

CONTEST RULES

GIVE YOURSELF A BOOST TO WIN!

1. ELIGIBILITY

To be eligible for this Contest, an individual must:

1. be a legal resident of Canada ;
2. be of the age of majority in his/her province or territory of residence, or older at the time of entry;

2. CONTEST PERIOD

The Contest begins at 8:00 a.m. Eastern Time (“ET”) on July 1st, 2017, and ends at 11:59 p.m. ET on August 31st, 2017 after which time the Contest will be closed and no other entries shall be accepted. The contest can also end when participation coupons have been exhausted. The contest is taking place at participating retailers only. (see attached document for the participating retailers in the province of QC) The contest will also take place in other provinces of Canada.

3. HOW TO ENTER

With the purchase of a Patience Fruit & Co product from the dried fruits line, the snack line, or the juice line, the participant must fill the participation coupon, and must correctly answer the mathematical question on it.

4. PRIZE

There is one (1) prize (the “Prize”) available to be won by the Prize winner (the “Winner”) per retailer. There are 80 prizes in total, to be won all over the Canada. The Prize is a MEC backpack that contains 4 Artisan Blend Patience Fruit & Co products, and a Patience Fruit & Co headband. (The total value of the Prize is CAD \$70.00).

5. WINNER SELECTION

5.1 SELECTION OF A WINNER

5.1.1 On August 31st, at the latest, or until the exhaustion of the participation coupons in stores, (can vary from one retailer to another) each retailer will draw a winner from all the participation coupons received in the participation box. The Winner must have correctly answered the mathematical question on the participation coupon.

5.2 WINNING CONDITIONS

5.2.1 To be eligible to win the Prize, (MEC backpack that contains 4 Artisan Blend products, and 1 Patience Fruit & Co headband), once the participant has been contacted by the retailer by phone or by email (at the discretion of the retailer), he/she must go to store to recover his prize within the 30 days following the draw.

5.2.2 The winner must answer the mathematical question correctly on the participation coupon: $8 \times 6 + 2$ (50)

6. PRICE DISTRIBUTION

The Prize will be distributed within 30 days after the Winner has been successfully contacted and notified of his/her Prize, and fulfilled the requirements set out herein. The participant must provide an ID card to recover his prize. The contest's rules are available for the duration of the contest at this web address: www.patiencefruitco.com/contests/give-yourself-a-boost .

7. PRIZE CONDITIONS

Prize must be accepted as awarded and cannot be transferred, assigned, substituted, or redeemed for cash, except at the sole discretion of the Sponsors. Any unused, unclaimed, or declined portion of a Prize will be forfeited, have no cash value, and the Sponsors shall have no obligation to provide either an alternative or value-in-kind.

8. RELEASES, ETC.

By accepting the prize, the winner accepts the releases 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. LIMITS TO PARTICIPATION

Limit of one (1) participation coupon per participant per visit in store with the purchase of any Patience Fruit & Co products. The facsimiles will not be accepted. Limit of one (1) prize per participant.

10. LIMITATION OF LIABILITY

The Sponsors assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest.

11. MISCELLANEOUS

The employees, agents, and representatives of Fruit d'Or, and any persons with whom any of the aforementioned are not eligible to enter the Contest.