

## **WIN AN ELECTRONIC PACKAGE FOR A VIRTUAL BACK TO SCHOOL CONTEST OFFICIAL CONTEST RULES**

### **Contest**

- 1.1 The “Win an electronic package for a virtual back to school” Contest (the “Contest”) is being held by A. Lassonde inc. (the “Sponsor”).

### **Eligibility**

- 2.1 To be eligible to participate in the Contest, a participant (a “Participant”) must:
- (a) be a legal resident of a Canadian province or territory; and
  - (b) have reached the age of majority in his or her province or territory of residence at the time of participation in the Contest.
- 2.2 Employees of the Sponsor and of its partners, affiliates, promotion agencies and parties involved in the development, production and distribution of material related to this Contest, and any person which whom such persons resides and any member of his or her immediate family are not eligible to participate in the Contest. For the purposes of these Rules, “immediate family” shall include father, mother, brother(s), sister(s), children, husband, wife or partner of such person, whether or not they reside in the same household.
- 2.3 The Sponsor may request proof of identity or of eligibility from the Participant (as defined below) to allow the Participant to participate in the Contest. Failure to provide such proof within a reasonable time may lead to the disqualification of the Participant.
- 2.4 All information provided to the Sponsor for the purposes of the Contest must be truthful, accurate and complete. The Sponsor reserves the right to disqualify any Participant whose Entry (as defined below) contains false, incorrect or incomplete information.

### **Contest Period**

- 3.1 The Contest begins on August 20, 2020 at 11:00:00s a.m. (EDT) (the “Contest Start Date”) and ends on September 21, 2020 at 11:00:00s a.m. (EDT) (the “Contest End Date”). The period between the Contest Start Date and the Contest End Date is the Contest period (the “Contest Period”).

### **How to Participate in the Contest**

- 4.1 No purchase is required to participate in the Contest. To participate in the Contest, during the Contest Period, the Participant must fill an entry form (“Entry”) online at the following address: [www.oasisforknowledge.ca](http://www.oasisforknowledge.ca) (the “Contest Site”). To complete the entry, the Participant must indicate his or her last name, first name, email address, phone number and postal code (an “Entry”). All of the fields on the Entry must be completed, unless the information is indicated as being optional. Any Entry on which the required information is incomplete or inaccurate may be declared ineligible to the Contest. The Sponsor reserves the right to request proof of identity or of eligibility to the Contest at any time and at its sole discretion. Each Contest Participant may only use one e-mail address to register through the Contest Site. Only one (1) Entry per Participant per day per email address during the Contest Period. The Sponsor reserves the right, at its sole discretion, to disqualify any individual who contravenes or attempts to contravene these Rules. Automated entries are prohibited, and any use, whether direct or indirect, of automated devices will cause immediate disqualification of the Participant and its accomplices, and the Sponsor reserves all of its rights and recourses against the user of such automated devices and its accomplices.

- 4.2 When entering the Contest, by answering the five (5) questions questionnaire, the Participant gets one additional chance to win per successful answer.
- 4.3 By participating in the Contest, the Participant acknowledges that he/she has read these Rules and agrees to abide by them.
- 4.4 In the event of a dispute regarding an Entry, the Participant will be deemed to be the authorized account holder of the telephone number associated with the Entry at the time the Entry was validated.

## **Winner Selection**

### 5.1 Grand Prizes (detailed in Section 6.1)

- (a) **Four (4)** finalists for a Grand Prize (the “Grand Prize Finalists”) will be chosen during a random draw among all eligible Entries received. The draw will take place on September 25, 2020 at 10:00 am (EDT) at the offices of the Sponsor located at 170, 5th Avenue, Rougemont, Québec, J0L 1M0. Odds of winning the Grand Prize depend on the number of eligible Entries received.
- (b) The Grand Prize Finalists will be notified by e-mail or telephone within five (5) business days following the date of the draw. In the event a Grand Prize Finalist does not return the telephone call or the e-mail sent by the Sponsor’s representative within a period of five (5) business days following the first contact, such a Grand Prize Finalist will be disqualified and another Grand Prize Finalist will be chosen among all remaining eligible Entries. In the event the Sponsor is unable to notify this other Grand Prize Finalist within a reasonable period or if this other Grand Prize Finalist does not return the telephone call or does not respond to the e-mail sent by the Sponsor’s representative within a period of five (5) business days, such other Grand Prize Finalist will be disqualified and the Sponsor will have the right, at its sole discretion, to cancel the award of the Grand Prize (as defined below) for that person or to select another Grand Prize Finalist among all remaining eligible Entries.
- (c) In order to be declared a Grand Prize winner (the “Grand Prize Winner”), each Grand Prize Finalist must correctly answer a mathematical skill-testing question without any assistance whatsoever (including mechanical assistance) and must complete and sign a Declaration and Release Form (the “Declaration and Release Form”) acknowledging and confirming that these Rules have been complied with and that the Sponsor and any organisation participating in the award of the Grand Prize or the Contest and their respective employees shall have no liability for any harm, accident, loss or prejudice related to the Contest, the Grand Prize, or the award of the Grand Prize.
- (d) The Declaration and Release Form, completed and signed, must be received by the Sponsor no later than five (5) days following the transmission of the Declaration and Release Form by the Sponsor to the Finalist. Otherwise, a Grand Prize Finalist that has failed to meet this condition will be disqualified and the Sponsor will have the right, at its sole discretion, to select another Grand Prize Finalist among all remaining eligible Entries or to deem such Grand Prize was forfeited.

### 5.2 Secondary Prizes (detailed in Section 6.2)

- (a) **Four (4)** finalists for the Secondary Prizes (the “Secondary Prizes Finalists”) will be chosen during a random draw among all eligible Entries received. The draw will take place on September 25, 2020 at 10:00 am (EDT) at the offices of the Sponsor located at 170, 5th

Avenue, Rougemont, Québec, J0L 1M0. Odds of winning a Secondary Prize depend on the number of eligible Entries received.

- (b) The Secondary Prize Finalists will be notified by e-mail or telephone within five (5) business days following the date of the draw. In the event a Secondary Prize Finalist does not return the telephone call or the e-mail sent by the Sponsor's representative within a period of five (5) business days following the first contact, such a Secondary Prize Finalist will be disqualified and another Secondary Prize Finalist will be chosen among all remaining eligible Entries. In the event the Sponsor is unable to notify this other Secondary Prize Finalist within a reasonable period or if this other Secondary Prize Finalist does not return the telephone call or does not respond to the e-mail sent by the Sponsor's representative within a period of five (5) business days, such other Secondary Prize Finalist will be disqualified and the Sponsor will have the right, at its sole discretion, to cancel the award of the Secondary Prize (as defined below) for that person or to select another Secondary Prize Finalist among all remaining eligible Entries.
  - (c) In order to be declared a Secondary Prize winner (the "Secondary Prize Winner"), each Secondary Prize Finalist must correctly answer a mathematical skill-testing question without any assistance whatsoever (including mechanical assistance) and must complete and sign a Declaration and Release Form (the "Declaration and Release Form") acknowledging and confirming that these Rules have been complied with and that the Sponsor and any organisation participating in the award of the Secondary Prize or the Contest and their respective employees shall have no liability for any harm, accident, loss or prejudice related to the Contest, the Secondary Prize, or the award of the Secondary Prize.
  - (d) The Declaration and Release Form, completed and signed, must be received by the Sponsor no later than five (5) days following the transmission of the Declaration and Release Form by the Sponsor to the Finalist. Otherwise, a Secondary Prize Finalist that has failed to meet this condition will be disqualified and the Sponsor will have the right, at its sole discretion, to select another Secondary Prize Finalist among all remaining eligible Entries or to deem such Secondary Prize was forfeited.
- 5.3 The Grand Prizes and the Secondary prizes are collectively referred to as the Prizes (each a "Prize"). Furthermore, the Grand Prize Winners and Secondary Prize Winners are collectively referred to as the Winners (each a "Winner").

### **Prizes' Details**

- 6.1 **Four (4)** grand prizes (the "Grand Prizes") will be awarded in this Contest. Each Grand Prize consists of one (1) laptop computer, one (1) wireless mouse and (1) wireless headset. The approximate retail value ("ARV") of each Grand Prize is CDN \$1,500.00 for a total ARV of CDN \$6,000.00 (including applicable taxes). Each Grand Prize Winner is responsible for all expenses not specified herein.
- 6.2 Ten (10) Secondary Prizes (the "Secondary Prizes") will be awarded in this Contest. Each Secondary Prize consists of one (1) wireless headset. The approximate retail value ("AVR") of each Secondary Prize is CND \$225.00 for a total ARV of CND \$ 2,250.00 (including applicable taxes). Each Secondary Prize Winner is responsible for all expenses not specified herein.
- 6.3 Upon receipt of the Declaration and Release Form as defined above, the Sponsor will then proceed with the shipment of the Grand Prize or the Secondary Prize to each Winner. The Sponsor makes no express or implied warranties or conditions of any kind with respect to the Grand Prize.

## **General Conditions**

- 7.1 Each Prize must be accepted “as is” and may not be transferred or converted to cash. The Prize may not be substituted, except at the Sponsor’s sole discretion. Any portion of the Prize that has not been accepted by the Winner will be deemed forfeited. The Sponsor will in no way be liable for any event which leads to the Prize being annulled or for events beyond its control which lead to the Prize or part of the Prize not being awarded. The Sponsor does not warrant, either implicitly or expressly, the safety, appearance or performance of any Prize or any activity related to the Prize. By accepting a Prize, the Winner acknowledges that the only warranty applicable to the Prize is the standard manufacturer’s warranty. The Winner does not have any recourse against the Sponsor for any warranty related to the Prize in any circumstance whatsoever. In the event the Winner does not use all or part of the Prize’s components, for any reason whatsoever, such person will not be financially compensated and this component will become null.
- 7.2 All Entries are the exclusive property of the Sponsor and will not be returned.
- 7.3 Any attempt to deliberately damage any property or website related to the Contest or to hinder the legitimacy of the Contest process constitutes a violation of civil and criminal laws. In such a case, the Sponsor has the right to initiate legal proceedings and claim damages to the extent permitted by law, including initiating criminal proceedings.
- 7.4 The Entries are subject to verification and will be declared invalid if they are received outside of the of the Contest Period set forth in these Rules or are illegible, incomplete, mechanically reproduced, damaged, tampered with, falsified or altered in any way.
- 7.5 No correspondence will take place in relation to the Contest, except for correspondence with the Finalists and Winners.

## **Indemnification by Participant**

- 8.1 By entering or attempting to enter the Contest each participant or potential participant agrees to:
- (i) forever exonerate, release and hold harmless the Sponsor and its administrators, directors, employees, shareholders, agents and other representatives, its parent-company and its affiliates from any and all claims, actions, damages, demands, courses of action, causes of actions, or responsibility of any kind whatsoever resulting from or related to the participation or attempted participation in the Contest, the compliance or non-compliance with these Rules, the acceptance, possession, use or abuse of a Prize or any activity related to a Prize; and
  - (ii) completely indemnify the Sponsor and its administrators, directors, employees, parent companies, affiliates, partners, suppliers, sponsors and agents for any third party claims related to this Contest or to any violation of these Rules by the participant or any activity related to a Prize.

## **Conduct**

- 9.1 By entering the Contest, the Participant agrees to be bound by these Rules, which are available at [www.oasisforknowledge.ca](http://www.oasisforknowledge.ca) during the Contest Period. The Participant further accepts to comply with the Sponsor’s decisions, which are final.
- 9.2 The Sponsor reserves the right, at its sole discretion, to disqualify a Participant who:

- (a) violates these Rules;
  - (b) alters or attempts to alter the participation process or the operation of the Contest;
  - (c) acts in an unsportsmanlike or disruptive manner or has the intention to disrupt, abuse, threaten or harass another person.
- 9.3 No communication or correspondence will be exchanged with participants, other than participants who have been selected as potential winners of a Prize.
- 9.4 The Sponsor reserves the right, at its sole discretion, to exclude from the Contest and any other contest or future promotion offered by the Sponsor any participant who does not comply with these Rules. The Rules are available on the site [www.oasisforknowledge.ca](http://www.oasisforknowledge.ca).
- 9.5 Each of the Prizes must be accepted as is and without substitution in cash or otherwise, except as agreed to by the Sponsor. The Sponsor reserves the right to substitute a prize of equivalent value if any Prize cannot be awarded as provided for by these Rules. Any portion of a Prize that is not accepted by the respective Winner will be deemed forfeited. The Sponsor does not warrant, either implicitly or expressly, the safety, appearance or performance of the Prizes or any activity related to the Prizes. By accepting a Prize, the Winner acknowledges that the only warranties applicable to any aspect of the Prize whatsoever, if they exist, are the warranties provided by the Prize's supplier to the Sponsor which are transferable and/or manufacturer warranties. The Winner does not have any recourse against the Sponsor for any warranty related to the Prize in any circumstance whatsoever. In the event the Grand Prize Winner does not use all or part of the Grand Prize's components, as applicable, for any reason whatsoever, such person will not be financially compensated and this component will become null. The Sponsor will in no way be liable for any event which leads to the Grand Prize being annulled or for events beyond its control which lead to the Grand Prize or part of the Grand Prize not being awarded.
- 9.6 In the event of a dispute related to the person who validated an Entry online, such Entry will be deemed to have been validated by the authorized account holder of the electronic address submitted at the time the Entry was validated. For the purpose of these Rules, "**authorized account holder**" shall mean the physical individual who has been assigned an electronic address by an Internet access provider, Internet service provider, or any other organization responsible for assigning electronic addresses for the domain related to the electronic address at issue. The selected participant may be required by the Sponsor to provide proof that he or she is the authorized account holder of the electronic address indicated on the selected Entry.
- 9.7 The Sponsor reserves the right, at its sole discretion, to exclude from the Contest and any other Contest or future promotion organized by the Sponsor, any person guilty or suspected of being guilty of having tampered with the treatment of the Entries, the Contest process or the Contest Site, of having violated these Official Rules or having acted in a disloyal manner or in a manner which adversely affects or is intended to disturb, abuse, threaten or harass another person. A PARTICIPANT OR ANY OTHER PERSON WHO ATTEMPTS TO DELIBERATELY DAMAGE A WEBSITE OR HINDER THE LEGITIMACY OF THE CONTEST PROCESS COMMITS CRIMINAL AND CIVIL OFFENCES AND THE SPONSOR RESERVES THE RIGHT, IN SUCH CASE, TO CLAIM DAMAGES TO THE EXTENT PERMITTED BY LAW.
- 9.8 In the case of a discrepancy between the French version and the English version of these Rules, the English version will take precedence.

### **Limitation of Liability**

- 10.1 The Sponsor assumes no liability for Entries, communications, responses and Declaration and Release Forms that are lost, delayed, destroyed or misdirected or for any other technical defect,

including those related to computers, software, telecommunications networks, telephones or Internet connections.

- 10.2 The Sponsor assumes no liability for false or incorrect information, caused either by the users or by any equipment or program associated or used in connection with the Contest or for any human or technical error that may take place during the Contest process.
- 10.3 The Sponsor reserves the right, subject to the consent of the *Régie des alcools, des courses et des jeux* (the "Régie"), to annul, suspend or modify the Contest if a virus, bug or other computer problem, an unauthorized human intervention or another cause beyond the control of the Sponsor alters or affects the administration, security, fairness, integrity, or adequate conduct of the Contest.

### **Release / Privacy / Use of Personal Information Provided by the Participant**

- 11.1 By entering the Contest, each Participant agrees to the collection, use and disclosure by the Sponsor or its authorized agents of the Participant's personal information provided through the Entries for the purpose of carrying out the Contest and delivering the Prize. Once submitted, the Entries become the exclusive property of the Sponsor and will not be returned.
- 11.2 Personal information may be transferred to third parties that are retained by the Sponsor to perform storage, management and other similar functions, subject to the laws applicable to the protection of personal information and the Sponsor's internal policies regarding personal information. Files containing personal information will be kept at the Sponsor's or its service provider's offices or on their servers and employees who require access to personal information in order to fulfil their job requirements will have access to these files. To the extent provided by applicable law, the individuals concerned may request access to the file containing their personal information and the correction of such information by contacting the Sponsor.
- 11.3 By accepting the Prize, the Winner grants to the Sponsor the right to, in any way in relation with the Contest, its promotion or its organization, produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, disseminate, adapt, use and reuse his or her name, address (city, province), voice, declarations, image, photos or other representations or recordings for publicity purposes using any media and in any format, including, without limitation, on the Internet, without any notice or compensation, and the Winner will be required to sign a document to this end.

### **Intellectual Property**

- 12.1 All intellectual property covering the promotional material, the web pages and the source code related to the Contest are the exclusively property of the Sponsor or its affiliates or licensors. All rights are reserved. Unauthorized copyright or use of any copyright material or intellectual property without the express written consent of its owner or holder is strictly prohibited.

### **Medias**

- 13.1 The Contest is no way endorsed or administered by, or associated or managed nor sponsored by Facebook, Instagram, Pinterest, YouTube or any other media used to promote the Contest. Each of Facebook, Instagram, Pinterest, YouTube and/or any other media used to promote the Contest will not be liable in any way for any issue related to the Contest.

## **Applicable Law**

- 14.1 These Rules are the official Contest Rules. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. Subject to the Régie's approval, these Rules may be modified without prior notice, including to render these Rules compliant with all applicable federal, provincial and municipal laws or policies of any entity having jurisdiction over the Sponsor.

## **Régie des alcools, des courses et des jeux**

- 15.1 Any dispute respecting the organization or conduct of the Contest may be submitted to the Régie for a ruling. Any dispute respecting the award of a Prize may be submitted to the Régie only for the purposes of helping the parties reach a settlement.

## **List of Winners**

- 16.1 Within thirty (30) days following **October 30, 2020**, the Sponsor will publish the names of the Winners on [www.oasisforknowledge.ca](http://www.oasisforknowledge.ca) for a period of at least thirty (30) days.