



Taste of Mexico

1.2 OFFICIAL CONTEST RULES & REGULATIONS (ONLINE ENTRY)

The Taste of Mexico Contest (the “**Contest**”) is sponsored by Federated Co-operatives Limited (the “**Sponsor**”). This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram and/or Twitter. Any questions, comments or complaints regarding the promotion will be directed to Sponsor, not Facebook, Instagram and/or Twitter. The Contest begins 12:00:01AM Central Time April 25th, 2019 (the “**Contest Start Date**”) and ends 11:59:59 PM Central Time May 15th, 2019 (the “**Contest Closing Date**”), known as the “**Contest Period**”.

1. HOW TO ENTER:

NO PURCHASE NECESSARY. A purchase will not increase your chance of winning.

To enter the Contest, *post content through your Facebook, Instagram and/or Twitter account that: (i) includes a photograph that depicts a photo of your favourite Mexican dish or beverage; and (ii) includes the Hashtag #TasteOfMexiCoop. If entering through Facebook, you must also mention @CoopCRS. When all required steps of the entry process are complete, you will automatically be eligible to earn one (1) Entry in the Contest.*

*To be eligible to earn an Entry in this Contest, your Facebook, Instagram and/or Twitter account must be set to public. To be eligible to earn an Entry in this Contest the post must remain on Facebook, Instagram and/or Twitter until **May 22nd, 2019.***

Each Photo must comply with the following, applied in the sole discretion of the Sponsor:

- Photo can be taken by someone else but he/she must (i) give you permission to use the Photo and (ii) understand he/she is taking the Photo for you to have a chance to win a prize;
- Caption must be in English;
- Photo must not contain any nudity; sexually explicit, disparaging, discriminatory, libelous or other inappropriate content, including but not limited to crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct (including but not limited to the use of alcohol or drugs); personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic);
- Photo must not violate any law, statute, ordinance or regulation;
- Photo must be consistent with Sponsor’s wholesome family-friendly reputation and image;
- Photo must not include images of or references to third party brands, trademarks, logos, insignia, location signage, photographs, artwork, or sculpture, or websites except those belonging to the Sponsor; and

- Photo must be original and not contain any material that violates a third party's intellectual property, personal, property or other rights, including copyright, trademark, rights of publicity and privacy, when used as intended for this Contest;
- If the Photo contains third parties, the entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person or the parent or legal guardian of any minor who appears in or is identifiable in the Entry. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof, if requested, may render the Entry null and void.

Limit one (1) Entry per person per day per social media platform including Facebook, Twitter and Instagram. Must upload different photos for each entry if uploading photo to same social platform. Your Facebook, Instagram and/or Twitter account must be accessible to the public to enter. Duplication may result in disqualification. All Entries must be posted during the contest period.

No Social Media Account Required: To obtain one (1) Entry in the Contest without a social media account or public social media account, an Eligible Entrant must print their name, complete mailing address, email address and telephone number on a plain piece of paper, along with a fifty (50) word or more unique and original essay (the "Essay") on "My favourite Mexican dish or beverage" and mail it to CO-OP Taste of Mexico Contest, c/o My Brother Darryl 20440 Simcoe St, Seagrave, ON, L0C 1G0 (each, a "No Social Media Account Request"). Upon receipt of a No Social Media Request in accordance with these Rules, the Eligible Entrant will receive one (1) Entry in the Contest. To be eligible, any No Social Media Request submitted must: (i) be received separately in an envelope bearing sufficient postage (i.e. multiple Requests in the same envelope will be void); and (ii) be post-marked by May 15th, 2019 and received by no later than May 21st, 2019. No mechanical reproductions permitted. Requests become the property of the Sponsor and will not be acknowledged or returned.

Each No Social Media Request is known as a "Request" and collectively as "Requests." The Sponsor takes no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late, destroyed incomplete or incompatible Entries and/or Requests (all of which are void).

2. ELIGIBILITY:

To enter the Contest and be eligible to win, a person must be a resident of British Columbia, Alberta, Saskatchewan, Manitoba, of the Kenora District in Northwestern Ontario, or Yellowknife, and be the age of majority as of the Contest Closing Date. Employees of the Sponsor, members of the immediate family residing within the same household of an employee of the Sponsor, those domiciled with an employee of the Sponsor, and employees of the Sponsor's affiliates, agents, member retail co-operatives, independent judging organizations, consulting, advertising and promotional agencies are not eligible to participate in the Contest, or win prizes in the Contest. Immediate family is defined as parents, siblings, children or spouse.

3. PRIZE WINNER:

A random draw will be made on May 22nd, 2019 in Seagrave, Ontario from among all eligible Entries received on or before the Contest Closing Date. Selected entrants will be contacted via their social media account (Facebook Messenger, Instagram Direct Message, Twitter Direct Message within seven days of the draw date. If a selected entrant cannot be contacted within 7 days of the draw date his/her Entry will be disqualified and another entrant will be randomly selected. To be declared a prize winner ("Prize Winner"), the selected entrant must (1) correctly answer a mathematical skill testing question to be administered via telephone, mail or email; and (2) complete, sign and return a Statement of Compliance, Release and Indemnity Agreement to the Sponsor within 14 days of receipt of written prize notification or prize will be forfeited and an alternate Prize Winner selected. Prize Winners consent to the use of their name, address (city and province) and photograph without compensation, in any future publicity carried out by the Sponsor.

4. PACKAGE:

One (1) Prize Winner will receive \$5,000.00 CAD in Travel Vision Gift Cards. (the "Prize"). The choice of destination, flights, airline(s), hotel accommodations (including, without limitation, room size and occupancy) are at the sole and absolute discretion of the Prize Winner. The Prize Winner will be solely responsible for the amount of the trip exceeding the value of the prize.

Retail value of the Prize is \$5,000.00 CDN.

Any costs or expenses associated with the Prize will be the responsibility of the Winner. Winner agrees that Sponsor, Administrators and their promotional partners have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prize. Prize must be accepted as awarded and may not be sold, converted to cash, are non-transferable, and no substitutions are permitted. The Sponsor reserves the right, in the event that a prize or any component of a prize cannot be awarded as described for any reason, to substitute another prize of equal or greater value without liability.

The chances of being selected are dependent upon the total number of eligible entries received during the Contest Period. The winner will be required to sign a Statement of Compliance, Release and Indemnity Agreement

5. GENERAL:

By entering the Contest, entrants agree to abide by the Official Rules and the decisions of the Sponsor with respect to all aspects of the Contest, which are final. This Contest is subject to all applicable federal, provincial and municipal laws. To request a copy of the Official Rules, send a self-addressed, stamped envelope to Taste of Mexico Contest, PO Box 1050, Saskatoon SK S7K 3M9.

The Sponsor and Administrator are not responsible for Entries which are lost, late, misdirected, damaged, incomplete, illegible or are otherwise in any way not entered or eligible for the Contest. Further, entries must not contain software viruses or any other computer code, files or programs that are intended to disrupt, damage, or limit the functioning of this Contest or any software, hardware, or telecommunications equipment or to damage or obtain unauthorized access to any data or other information of any third party. Proof of transmission does not constitute proof of delivery or receipt. Sponsor's computer is the sole timekeeping device for this Contest. Entries generated by any automated means are prohibited. All entries become the

property of the Sponsor and none will be returned.

By participating in the Contest and submitting your Entry, you consent to the use of your Photo, name, and address (city and province/territory) without remuneration, in connection with any publicity carried out by or on behalf of the Sponsor, with respect to this Contest or future marketing campaigns and agree to abide and be bound by these Official Rules and the decisions of the Sponsor with respect to all aspects thereof. By submitting a Photo you: (i) grant to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use your Photo without compensation of any kind, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waive all moral rights in and to your Photo in favour of the Sponsor; and (iii) agree to release, indemnify and hold harmless the Sponsor and Administrator from and against any and all claims related, directly or indirectly, to your Photo (as applicable) – including, without limitation, claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action. You warrant that your Photo is an original creation and does not contravene or infringe on any individual's legal or other rights or the copyright or other intellectual property rights of any individual or entity. Photos may be posted in a photo gallery on the Contest Website, Sponsor reserves the right, in its sole discretion, to reject for posting in the photo gallery any Photo which does not comply with the above criteria, or in the Sponsor's sole opinion, is objectionable for any reason. Sponsor retains the sole discretion whether or not to accept the Photo in the Contest.

By entering this Contest, entrants consent to the use of their name and address (city and province) by the Sponsor for the purposes stated herein.

The Sponsor reserves the right to disqualify any entrant in the event of fraudulent Contest Entry or other violation of these Official Rules. Entry forms are subject to verification and void if obtained illegitimately, or if altered, mutilated, forged, tampered with or irregular in any way.

Subject to applicable law, the Sponsor reserves the right, in its sole discretion and for any reason, to cancel, terminate, modify the Official Rules or administration of the Contest or suspend this Contest in whole or in part without prior notice and with no obligation or liability. In the Sponsor's sole discretion, a Prize Winner may be selected by randomly drawing from among all valid Entries received up to the time of cancellation, termination or suspension.

By participating in the Contest, entrants agree to release and indemnify the Sponsor and any independent judging organization as well as their respective parents affiliates, member retail co-operatives, agents and contractors, including advertising and promotional agencies, and their directors, officers and employees, from any and all losses, expenses (including legal fees), damages and claims of any kind in connection with the Contest or resulting from the acceptance, possession or use of any prize, including without limitation any loss, personal injury, death, property damage, or claims based on publicity rights, defamation or invasion of privacy.

Under no circumstances will the Sponsor, its member retail co-operatives, subsidiaries, affiliates, independent contractors, and their respective directors, officers, employees, and agents, including advertising and promotional agencies, be responsible for any injuries, loss or damages of any kind (compensatory, direct, incidental, indirect, consequential or otherwise) with respect to or in any way arising from, this Contest or the prize awarded. In no event shall the Sponsor be required to award more prizes than what is indicated in these Official Rules or award the prizes otherwise than in accordance with these Official Rules.

6. PRIVACY:

The Sponsor, Federated Co-operatives Limited, respects your right to privacy and will use your personal information only to conduct the Contest and for the purpose as described in the Official Rules. Information collected is used solely to administer the Contest and is not sold, rented, or loaned to any third parties. No correspondence will be entered into except with selected entrants. Federated Co-operatives Limited will handle the entrant's personal information in accordance with its privacy policies and practices, which can be accessed on its website www.fcl.crs or by contacting the privacy officer for Federated Co-operatives Limited at privacy@fcl.crs; and in accordance with applicable laws. .By completing and submitting a Contest Entry form you consent to the collection use and disclosure of your personal information for the purposes stated herein.