

MAKE IT BEEF CLUB E-NEWSLETTER SURVEY CONTEST: OFFICIAL RULES AND REGULATIONS

1. DRAW PERIOD

The "Make It Beef Club E-Newsletter Survey" draw (the "draw") is run by Canada Beef (the "Administrator") and will take place in all Canadian provinces excluding Québec – English language only, draw open to CURRENT Make it BEEF E NEWSLETTER SUBSCRIBERS WHO COMPLETE AND SUBMIT A SURVEY SUCCESSFULLY. The COMPLETED SURVEYS will be accepted AS ENTRIES TO THE DRAW from September 28, 2020 at 12 a.m. (ET) to October 5, 2020 at 11:59 p.m. (ET) (the "Draw Period").

2. DRAW GROUP

For the purposes of the Draw, the "Draw Group" is composed of the Administrator, together with advertising and promotion agencies, suppliers of material and services related to the Draw, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Draw is held, as well as their respective officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Draw is open to all individuals who:

- (a) reside in Canada, excluding Quebec; and
- (b) have reached the age of majority in their province of residence; and
- © are current members on the Make it Beef e-newsletter data base list
- (d) have successfully completed the Make it Beef survey that was circulated. Note – only one survey submission qualifies as a Draw entry. Duplicate submissions and non-members will be disqualified from entry to the Draw.

Employees, agents and other representatives of the Draw Group, as well as any person with whom they reside, are not eligible to enter the Contest.

4. METHODS OF ENTRY

4.1.

No purchase necessary. To enter the DRAW, you will need to complete the Make It Beef Club E-Newsletter survey from the link provided to you by email to Make it Beef Members (do not forward) and provide a valid email address to be included in the prize draw. There is a limit of one Survey submission per member address during the Draw Period.

4.2.

Although online access is required in order to participate, no purchase is required in order to participate in the survey completion which qualifies as the Entry to the Draw.

4.3.

If you opt to enter this Draw via your wireless mobile device (which may only be available via participating wireless carriers), standard text messaging and/or data rates may apply according to the terms and conditions of your services agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Draw. Participation in this Draw by mobile device means that you understand that you may receive additional messages by mobile device relating to Survey Submission and Draw, including notifying you if you are the potential Prize winning qualifier (if applicable), which may be subject to charges pursuant to your carrier's rate plan. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions before completing the Survey via your wireless mobile device.

5. PRIZE(S)

There are four (4) sets of Laguiole steak knives to be given away during the Draw Period.

6. DRAW

Once the Draw Period closes, four (4) entries will be randomly drawn from all eligible completed surveys (entries) received; each entry drawn will be eligible to win one (1) Prize. A representative of the Administrator acting reasonably, will attempt to contact each potential Prize winner within two (2) business days after the draw to notify potential winner that he or she has been selected as Prize winner – 6 attempts to contact each winner will be made (within and outside of business hours ET). In the event that the potential Prize winner cannot be contacted within two (2) business days after the draw, he or she will be disqualified and an alternate winner will be drawn at the Administrator's sole discretion. Proof of identification must be provided upon request.

7. ODDS OF WINNING

The odds of winning will depend on the total number of completed and eligible survey completions received during the Draw Period.

8. AWARDING OF PRIZE

8.1.

To be declared a winner, a selected entrant must, in addition to meeting the Draw eligibility criteria and otherwise complying with the Draw Rules, first: be reached by email by the Administrator or its representatives within two (2) days immediately following the selection of the Entry; have correctly answered a mathematical skill-testing question; sign and have witnessed the declaration and release documentation and return it to the address indicated in the documentation for it to be received within seven (7) days following its delivery by the Administrator or its representatives. The declaration form can be photographed or scanned and returned to info@canadabeef.ca.

8.2.

Disqualification: If any one of the conditions mentioned in the Rules is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner or to cancel the prize.

8.3.

Delivery of Prize: Following receipt of the completed Survey which includes a correctly answered mathematical skill-testing question, and the selected entrant's signed declaration and release documentation are submitted, the Administrator will send the prize to the winner. Please allow four (4) to six (6) weeks for delivery. Shipped prize shall not be insured and the Administrator shall not assume any liability for a lost, damaged or misdirected prize.

9. GENERAL TERMS AND CONDITIONS

9.1.

Verification of Entries: The validity of any Entry is subject to verification by the Administrator. Any Surveys that are incomplete, fraudulent or otherwise non-compliant with the Rules, will be disqualified as a Draw entry. Any entrant or other individual who enters or attempts to enter the Draw in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Draw or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All submitted surveys become the property of the Administrator and none will be returned.

9.2.

Acceptance of Prize: Prize must be accepted as described in these Draw Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in Rule 9.3.

9.3.

Substitution of Prize: The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation

9.4.

Number of Prizes/Winners: By entering the Draw, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Draw Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Draw, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator

reserves the right, in its sole and absolute discretion, to end the Draw in whole or in part, without notice.

9.5.

Changes to Draw Rules: Without limiting the provisions of Rule 9.4 above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Draw in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Draw.

9.6.

Release and Exclusion of Liability:

By the Entrants: By entering or attempting to enter the Draw, each entrant and/or purported entrant agrees: (i) to release, discharge, and forever hold harmless the Draw Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Draw, compliance or non-compliance with these Draw Rules and acceptance and use of the prize. Any entrant selected for a prize acknowledges that upon awarding of the prize, the obligations typically borne by the provider of services or goods become that provider's responsibility; and (ii) if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving his/her prize. The Draw Group and their shareholders will not be responsible for lost, incomplete, late or misdirected survey submissions (entries) or for any failure of the Draw website, if applicable, during the Draw Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Draw. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Draw is a violation of criminal and civil laws and, should such an attempt be made, the Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9.7.

Name/Image of Winners: By entering the Draw, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Draw or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

9.8.

Personal Information: Unless the entrant has otherwise authorized the Administrator or another entity related to the Draw to contact him or her, the personal information gathered about entrants in connection with this Draw will be used solely for the administration of the Draw and is subject to Canada Beef's privacy policies (available at <https://canadabeef.ca/privacy-policy/>) and no communication unrelated to the Draw, commercial or otherwise, will be sent to the entrant by the Administrator. Any inquiry concerning the personal information held by the Draw Sponsor should be addressed to Privacy Officer, Canada Beef, 2550 Argentia Road, Suite 210, Mississauga, ON, Canada L5N 5R1, info@canadabeef.ca.

9.9.

Identity of the Entrant: For the purposes of these Draw Rules, the entrant is the person who is the holder of the email address used to enter the Draw. It is to this individual that the Prize will be awarded if selected and declared as the winner.