



CONTEST

« Rachelle Béry & Bixi »

Contest Rules

The Contest “Rachelle Béry & Bixi” (the “**Contest**”) takes place only on Rachelle Béry Facebook page @epiceriesrachelebery and will be held by Sobeys Capital Incorporated (the “**Contest organizer**”).

The Contest takes place on Facebook from September 19 , 2022, at 9:00 AM Eastern Time (ET) to September 22, 2022, by 11:59 PM (ET) at the latest (the “**Contest Period**”).

ELIGIBILITY

The Contest is open to all legal residents of Quebec who have reached the age of majority in their province or territory of residence at the time of Entry and have a valid Facebook account.

EXCLUSIONS: Employees, representatives and/or agents of the Contest Organizer, their parent companies, subsidiaries or affiliates, Rachelle Béry stores, IGA ambassadors and influencers, Les Marchés Tradition, Rachelle Béry and Marché Bonichoix, suppliers of prizes and their advertising or promotional agencies, as well as any other entities involved in the design, production, implementation, administration or execution of the Contest (collectively, the “**Affiliated Parties**”), as well as, respectively, any person with whom an Excluded Entrant is domiciled or any member of their immediate family (each an “**Excluded Entrant**”). For the purposes of the Contest Rules (the “**Rules**”), the term “immediate family” includes the father, mother, brother, sister, child, husband, wife or common-law partner of an Excluded Entrant. For the sake of clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an “**Entrant**.”

Each Entrant shall enter exclusively on their own behalf and act for their sole personal benefit.

HOW TO ENROLL AND ENTER:

NO PURCHASE NECESSARY

Internet access and a valid public Facebook account are required for entry and participation in the Contest (the “**Entry**”).

To enter the Contest, go to the Rachelle Béry Facebook page, @epiceriesrachelebery and follow the instructions on the screen of the post mentioning this Contest to access online the official Contest Entry form.

- i. you must first register and complete the official Entry form by completing all the required fields (a valid email address, your first and last name and postal code) after choosing the desired language of communication (French or English)
- ii. follow these steps:
 - by confirming that you have read the terms and conditions of these Rules and have agreed to be legally bound by submitting your Entry;
 - indicating that you accept Rachelle Béry’s Terms of Use and Privacy Policy;
 - indicating whether you wish to subscribe to the Rachelle Béry newsletter.
- iii. finally click on the “Send” button.

By clicking "Send", you agree to receive email messages from Sobeys Capital Inc., its affiliates, trademarks and marketing partners. You understand that you may withdraw your consent at any time. You can contact us at privacy@sobeys.com or 115 King Street, Stellarton, Nova Scotia, B0K 1S0.

You also agree to Facebook's data and privacy policy.

(a "Entry")

To be eligible for the Contest, your Entry must be sent and received during the Contest Period. All eligible Entries submitted and received during the Contest Period will be included in the prize draw.

The Contest Organizer reserves the right to remove, erase, hide and / or modify any material published at any time and without notice. It does not endorse any material posted, stored or downloaded by the participant or any third party, and assumes no responsibility for such material or for any loss or damage suffered.

This Contest is in no way associated with, or administered or sponsored by Facebook. You understand that you are providing your personal information to Sobeys and not to Facebook. The personal information you provide will be used by the Contest Organizers and Sobeys' authorized third party vendors for the purposes of administering and administering this Contest and the Website, all in accordance with the privacy policies of the Sponsor, Sobeys and third-party providers, if any, subject to the uses you have authorized in connection with your Entry. Facebook is completely released from all responsibility by each participant in this Contest. Any questions, comments or complaints in connection with this Contest should be directed to Sobeys and not to Facebook.

PRIZE AND APPROXIMATE RETAIL VALUE:

A total of five (5) prizes will be offered in this contest.

Each prize consists of two (2) monthly BIXI memberships with an approximate retail value of thirty-six dollars (\$36) and a Rachele Béry gift card with a value of fifty dollars (\$50). The approximate value of each prize is eighty-six dollars (\$86).

The total value of all prizes offered in this Contest is four hundred and thirty dollars (\$430).

The Prize will be awarded by the Contest Organizer.

Each prize must be accepted as awarded and may not be transferred, assigned or exchanged for cash (unless expressly authorized by the Contest Organizer at his sole discretion). No substitution will be permitted, except at the discretion of the Contest Organizer. The Contest Organizer reserve the right, at his sole discretion, to substitute the prize, or any portion thereof, with another prize of equal or greater value, including, at the sole discretion of the Contest Organizer, a cash award. The Prize will be awarded only to the individual whose verifiable full name and valid email address appear on the Account associated with the Entry in question.

WINNER SELECTION

A single draw will take place on September 23, 2022 at 11:00 a.m. (ET) (the "**Draw Date**") at the offices of the Contest Organizer located at 11281 boulevard Albert-Hudon, Montreal-North (Quebec) H1G 3J5, during of which five (5) Entrants will be electronically and randomly selected from all Entries received during the Contest Period, in accordance with these Rules.

The odds of winning depend on the number of eligible entries received during the contest period, in accordance with these rules.

CONTACTING SELECTED ENTRANTS

An Affiliated Party or a designated representative will make at least one (1) attempt to contact the Selected Entrant by Facebook, email or telephone within the Draw Date. If, after twenty-four (24) hours following the Draw Date, it has not

been possible to contact the Selected Entrant, or if the notice sent to the Selected Entrant is returned as undeliverable, the Entrant in question will, at the sole discretion of the Contest Organizer, be disqualified (and will forfeit all rights to the prize in question). In such cases, the Contest Organizer reserve the right, at their sole discretion and if time permits, to randomly select another eligible entrant from the remaining Eligible Entries (in which case the provisions of this section shall apply to the new selected entrant).

BEFORE BEING CONFIRMED AS A PRIZE WINNER, each Selected Entrant must:

- a) correctly answer, unaided, a mathematical skill-testing question, and
- b) sign and return, within twenty-four (24) hour of receiving notice, the Affiliated Parties' declaration and release form (the "**Release Form**") in which (among other things) the Selected Entrant: i) confirms compliance with these Rules, ii) acknowledges acceptance of the Prize as awarded.

If the Selected Entrant: a) incorrectly answers the skill-testing question, b) fails to return the duly completed Release Form within the prescribed period, c) fails to accept (or refuses to accept) the Prize as awarded for any reason, and/or d) is determined to have violated these Rules (as determined by the Contest Organizer at their absolute discretion), they will be disqualified (and will forfeit the prize) and the Contest Organizer reserve the right, at their sole discretion and if time permits, to randomly select another Eligible Entrant from the remaining Eligible Entries received (in which case the provisions of this paragraph shall apply to the new selected entrant). Limit of one (1) Prize per Entrant per household.

Each of the winners consents to their name, address, voice, image, statements in connection with the Contest, any Entrant's Material, and any photograph or other likeness, being published, reproduced or otherwise used by or on behalf of the Contest Organizer for publicity purposes or other promotional or commercial use by or on behalf of the Contest Organizer, in any media, future or existing, including print, broadcast, television and the Internet, without further notice or additional compensation.

TERMS AND CONDITIONS:

All Entries become the property of the Contest Organizer. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. The Contest is governed by the laws of Quebec and the laws of Canada applicable therein, and is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited by law.

The decisions of the Contest Organizer are final and binding in all matters related to this Contest, including any decision on the validity or disqualification of Entries or Entrants. By entering this Contest, you agree to be legally bound by the terms and conditions of these Rules. By entering the Contest, you agree that the courts of Quebec, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of this Contest's Rules or the running of this Contest. ANYONE FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON MAY BE SUBJECT TO DISQUALIFICATION AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST ORGANIZER AT ANY TIME.

The Contest Organizer reserve the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "**Régie**") in Quebec, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause.

Any attempt to deliberately damage any Website or to undermine the legitimate operation of this Contest (at the sole discretion of the Contest Organizer) is a violation of criminal and civil laws. Should such an attempt be made, the Contest Organizer reserve the right to seek remedies and damages to the fullest extent permitted by law. The Contest Organizer, with the consent of the Régie, reserve the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of any accident, printing error, administrative error or other error of any kind, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserve the right, in his sole discretion, to administer another proficiency test, as they deem appropriate based on the

circumstances and/or to comply with applicable law.

The Contest Organizer reserve the right, at his sole and absolute discretion, to change, without notice, the Contest deadline or any of the dates set out in these Rules, to the extent necessary, for purposes of verifying the compliance of any Entrant or Entry in accordance with these Rules, or due to technical problems or under any circumstances that, in the view of the Contest Organizer and at his sole discretion, may hinder the proper administration of the Contest in accordance with these Rules, or for any other reason.

Quebec Residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each Entrant consents to the Contest Organizer, his agents and/or representatives, storing, sharing and using the personal information submitted with their Entry for the sole purpose of administering the Contest and awarding the Prize, including, but not limited to, contacting the Entrant about the Contest and their Entry. You may also receive additional communications from the Contest Organizer, Sobeys and/or third-party partners (if applicable) about their products, services, upcoming contests and promotional offers if you consent to receive such communications on the Contest Website. You may, at any time during or after the Contest, withdraw your consent to receive additional communications by following the unsubscribe instructions included in these communications.

Please visit <https://www.rachellebery.ca/en/privacy-policy/> for details about the Contest Organizer's privacy policy regarding the use of personal information.

These Contest Rules can be found at <https://www.rachellebery.ca/en/contests/> or at the customer service counter of IGA participating. The name of the Contest winner(s) will be available on website <https://www.rachellebery.ca/en/contests/> within sixty (60) days of the Draw, for a minimum period of ten (10) days.

In the event of a discrepancy or inconsistency between the terms and conditions of the French version of these Rules and any disclosures or other statements contained in any Contest-related materials, including the Entry Form, the Website, the English version of these Rules and/or print or online advertising at the point of sale, the terms and conditions of the French version of these Rules will prevail to the fullest extent permitted by law.