

## **Canada Beef Contest Rules and Regulations**

### **The Three Cues to Know its Canadian Beef Contest**

1. **CONTEST PERIOD.** The **Three Cues to Know its Canadian Beef Contest** (the "**Contest**") is run by Canada Beef (the "**Contest Sponsor**") as the sole operator and provider of the Contest. The Contest will be conducted in Canada. The Contest will be in English and French only. Contest entries will be accepted from **March 24, 2025** (10:00 AM Eastern Time) to **July 6, 2025** (11:59 PM Eastern Time), (the "**Contest Period**"). Entries must be received during the Contest Period.

2. **ELIGIBILITY.** You may enter the Contest if (a) you are a legal resident of Canada; and (b) you have reached the age of majority in your province or territory of residence. By entering this Contest, you are signifying your agreement that you have read and agree to be legally bound by these official Contest Rules and Regulations (the "**Rules**").

3. **NON-ELIGIBLE INDIVIDUALS.** Directors, officers, employees and staff of the following: Contest Sponsor, and any of its respective affiliate organizations, subsidiaries, related companies and associations (including provincial and national cattle producer associations), successors, assigns, agents, professional advisors, advertising and promotional agencies, and immediate families of each and persons living in the same households as such individuals.

4. **METHOD OF ENTRY.** For Contest Entry, scan the QR code or click on the contest page and answer the following question about the three cues:

Which of the following is a cue to let you know it's Canadian?

A) Pick the Beef with the Leaf. There is a maple leaf or provincial name on the package, in flyer or on a sign at the meat counter.

B) Just ask! You simply ask the folks who sell beef, "is your beef Canadian?"

C) Is it graded for greatness? Look for an indication of Canada Prime, Canada AAA or Canada AA grade on the package, in the flyer or at the store as a signal it's raised here!

D) All the above!

The QR code or contest page link will lead to an entry form, which must be submitted by providing your (i) full name; (ii) phone number; and (iii) e-mail address.

4.1. **There is no purchase necessary to enter the Contest.** No entries will be accepted by any other means. There is a limit of one (1) entry per individual e-mail address. In the case of multiple entries, only the first eligible entry will be considered.

5. **PRIZE.** There is a total of **five (5) Steakhouse Dinner Prize(s)** (each a "**Prize**") available to be won by five (5) Contest entrants ("**Entrant(s)**"). Each Prize consists of one (1) gift card for a steakhouse dinner at a local restaurant in the province of residence of each Winner. Approximate retail value of each Prize is \$350.00 Canadian Dollars ("**CAD**"). Some restrictions and exclusions apply.

#### **6. ODDS OF WINNING/WINNER SELECTION/NOTIFICATION:**

6.1. **Odds of Winning.** The odds of winning a Prize will depend on the total number of eligible entries received during the Contest Period.

6.2. **Winner Selection.** Once the Contest Period closes, the valid entries will be entered into a random draw to select five (5) Prize winners. The random draws will be final and binding. The random Prize draw will be held on **July 10, 2025** (at approximately 2:00 PM Eastern Time), in Calgary, Alberta (the "**Draw Date**").

**6.3. Notification.** A representative of the Contest Sponsor will attempt to contact each Entrant winner (the “**Winner(s)**”) three (3) business days after the Draw Date to notify each potential Winner. Three (3) attempts to contact each potential Winner will be made (within business hours Eastern Time).

At the end of the Contest Period, any potential Winners selected must correctly answer a mathematical skill-testing question and complete a declaration and release document to be deemed a winner (“**Winner**”). Proof of identification must be provided upon request.

In the event that a potential Winner (a) cannot be contacted within three (3) business days after the Draw Date, or if there is a return of a notification as undeliverable; (b) fails to correctly answer the mathematical skill-testing question; (c) fails to return the properly executed Contest documents within the specified time; (d) cannot accept (or is unwilling to accept) the Prize as awarded for any reason; and/or (e) is determined to be in violation of these Rules (all as determined by the Contest Sponsor in its sole and absolute discretion); then they will be disqualified and an alternate potential Winner will be drawn at the Contest Sponsor’s sole discretion.

## **7. AWARDING OF PRIZES**

**7.1. To be declared a Winner,** a potential Winner, in addition to meeting the Contest eligibility criteria and otherwise complying with the Rules, must: be reached by e-mail or phone by the Contest Sponsor or its representatives within three (3) business days immediately following the draw of the potential Winner; have correctly answered a mathematical skill-testing question; sign and have witnessed declaration and release documentation in a form satisfactory to Contest Sponsor, and return it to the address indicated in the documentation for it to be received within seven (7) business days following its delivery by the Contest Sponsor or its representatives. Unless otherwise set out herein, no communication or correspondence will be exchanged with Entrants except with those selected as potential Winners.

**7.2. Prize and Delivery of Prize:** The value of the Prize is expressed in CAD (the “**Prize(s)**”). Following receipt of the potential Winner’s correctly answered mathematical skill-testing question, and signed declaration and release documentation, the Contest Sponsor will send the Prize to each Winner. Please allow three (3) to four (4) weeks for delivery. Shipped Prizes shall not be insured, and the Contest Sponsor shall not assume any liability for a lost, damaged or misdirected Prize. The Prize must be shipped to a physical addressed location, not just a PO Box. A phone number must be supplied for shipping purposes.

**7.3 Substitution of the Prize:** The Contest Sponsor reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for Prize, or part thereof, for another prize of equivalent or greater value.

## **8. GENERAL TERMS AND CONDITIONS**

**8.1. Laws.** This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The construction, validity, interpretation and enforceability of these Rules or the rights and obligations as between an Entrant and the Sponsor in connection with this Contest will be governed by and construed in accordance with the laws of the Province of Ontario, Canada, and the federal laws of Canada applicable in Ontario.

**8.2. Non-Compliant Entries and Disqualification:** Contest Sponsor may at any time in its sole discretion disqualify any Entrant (and the Entrant’s corresponding entry) who: does not meet the eligibility criteria, fails to comply with these Rules, attempts to enter the Contest in any manner or through any means other than as described in the Rules, attempts to disrupt the Contest or attempts to circumvent any of these Rules. Entries will be disqualified if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. The Contest Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible Entrant as a potential Winner or to cancel any prize. All decisions made by the Contest Sponsor or its representatives, including without limitation those concerning the eligibility or disqualification of Entrants, are final and binding without a right of appeal.

**8.3. Verification.** The Contest Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor — including, without limitation, government issued photo identification): (i) for the purposes of verifying an Entrant's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any entry, and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the letter and spirit of these Rules. Failure to provide such proof to the Contest Sponsor within the timeline specified by the Contest Sponsor may result in disqualification in the sole and absolute discretion of the Contest Sponsor. The sole determinant of the time for the purposes of the Contest will be the official time-keeping device(s) used by the Contest Sponsor.

**8.4. Sole Responsibility.** It is solely the Entrants' responsibility to ensure that their submissions are properly entered. The Contest Sponsor will not be responsible for any lost, delayed, misdirected, illegible, incomplete, damaged, or undeliverable entries, or any delay or failure to transmit, process, receive or consider entries.

**8.5. Prize Award:** Each Prize's value is expressed in CAD. All elements of each Prize are subject to certain restrictions as noted above and are subject to additional terms and conditions as set out by the issuer of the Prize and/or each restaurant, as applicable. Each Prize is not transferable or convertible to cash, or refundable, and must be accepted as awarded. In the case of loss, theft, mutilation, alteration or unauthorized use, a Prize will not be reimbursed or replaced. Each Prize cannot be used for purchases of goods and services prohibited by law. No compensation will be provided for failure by a Winner to accept a Prize as awarded. By entering the Contest, each Entrant acknowledges that the Contest Sponsor shall not be required under any circumstances to award any more prizes or any other prize than the Prize, as set out in these Rules. Contest Sponsor gives no representations, warranties, or conditions, whether express or implied, in respect of a Prize.

Where applicable, Prizes will be awarded by the Contest Sponsor based on the mailing address provided by each Winner. Except as expressly stated herein, a Winner is responsible for all applicable taxes, fees, and surcharges, if any, in respect of their Prize and/or the use or redemption thereof.

**8.6. Changes to Rules:** Without limiting the provisions above, the Contest Sponsor reserves 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, 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, or any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Contest Sponsor, that could corrupt or affect the administration, security, impartiality or normal course of the Contest. If for any reason Contest Sponsor cannot run the Contest as planned, (including for the foregoing reasons), as determined by the Contest Sponsor in its sole and absolute discretion, Contest Sponsor may award the Prize from among the eligible submissions received up to the time of impairment, in accordance with section 6 above (with necessary amendment, as applicable), or award no Prize.

**8.7. Disclaimers, Release and Limitation Liability:** 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 Sponsor 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 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. The Contest Sponsor 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 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. Contest not sponsored, endorsed, or administered by, or associated with any grocery store or restaurant.

**8.8. Personal Information:** Unless the Entrant has otherwise authorized the Contest Sponsor to contact them, 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 the Contest Sponsor's privacy policy (available at <https://canadabeef.ca/privacypolicy/>) and no communication unrelated to the Contest, commercial or otherwise, will be sent to the Entrant by the Contest Sponsor. By participating in this Contest, each Entrant expressly consents to the Contest Sponsor storing, using and disclosing their personal information for the purposes of administering the Contest, and for the other purposes described in these Rules, and in accordance with the Contest Sponsor's Privacy Policy, as applicable. This section does not limit any other consent(s) that an individual may provide the Contest Sponsor or others in relation to the collection, use and/or disclosure of their personal information. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to Privacy Officer, Canada Beef, 6715 – 8th Street NE, Suite 146 Calgary, AB, Canada T2E 7H7, [info@canadabeef.ca](mailto:info@canadabeef.ca).

**8.9. Authorized Account Holder and Identity of the Entrant.** For the purposes of these Rules, the Entrant is the individual who is the authorized account holder of the e-mail account used to enter the Contest. It is to this individual that a Prize will be awarded if selected and declared as the Winner. For the purpose of the Rules, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any Entrant may be required to provide the Contest Sponsor with proof that they are the authorized account holder of the e-mail address associated with their entry.

**8.10. Ownership of the Entry.** Entry (including all copyright, trademark and other proprietary rights associated therewith) submitted by an Entrant becomes the property of the Contest Sponsor upon submission, and will not be returned to any Entrant. Without limiting the generality of the foregoing, the Entrant hereby assigns all right, title, and interest in and to the entry, including ownership of intellectual property rights therein, and waives all moral rights in and to the entry (and each component thereof) in favour of the Contest Sponsor, and acknowledges that the Contest Sponsor will own all rights to use, modify and make derivative works of the entry, without separate compensation to the Entrant or any other person or entity.