

OFFICIAL RULES
Olymel "Turn up the heat for a chance to win a grill!" Contest
Outside Quebec

1. CONTEST

The "Turn up the heat for a chance to win a grill!" Contest (the "Contest") is sponsored by Olymel S.E.C. (the "Organizer"). The contest begins on May 16, 2016, at 12:01 am (EST) and ends on August 31, 2016, at 11:59 pm (EST).

2. ELIGIBILITY

The contest is open to all residents of Canada, excluding residents of Quebec, who have reached the age of majority in their province or territory of residence, and who participate in the «Turn up the heat for a chance to win a grill!" draw.

The employees, agents, and representatives of the contest organizer; any company, trust, or other legal entity controlled by or associated with them; their advertising and promotional agencies, suppliers of prizes, materials, or services associated with this contest, as well as the members of their immediate families (siblings, children, parents), spouses (married or common law), and any persons with whom any of the aforementioned are domiciled are not eligible to enter the Contest.

3. HOW TO ENTER

There is only one way to enter the Contest: via Internet.

During the Contest period, participants need to visit WWW.OLYMEL.COM/GRILLCONTEST and enter the code word printed on the detachable coupon found on specially marked Olymel packages.

4. NO PURCHASE REQUIRED

No purchase is required to be eligible to take part in the Contest.

Participants must however have Internet access and an electronic mail account in order to participate in the Contest. *Many public libraries, retail stores and other establishments provide computer access to the public free of charge and certain Internet service providers and other firms host email accounts free of charge.

To participate without making a purchase, entries must be received before the Contest closing date. Entries received after the Contest closing date are inadmissible and will not be counted. To obtain an entry code word without making a purchase, write us a letter indicating your name, complete mailing address, city, province, postal code,

telephone number (with area code), your date of birth and your email address and answer in 50 words or less the question “Why do you love Olymel wieners?” Each answer must be handwritten and unique. Send in your letter by mail to the Olymel **“Turn up the heat for a chance to win a grill” Contest** – Request for a free code word, to the following address: 1744, rue William, bureau 108, (Québec), H3J 1R4. Upon receipt of your letter the contest administrator will send you one (1) code word (no purchase required) including a UPC code associated with the promotion (the “coupon”) by mail, for entering the draw on the contest website.

The Releasees (defined below) will not be responsible for illegible, incomplete, lost, misdirected, technical failures or late Submissions, all of which will be void. For greater certainty and the avoidance of any doubt, you can use only one (1) email address to enter this Contest. If it is discovered by the Sponsor that any person has attempted to: (i) obtain more than the maximum stated number of Submissions as outlined in these Official Contest Rules; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then he/she may be disqualified from the Contest and all of his/her Submissions voided. Your Submission will be rejected if the registration form is not fully completed with all required information and submitted and received by the Submission Deadline. Use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. All Submissions are subject to verification at any time and for any reason. The Sponsor reserves the right to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

5. LIMITS TO PARTICIPATION

Limit of one (1) entry per postal code and email address per participant for the Contest duration. Additional entries will be disqualified. An individual may not use more than one email address to enter the Contest. Limit of one (1) prize per entrant.

6. DESCRIPTION OF PRIZES

Grand Prize: There are five (5) Grands Prizes to be won. Each Grand Prize consists of a BBQ with a value of \$1000. Total value of prizes is \$5000.

A winner may not claim any difference between the actual prize value and the stated approximate prize value, if any. The odds of winning a prize (a Grand Prize) is a function of the number of admissible entries received.

Prizes are not transferable or assignable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, in its sole and absolute discretion to substitute a Prize of equivalent monetary value, if a Prize or any part of the Prize, cannot be awarded as described for any reason. The Releasees (defined below) will not be responsible, however, if weather conditions, Event cancellations, or other factors beyond Sponsor's reasonable control prevent a Prize or any part of a Prize from being fulfilled. In any such event, winner will not be provided with a substitute Prize or cash equivalent

For any questions concerning the Contest, call 1 800 361-5800.

7. CLAIMING OF PRIZES

September 2, 2016, in the offices of Imarcom located at 839 Rue Saint-Joseph Est #110, Ville de Québec, QC G1K 3C8, a random electronic draw of (5) entries will be held from among all eligible entries received during the Contest period. Five (5) potential winners will be drawn from among the entries submitted at WWW.OLYMEL.COM/GRILLCONTEST.

Produktions K will communicate with selected participants by telephone using the contact information provided upon entry to validate their personal information. To be declared a winner, participants must correctly answer a mathematical skill testing question. In the days following the draw, a Declaration of Compliance and Liability Release will be sent to each selected participant, who must sign and return the form to Produktions K within 10 days of the Contest Draw date, September 12, 2016, to be able to claim his or her prize.

The date limit for claiming the Grand Prizes is September 12, 2016. No Grand Prize will be awarded without the confirmation of the winner's identity using official photo identification.

If a winner does not return the duly signed Declaration of Compliance and Liability Release to Produktions K within the specified period, i.e., no later than September 12 2016; or cannot accept the prize for any reason whatsoever, the prize will be forfeited and may be awarded to another entrant at the discretion of the Sponsor.

8. RELEASES, ETC.

Before being declared a confirmed prize winner, the selected entrant will be required to sign a Declaration of Compliance and Liability Release, which (among others): (i) confirms compliance with these Official Rules, (ii) confirms acceptance of the prize as awarded; (iii) releases the organizer, its advertising and promotion agencies, event manager, promotional partners, contest oversight body, members of respective groups (including their divisions, parent companies, subsidiaries, and respective directly or

indirectly affiliated companies), and all of their officers, directors, owners, partners, employees, agents, representatives, successors and heirs (collectively, the "Released Parties") from any liability related to this Contest, the winner's participation related to awarding the prize, to the use or misuse of the prize or any part thereof; and (iv) confirms that the winner consents to the publication, reproduction and use of his or her name, address, voice, statements about the Contest, and photographs or other representations of said person for the purposes of publicity carried out by the Sponsor in any media or format, including but not limited to print and the Internet, and without notice or other compensation. The Released Parties are and will not be liable for: (i) any representation or warranty, express or implied, in fact or in law, related to the prize, as to (without limitation) any legal deposit, guaranteed quality, merchantability, fitness for a particular purpose or function; (ii) any injuries, loss or damage of any kind resulting from the acceptance, use or misuse of a prize, or use or misuse of any related travel (if any) or resulting from participation in this contest in any other manner whatsoever.

9. PERSONAL INFORMATION

By participating in this Contest, entrants consent to the collection, use and disclosure of their personal information for purposes of administering the Contest in accordance with the Sponsor's privacy policy. By accepting a prize, the winners consent to any use of their name, address (city and province/territory), voice, statements and photographs or other likenesses for publicity purposes in connection with this Contest, in all media and all formats, including, but not limited to the Internet, without further notice, permission or compensation. We will not use or disclose any personal information for any other purpose without the winner's prior consent.

10. LIMITATIONS OF LIABILITY

No liability is assumed during the promotion for any problems or technical malfunction of any telephone lines or network, online computer systems, servers, access providers, computer equipment, software, or for any online electronic entry not received by the contest Organizer due to technical problems or traffic congestion on the Internet, or on any website, or any combination thereof, including any damage to the participant's or any other person's computer resulting from participation or downloading any contest-related materials.

11. ERRORS

The Contest Sponsor reserves the right, at its sole discretion, to cancel or suspend the electronic component of the Contest in the event that a virus, bug or other cause beyond the control of the Sponsor hampers the security or proper administration of the

Contest. Any attempt to deliberately damage any phone system or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, in such case, the contest Sponsor reserves the right to sue and claim damages in accordance with the law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way.

12. RIGHT TO MODIFY OR TERMINATE THE CONTEST

Without limiting the generality of the foregoing, the Sponsor reserves the right to terminate this Contest, fully or partially, in case of errors, especially in production, printing, distribution, or any other event, or other errors that give rise to claims that exceed the number of available prizes, or in the event that a winner does not claim the prize within the required time, as provided in these Official Contest Rules. In such cases, the Sponsor reserves the right to hold a random draw from among the finalists for prizes that have yet to be awarded.

13. MISCELLANEOUS

Participants who do not comply with these Official Rules are subject to disqualification from this Contest and any future contest or other promotion conducted by the Sponsor. All decisions regarding all aspects of this Contest by the Sponsor or designated body supervising the Contest are final and cannot be appealed. The Contest is subject to all federal and provincial laws, and any applicable municipal regulations.

The Sponsor reserves the right at its sole discretion to disqualify from this Contest and any contest or any promotion that may be conducted in the future by the Sponsor any person who, according to them, does not comply with these Official Contest Rules, tampers with the entry process or the operation of the Contest or the Contest Website, or acts in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to demand any damages caused by any participant or other person who attempts to undermine the legitimate operation of the Contest. ANY ENTRANT OR OTHER PERSON WHO TRIES TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS RESPONSIBLE FOR DAMAGES AND THE SPONSOR RESERVES THE RIGHT TO SEEK FROM ANY SUCH PERSON THE DAMAGES TO WHICH THE SPONSOR IS ENTITLED TO THE FULLEST EXTENT PERMITTED BY LAW.

Subject only to applicable laws and any required regulatory approval, the Sponsor reserves the right, at its sole and absolute discretion, and without notice, to modify any date or period set forth in these Official Contest Rules, to any extent necessary, for the purposes of verifying any participant or entry form or due to any other problem or any other circumstances that, in the opinion of the Sponsor, and at its sole and absolute discretion, obstruct the proper administration of the Contest in accordance with these Official Rules, or for any other reason.

14. ONLINE ENTRY

By submitting an entry on line, all entrants acknowledge and consent that the personal information they have provided will be kept on the server of the Organizer and/or the server of those responsible for the maintenance of the Web site and/or the administrator of the Contest. If entrants have indicated that they wish to receive communications or other offers at a later date, the Organizer can then use this personal information to contact entrants at a later date to provide them with information about products or services. Entrants agree to have their personal information saved on the Organizer's server and/or the server of the company that maintains the site and/or the Contest administrator's site.

15. WEB SITE

The Contest Organizer does not warrant that access to or use of the Contest web site will be uninterrupted during the Contest Period or error-free.