

Contest Rules and Regulations

“LoveCDNBeef Valentine’s Day Steakhouse Dinner contest

1. CONTEST PERIOD

The "LoveCDNBeef Valentine’s Day Steakhouse Dinner" contest (the "contest") is run by Canada Beef (the "Administrator") and distributed through Canada Beef’s official Instagram account, @loveCDNbeef. The contest will take place in all Canadian provinces excluding Québec – English language only. The contest entries will be accepted from February 10, 2022 to February 14, 2022 at 8:00 a.m. (ET) (the “contest period”).

2. CONTEST GROUP

For the purposes of the Contest, the “Contest Group” is composed of the Administrators, together with advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest 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

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. To be eligible, entrants will need to have an Instagram account, and:

- Follow @loveCDNbeef; and
- Like the contest post; and
- Comment below your favourite Canadian steakhouse and where it is located; and
- Tag who you are bringing with you!
- 1 comment = 1 entry, each comment must include all of the above items

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 Contest.

4.3.

Each entrant must comply with Instagram's Terms of Service available at www.instagram.com. Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. All entries and entrants are subject to verification for compliance with these Rules. In the event of a dispute, entries shall be deemed to be submitted by the "Authorized Account Holder" of the Account that submitted the applicable entry. "Authorized Account Holder" is defined as the person who is assigned to an Account by www.instagram.com. An entrant may be required to provide proof that he/she is the Authorized Account Holder of the Account that submitted the applicable entry. No sexual explicit, disparaging, or racial slanderous content will be accepted; this includes any content that does not comply with Instagram's terms of use: <https://help.instagram.com/581066165581870>. If deemed by the Administrators to be a breach of the contest terms, the entry and post will be disqualified and considered ineligible for the contest.

If you opt to enter this Contest via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Contest), 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 Contest. Participation in this Contest by mobile device means that you understand that you may receive additional messages by mobile device relating to this Contest, including notifying you if you are the potential Prize winner (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 entering the Contest via your wireless mobile device.

5. PRIZE(S)

One (1) prize to win a \$100 Visa gift card to spend at the restaurant of your choice to be given away at the end of the Contest Period.

6. DRAW

Once the Contest Period closes, one (1) entry will be randomly drawn from all eligible completed posts (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 – 3 attempts to contact each winner will be made (within and outside of business hours ET).

Winners will be notified via the Canada Beef @loveCDNBeef Instagram post or direct message, depending on channel of entry.

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 Contest eligibility criteria and otherwise complying with the Contest Rules, first: be reached by Instagram Direct Message by the Administrators 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 Administrators or its representatives. The declaration form can be mailed 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 Administrators reserve the right, in their 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 selected entrant's correctly answered a mathematical skill-testing question, signed declaration and release documentation, the Administrators 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 Administrators 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 Administrators. Any entries that are illegible, incomplete, fraudulent or otherwise non-compliant with the Rules, will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrators or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrators and none will be returned.

9.2.

Acceptance of Prize: Prize must be accepted as described in these Contest 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 Administrators reserve 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, a cash award.

9.4.

Number of Prizes/Winners: By entering the Contest, each entrant acknowledges that the Administrators shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest 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 Contest, 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 Administrators reserve the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice.

9.5.

Other Changes to Contest Rules: Without limiting the provisions of Rule 9.4 above, the Administrators reserve the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, 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 Administrators, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

9.6.

Release and Exclusion of Liability:

By the Entrants: By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: (i) to release, discharge, and forever hold harmless the Contest 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 Contest, compliance or non-compliance with these Contest 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 Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest 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 Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Administrators reserve 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 Contest, each winner authorizes the Administrators 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 Contest 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 Administrators or another entity related to the Contest to contact him or her, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Canada Beef's privacy policies (available at <https://canadabeef.ca/privacy-policy/>) and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrators. Any inquiry concerning the personal information held by the Contest 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 Contest Rules, the entrant is the person who is the holder of the Instagram account used to enter the Contest. It is to this individual that the Prize will be awarded if selected and declared as the winner.

9.10.

The Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram. The entrant provides personal information to the Administrators, not to Instagram. Instagram is completely released of all liability by each entrant in this Contest. Any questions,

comments or complaints regarding the Contest must be directed to the Administrators and not to Instagram.