No Purchase Entry Letters.

PRIZE

6. One (1) prize will be randomly drawn. The prize consists of a gift card for a Trip with Air Canada, having a maximum value of \$5000.
7. The following conditions apply to the prize:
- 7.1. The choice of destination is at the sole discretion of the winner.
 - 7.2. Any fees or expenses not included are the responsibility of the winner.

DRAW

8. On November 8, 2019, at 10:00 AM (ET) at 1435 Saint Alexander Street, Montreal, QC, H3A 2G4, a random draw of one (1) eligible entry will be held among all eligible entries registered during the Contest Period. One (1) prize will be awarded to the selected entrant.
9. **Odds of winning.** The odds of winning are as follows:
- 9.1. The odds of an entrant’s entry being selected for a prize depend on the number of eligible entries registered during the Contest Period.

AWARDING OF THE PRIZE

10. To be declared the winner, the selected entrant must:

- 10.1. Be reached by the Contest Administrators by phone or by email, at the sole discretion of the Contest Organizer, within ten (10) days of the draw. If the selected entrant is reached by email, he/she must reply in accordance with the instructions given in the email, as the case may be. In the case of the return of an email prize notification as undeliverable, the Contest Organizer will have the entire discretion to disqualify the entrant's entry or to try to reach him/her by phone;
- 10.2. Fill out and sign the Declaration and Release Form (the "Declaration Form") that the Contest Administrators will provide him/her by mail, fax or email to the effect that he/she has fulfilled all the requirements of these Contest Rules, and return it to the Contest Administrators for them to receive it within ten (10) days of its receipt;
- 10.3. Correctly answer the mathematical skill-testing question on the Declaration Form;
- 10.4. Upon request and in a timely manner, provide an identification card with photograph;
- 10.5. Claim the prize within thirty (30) days of the end of the Contest, to the Contest Administrators as instructed upon return of the Declaration Form.

11. Failure to comply with one of the conditions mentioned in these Contest Rules or to accept the prize will cause the selected entrant to be disqualified. In such a case, the Contest Organizer may, at its sole discretion, cancel the prize or hold a new draw until an entrant is selected and declared a winner.

GENERAL CONDITIONS

12. **Verification.** Submissions and Declaration Form are subject to verification by the Contest Organizer and/or the Contest Administrators. Any Submission or Declaration Form which is, as the case may be, incomplete, illegible, mutilated, fraudulent, registered or submitted late, bearing an invalid email address or phone number, not bearing the correct answer to the mathematical skill-testing question or otherwise noncompliant shall be rejected and will not entitle to an entry or to the prize, as the case may be.

13. **Disqualification.** The Contest Organizer reserves the right to disqualify a person or to cancel one or several entries of a person who participates or tries to participate in this Contest by using methods that do not comply with these Contest Rules or that are unfair to other entrants (e.g. entries exceeding the authorized limit). Such a person may be reported to the appropriate legal authorities.

14. **Conduct of the Contest.** Any attempt to deliberately sabotage the legitimate conduct of this Contest constitutes a violation of civil and criminal laws. Should there be any such attempts, the Contest Organizer reserves the right to reject the entrant's entries and obtain legal or equitable relief under applicable laws.
15. **Acceptance of the prize.** Prize must be accepted as described in these Contest Rules and may not, in any case, be in whole or in part transferred to another person, replaced by another prize or exchanged for cash, except as provided in the section below.
16. **Substitution of the prize.** In the event where it would be impossible, difficult and/or more costly for the Contest Organizer to award the prize (or a portion thereof) as described in these Contest Rules, it reserves the right to award a prize (or portion thereof) of the same kind and of equivalent value or, at its sole discretion, the cash value of the prize (or portion thereof) as indicated in the Contest Rules.
17. **Liability limit: use of the prize.** By entering the Contest, the entrant selected for the prize releases and holds harmless the Contest Organizer, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, members, representatives and mandataries, retailers in whose stores the Contest is promoted (the "Released Parties") from and against any damage resulting from the acceptance or use of the prize.
18. **Liability limit: prize supplier.** The entrant selected for the prize acknowledges that upon awarding of the prize, the obligations related to it become the responsibility of the providers of services and goods related to the prize.
19. **Liability limit: conduct of the Contest.** The Released Parties disclaim all liability for any event that may limit or prevent any entrant's participation in the Contest.
20. **Website.** The Contest Organizer and Contest Administrators do not warrant that access to or use of the Contest Website or any related website will be uninterrupted during the Contest Period or error-free.
21. **Contest modification.** The Contest Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend this Contest in whole or in part, should human intervention or an event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules.
22. **Termination of participation in the Contest.** In the event that participation in the Contest must be terminated in whole or in part before the closing date provided in these Contest Rules, the Contest Organizer may, at its sole discretion, proceed with the draw among the entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending participation in the Contest.

23. **Prize limit.** In no event shall the Contest Organizer be required to award more prizes than indicated in these Contest Rules or to award the prize otherwise than in compliance with these Contest Rules.
24. **Liability limit: participation in the Contest.** Persons who enter or try to enter this Contest release the Released Parties from any liability for damage these said persons may incur as a result of their entry or their attempt to enter the Contest.
25. **Authorization.** By entering this Contest, the entrant selected for the prize authorizes the Contest Organizer and its representatives to use, if required, his/her name, photo, likeness, voice, place of residence and/or statement regarding the prize for publicity purposes, without any form of compensation.
26. **Communication with entrants.** No communication or correspondence related to this Contest shall be exchanged with entrants except as provided for in these Contest Rules or at the Contest Organizer's initiative.
27. **Personal information.** Entrants' personal information collected for the purpose of the Contest will only be used to administer the Contest. No commercial or other communications unrelated to the Contest will be sent to entrants unless they have otherwise agreed to receive such communications.
28. **Property.** Declaration Form is the property of the Contest Organizer and shall not in any case be returned to the selected entrant.
29. **Entrant identification.** For the purpose of these Contest Rules, the entrant is the person whose name appears on the Submission and it is to this person to whom the prize will be awarded if he/she is selected and declared a winner.
30. **Contest Organizer's decision.** Any decision by the Contest Organizer or its representatives regarding this Contest is final and without appeal, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.
31. **Litigation.** For Quebec residents, any litigation respecting the conduct or organisation of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie for the purpose of helping the parties reach a settlement.
32. **Unenforceability.** If a section of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.
33. **Language.** In case of any discrepancy between the French and English versions of these Contest Rules, the French version shall prevail.

34. By entering the Contest each eligible entrant acknowledges and agrees that Air Canada's role in the Contest is strictly that of the "Prize Supplier", and that the Contest Organizer and/or Contest Administrators are fully responsible for the conduct and administration of the Contest, including the selection of winners and the distribution of prizes.
35. The Air Canada gift card Grand Prize is only redeemable against Air Canada and Air Canada Vacation products and services and in accordance with the Air Canada gift card terms and conditions. For complete terms and conditions of the Air Canada gift cards, please visit aircanada.com/en/giftcard. Air Canada is not responsible for the execution of this Contest.

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