

My Plus 1

Contest Rules

1. The Contest “ My Plus 1 ” is being held in collaboration with Sobeys Capital Inc. (the "Contest Organizer"). The Contest starts on Monday, May 11, 2020 at 12:01 a.m (ET), and ends on Friday, May 22, 2020 at 11:59 p.m. (ET) (the "Contest Period").

ELIGIBILITY

2. The Contest is open to Quebec and New Brunswick residents who have reach the age of the majority with the exception of employees of the Contest Organizer, and all IGA, IGA Extra and IGA Coop stores, their subsidiaries, affiliated companies, representatives, franchisees, authorized agents or successors, advertising agencies, suppliers of the Prizes, and anyone with whom the abovementioned reside.

HOW TO ENTER

3. By sharing a photo or video showing the purchase of a local product on Facebook or Instagram.

3.1. Facebook mechanic:

- 1- Choose your favorite local product
- 2- Share a photo or video of this product in the comments of the contest publication on the Facebook page IGA, Vive la bouffe
- 3- For an additional chance to win, identify a person who would also like to win \$ 500 of local products

3.2. Instagram mechanic:

- 1- Choose your favorite local product
- 2- Share a photo or video of this product on your Instagram account using the hashtag #MyPlus1 and identifying @IGAqc
- 3- For an additional chance, identify a person who would also like to win \$ 500 of local products in the comments

The Instagram account of the user who shares the photo or video must have public visibility for participation to be valid.

DRAW

4. The draws will take place at 11:00 a.m. (ET) on May 15, 2020 and at 11:00 a.m. (ET) on May 23, 2020 at Sobeys Quebec office located at 11281 boulevard Albert-Hudon, Montreal-Nord, Quebec, H1G 3J5.

Four (4) eligible entries will be selected at random from among all those who shared a photo or video showing the purchase of a local product on Facebook or Instagram between May 11 and 22, 2020.

Limit one (1) prize per person and per residence.

PRIZES

5. There are four (4) prizes to be won during "My Plus 1" Contest.

Each Prize consists of one (1) gift basket of Quebec products valued at \$500 each before taxes.

- 5.1. The total approximate retail value of all prizes for this Contest is \$2000 before taxes.

ODDS OF WINNING

6. The odds of winning one of the four (4) prizes will depend on the number of people who have shared a photo or video showing the purchase of a local product on Facebook or Instagram between May 11 and 22, 2020.

CONTACT WITH SELECTED ENTRANTS.

7. Winners will be contacted on Facebook or Instagram.

In order to be declared a winner, any selected entrant will be required to correctly answer the mathematical skill-testing question on the Declaration and Release Form (hereinafter "the Declaration Form") submitted by the person Contestant on the website, and sign the form and return it to the representative no later than ten (10) days after receipt.

Disqualification.

If a selected winner cannot be reached by the Contest promotional agent, or does not meet every one of the conditions set out in these Rules, he or she will be disqualified and will not be able to receive any Prize. In such cases the Contest Organizer reserve the right at their sole and entire discretion to draw another winning entry.

8. By entering this Contest and accepting a prize, the winner:
 - A) Confirms compliance with these Contest Rules
 - B) Accepts the prize as awarded and
 - C) Releases the Contest Organizers and their partner, all participating IGA, their subsidiaries, affiliated companies, representatives, franchisees, advertising agencies and prize, as well as each of their respective officers, directors, employees, agents, representatives, successors and assigns respective officers, directors, employees, agents, representatives, successors and assigns (collectively referred to as the

"Releasees") from any liability with regard to this Contest, the winner's participation and/or the awarding and use and/or misuse of the prize or part of the prize.

GENERAL RULES

9. By entering the Contest, entrants agree to comply with the official Contest rules and respect any decisions by the Contest Organizer, which are final.
10. The Releasees assume no responsibility for any Prizes that are not claimed on time or are refused, and will not be held liable for any obligations related to the Prizes, including their delivery.
11. The Releasees may not be held liable for the use of Prizes awarded for this Contest and assume no responsibility pertaining to the Prizes or events that result from the Contest. They are not liable for any printing, distribution, or production errors, and reserve the right, at their sole discretion and without any obligation or notice, to terminate or withdraw any contest containing such errors.
12. All entries become the property of Sobeys Capital Inc. and correspondence will be initiated only with selected entrants. Winners consent to the use of their name, photograph, image, statements concerning the prize, place of residence, and/or their voice for advertising purposes without any form of compensation, and this, at their discretion and without limit as to the period of use, in any media, worldwide, for advertising purposes or any other purpose.
13. Entry forms are subject to verification by the Contest Organizer. Entries that are illegible, incomplete, mutilated, and fraudulent or obtained from an unauthorized source or reproduced by hand or mechanically will be rejected and will not entitle the entrant to a Prize. Decisions by the Contest Organizer in this regard are final and binding.
14. In the event that a Prize or part of a Prize is not available for any reason, the Contest Organizer reserve the right, at their sole discretion, to award a similar prize of equal value. Notwithstanding the foregoing, Prizes must be accepted as awarded and may not be exchanged for cash or transferred to another person.
15. After the winners have been awarded their Prizes, the Releasees will not be responsible for store closings, changes in ownership, or management, labour disputes or any other situations that may directly or indirectly affect the winners' Prizes.
16. The Releasees cannot be held liable for any lost, misdirected or destroyed entries, the loss or theft of electronic data or information, any material, software, or computer program damage, or any other problem that would prevent them from holding the draw as scheduled.
17. The Contest Organizer reserve the right, at his sole discretion, to cancel, terminate, modify, or suspend, the Contest, in whole or in part, in the event of an occurrence or any

human intervention that corrupts or adversely affects the administration, security, impartiality, or normal operation of the Contest, subject to the approval of Régie des alcools, des courses et des jeux du Québec, where applicable. In all cases, the Organizer shall not be required to award more than one prize or award a prize other than that specified in the Rules.

18. This Contest is subject to all provincial and federal laws as well as all relevant municipal regulations.
19. If any clause of these Rules is ruled to be illegal, unenforceable or void by a court of competent jurisdiction, that clause will be considered null, but all the other clauses will continue to apply to the extent permitted by law.
20. Quebec residents: Disputes regarding the organization or conduct of a promotional contest may be submitted to Régie des alcools, des courses et jeux du Québec for a ruling. Disputes regarding the awarding of prizes may also be submitted to the Régie, but only for the purpose of helping the parties reach a settlement.
21. This contest is not managed or sponsored by Facebook and Instagram. Any questions, comments or complaints regarding the Contest must be submitted to the Contest Organizer and Facebook and Instagram and all of its affiliates, directors, officers, agents and employees are not responsible for any claims arising from the Contest Organizer. Of, or in connection with, the organizer of this contest. However, by participating in this contest, any participant agrees to respect the terms and conditions of use, contracts, other policies and / or guidelines governing the iga.net platform and relieves the organizer of the contest from any liability. Company, company, trust or other legal entity controlled by or related to them, their advertising and promotional agencies, their employees, agents and representatives of any damages that they may suffer as a result of the use of this platform.