

TERMS & CONDITIONS

Maille Canada and SABER are giving Canadians a chance to win a commercial-grade stainless steel SABER Cast 500 grill and a Maille prize pack including Maille Honey Dijon mustard and Maille's new Cayenne Pepper Cornichons. To participate, home chefs simply have to share a tip, a great kitchen hack or a fantastic recipe using Maille products on a public post on social media using #FlavourHero, or e-mail it to FlavourHero@prdepartment.ca.

OFFICIAL CONTEST RULES AND REGULATIONS

The Maille Canada and SABER BBQ Contest (the "Contest") is brought to you by Maille Canada (the "Sponsor"). Maille is the name brand for the product line available in Canada. By entering, you acknowledge that you have read, understood and agree to the terms and conditions below. Contest begins at 00:00 E.S.T. on April 24, 2017 for Canadian residents of and ends at 23:59 E.S.T. on June 30, 2017 ("Contest Period").

1. Eligibility: Contest is open to all Canadian residents having reached the legal age of majority in their province or territory of residence prior to the Contest Period (an "Eligible Participant"). Employees, representatives or agents of Sponsor, and each of the foregoing entity's subsidiaries and affiliates, media partners, advertising and promotional agencies, and members of the immediate family (parents, children, siblings and spouse, regardless of where they are domiciled) of any of the aforementioned and persons with whom any of the aforementioned are domiciled are not eligible to enter the Contest.

2. How to Enter

Online access and a Facebook, Twitter or Instagram account are required to participate. To enter, follow Maille Canada and SABER and post a photo on Facebook, Twitter or Instagram of a cooking tip, a kitchen hack or a recipe using Maille products on a public post on social media using the hashtag #FlavourHero (ENGLISH) or #Herossdessaiveurs (FRENCH) in the post, or e-mail it to FlavourHero@prdepartment.ca or herossdessaiveurs@prdepartment.ca. Each photo emailed, shared via a public post or posted on social media from an Eligible Participant's single account containing the hashtag during the Contest Period will count as one Contest entry (an "Eligible Entry"). Those Eligible Participants who fail to properly include or spell the hashtag accurately will not qualify their post as an Eligible Entry. Participants who are not following @MailleCanada and @Saberirgrills accounts on Facebook, Twitter OR Instagram will not be eligible to win. Photos can only be used once on all the social media platforms. Duplicate entries, or near duplicate entries, will result in disqualification from the Contest, in the Sponsor's sole discretion. Multiple posts of the same entry will not be accepted.

Eligible Participants must provide Eligible Entries using a single account and Eligible Participants found to be using multiple accounts will be considered ineligible and disqualified from the Contest. Automated tweets or tweets and Instagram posts sent via a bot will be disqualified. Automated and/or repetitive electronic submissions (including but not limited to entries made using any script, macro, bot or Contest service) will be automatically disqualified and transmissions from these or related Twitter or Instagram accounts may be blocked. Participants acknowledge the non-responsibility of Twitter, Inc. and Instagram, LLC, its officers, directors, employees and agents with regards to all aspects of the Contest. This Contest is in no way sponsored, endorsed or administered by, or associated with either Facebook,

Inc. or Instagram, LLC. Participants understand that all Contest information is provided to the Sponsor and not to Facebook, Inc. or Instagram, LLC.

If the identity of an entrant is disputed, the authorized account holder of the e-mail address associated with the applicable social media account submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid email, Instagram or Facebook account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).

You must be the owner of any content which you post in connection with the Contest, and you hereby represent and warrant that the posting and use of your entry/entries does not violate, misappropriate or infringe on the rights of any third party, including, without limitation, privacy rights, publicity rights, copyrights, trademark and/or other intellectual property rights.

Submission materials must not: (a) contain defamatory words/statements (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group); (b) threaten any person, place, business, or group; (c) disparage persons or organizations associated with the Sponsor; (d) invade privacy or other rights of any person, firm, or entity; (e) contain/reference (as applicable) material that is in any way unlawful, in violation of or contrary to all applicable federal, provincial or municipal laws and regulations where the submission is created; (f) contain/reference (as applicable) material that is inappropriate, indecent (including but not limited to nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous; and (g) contain/reference (as applicable) any persons or organizations without their prior express written permission (collectively the "Submission Conditions").

Where applicable, the entry materials must be created in a safe and lawful manner. The Sponsor reserves the right, in its sole discretion, to (a) revise submission materials, or request the entrants to revise and resubmit the submission materials in order to make such submission materials compliant with these Submission Conditions, (b) remove any submission materials which are deemed inappropriate according to the Sponsor; and (c) disqualify any individual who is found: (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; or (iii) to be acting in an un-sportsmanlike or disruptive manner; (iv) to be in violation of any of the Submission Conditions specified above; or (v) to be engaging in any other offensive conduct that jeopardizes the integrity and/or administration of the Contest, which shall be determined at the Sponsor's sole discretion.

4. Grand Prize:

There is one (1) Grand Prize available to be won consisting of one (1) SABER Cast 500 Grill (valued at approximately \$1800 CAD) and one (1) Maille Prize Pack (valued at \$100 CAD).

The Grand Prize is non-transferable and/or not redeemable for cash, goods, or services and cannot be combined with any other special offer or promotion. The Sponsor is not responsible for lost or stolen prize certificates.

Retail Value of the Grand Prize is approximately \$1900 CAD. Maille Canada and SABER reserve the right to substitute a prize of equal or greater value. The odds of winning will depend on the total number of Eligible Entries received during the Contest Period. Prize portions may not be exactly as shown in Contest publicity or promotional materials.

5. Prize Drawing:

Sponsor will select in a Grand Prize winner within one week after the contest officially ends in Toronto, Ontario. The Sponsor or its agents or representatives, will attempt to contact the potential winner via email or Facebook Direct Message (DM), Twitter Direct Message or Instagram Direct Message or originating from the Maille Canada account shortly following the draw. Winner must confirm acceptance of the prize within five (5) calendar days of contact. If the selected Eligible Participant whose Eligible Entry was drawn cannot be contacted within that time, the selected entrant will have been deemed to forfeit his/her prize and the Sponsor shall have the right to choose another entrant from the remaining eligible entries. This process shall continue until the Grand Prize has been successfully awarded. Before being declared a winner, the Eligible Participant will be required to answer time-limited mathematical skill-testing question and sign a release and waiver form confirming, without limitation, that:

- He/she complies with the eligibility requirements;
- He/she has read the Contest rules and regulations and complies completely;
- He/she accept the Grand Prize as awarded;
- He/she acknowledge the Sponsor's right to publish his/her picture, name and city of residence without compensation other than the prize offered; and
- He/she release and agree to hold harmless of all liability the Sponsor, its subsidiaries and affiliates, media partners, advertising, promotional agencies and each of the foregoing entities' directors, officers, employees, contractors and agents.

Sponsor must receive the declaration and release forms from the potential winner and his/her travel companion(s) within thirty (30) days of issuing or the Contest Winner will be deemed to have forfeited his/her prize and the Sponsor shall be right to choose another entrant from the remaining Eligible Entries in order to award the Grand Prize.

No correspondence will be undertaken except with the selected Eligible Participant whose Eligible Entry was drawn.

6. Conditions of Participation:

By participating in this Contest, or accepting the Grand Prize, each entrant releases and hold harmless the Sponsor and its respective subsidiaries, affiliates, and each of their respective parent companies and each such company's officers, directors, employees, representatives and agencies (collectively, "Sponsor Representatives") from any and legal claims, demands, damages, action and/or causes of action, all

liability or any injuries, loss or damage of any kind arising from or relating to participation in this Contest or acceptance, use, misuse or non-use of the Grand Prize or parts thereof, and from liability to any other persons relating to or resulting from entering this Contest (collectively, "Claims"). By participating in this Contest, the Contest Winner grants to the Sponsor the right, but not the obligation, to use his/her name, likeness, and/or voice recording for advertising and promotional purposes, in all media, without notice, additional compensation or permission, except where prohibited by law, and releases the Sponsor and all Sponsor representatives from and all liability thereto.

The Sponsor assumes no responsibility for computer system, hardware, software or program malfunctions or other errors/failures of any kind, delayed computer transmissions, network connections, or damages to participants' computers arising out of participation in this Contest. The Sponsor is not responsible for any technical or human errors that may occur in the processing of the entries. Sponsor reserves the right in its sole discretion to cancel or suspend this contest should virus, bug or other causes beyond Sponsor's control corrupt the administration, security or proper play of the Contest. The Sponsor reserves the right to withdraw the transmission of this Contest at any time and award prizes based upon entries received prior to date of the withdrawal. Void where prohibited, taxed or restricted.

By entering this Contest, Entrants accept and agree to be bound by these Contest rules and the decisions of the Sponsor which are final, binding and conclusive on all matters relating to this Contest. All entries become the property of the Sponsor. The Sponsor reserves the right to disqualify any Entrants who fail to follow these official rules and regulations or who make any misrepresentation relating to the Contest, drawing and redemption of the Grand Prize. This Contest is subject to all applicable federal, provincial and municipal legislation. Decisions of the Sponsor are final with respect to all aspects of this Contest.

In the event of any discrepancy or inconsistency between these Contest rules and any other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

Copies of these rules and regulations are available upon request by sending a stamped self-addressed envelope to:

Maille Canada and SABER BBQ Contest

258 Wallace

Suite 208

Toronto, ON M6P 3M9

7. **Governing Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest rules shall be governed by and construed and interpreted in accordance with the laws of the Province of Ontario and the federal laws of Canada as applicable therein.

8. **Privacy:**

Personal information is being collected by Sponsor from entrants and will be used by us for the purpose of administering this Contest and in accordance with Sponsor's privacy policies, which can be accessed

at www.maille.ca. Personal information may be collected, used or disclosed in jurisdictions other than Canada. Personal information that resides in jurisdictions other than Canada will be subject to the general laws of application in those jurisdictions. Sponsor will not sell, share or otherwise disclose personal information of entrants with third parties or agents, other than to third parties or agents engaged by Sponsor to fulfill the Contest or as permitted or required by the applicable laws.

9. Quebec. A dispute pertaining to the organisation or the conduct of a competition can be submitted to the Régie des alcools, des courses et des jeux in order to be settled. A dispute pertaining to the awarding of a prize can only be submitted to the Régie in order to intervene to try to settle the issue.