

CONTEST: BAR-B-Q

Contest Rules (the “Rules”)

1. CONTEST AND CONTEST PERIOD

The **BAR-B-Q Contest** (the “Contest”) is held by Les Rôtisseries St-Hubert Ltd. (the “Organizer”). The Contest begins on Tuesday, September 24, 2024, at 11:00:01 a.m. Eastern Time (ET) and ends on Monday, November 4, 2024, at 11:59:59 p.m. ET (the “Contest Period”). The clock used by the Organizer will be the official clock that determines the date and time of receipt of an Entry (as defined below).

1. ELIGIBILITY

To be eligible to participate in the Contest, individuals must meet the following criteria at the time of their participation in the Contest: they must be legal residents of Canada and must have reached the age of majority in their province or territory of residence (the “Participant” or collectively, the “Participants”).

This excludes employees, directors, administrators, shareholders, officers, representatives and agents of the Organizer, as well as its respective subsidiaries, associated companies, franchisees, affiliated companies, advertising and promotional agencies and suppliers of prizes, and members of their immediate families (father, mother, sisters, brothers, children), legal or common-law spouses, and any persons with whom they are domiciled, whether or not they are related to them.

2. HOW TO PARTICIPATE.

To enter the Contest, visit the following website: st-hubert.com/en/contests/bar-b-q.html (the “Contest Website”) during the Contest Period. By entering the Contest, the Participant agrees to comply with these Rules and the Organizer’s privacy policy, available at the following link: <https://www.st-hubert.com/en/privacy-policy.html>.

Participants can enter the Contest in the following ways:

I. No Purchase Entry. NO PURCHASE NECESSARY.

- a. Participants must confirm that they have read and accepted the terms and conditions of the Contest, complete all mandatory fields on the entry form (“Entry Form”), including their first name, last name, date of birth, phone number, email address, city, province, postal code along with a unique essay of one hundred (100) words long about your favorite meal at St-Hubert and how you use your Interac® Debit card in day to day activities e; and
- b. Upon clicking “submit”, the Participant will be entered in the Contest (“No Purchase Entry”). Participants will receive one (1) Entry (as defined below) into the Contest for each eligible Entry Form completed for a No Purchase Entry.

II. Interac® Entry

- a. During the Contest Period, complete any delivery or in-restaurant order from a Rôtisserie St-Hubert using an Interac® Debit card (“Qualifying Transaction”) and complete an Entry Form with all required fields and by checking the box on the Entry Form indicating that you have completed a Qualifying Transaction;
- b. Upon clicking “submit”, the Participant will be entered in the Contest (“Interac Entry”). Participants will receive one (1) Entry into the Contest for each eligible Entry Form completed for an Interac Entry .; and

- c. Participants must keep their Qualifying Transaction receipt which may be required to be shown in order to claim their Prize (as defined below).

No Purchase Entry and Interac Entry are each individually referred to as an “Entry” and collectively referred to as “Entries”. Maximum of one (1) Entry per Day per person (one of a No Purchase Entry OR Interac Entry, not both) during the Contest Period (where “Day” refers to a calendar day).

Participants must submit each Entry personally. Participants may only use one (1) email address for this Contest. Entries that are mechanically reproduced, falsified or altered are void. The Organizer is not responsible for Entries that are lost, late, not submitted or invalid; such Entries will be disqualified. All Entries become the sole property of the Organizer and will not be returned to Participants.

Any attempt by a Participant to obtain more Entries than those allowed by using multiple email addresses, social media accounts, identities, registrations, login credentials, or any other methods, will result in the cancellation of all the Participant’s Entries, and said Participant may be disqualified at the sole discretion of the Organizer. The use of all automated systems (including, but not limited to, the use of bots, scripts, macros or other automated services) to submit Entries is prohibited and will result in Participant disqualification. In the event of a dispute regarding the identity of an individual who submitted an Entry, the authorized account holder of the email address will be deemed to be the Participant. The “authorized account holder” is the person assigned to the email address by the Internet service provider, online service provider or organization responsible for assigning the account for the email address. Selected Participants may be required to provide proof that they are the authorized holders of a given account.

3. PRIZES

There are seven (7) prizes available as part of the Contest (each a “Prize” and collectively, the “Prizes”) consisting of one (1) grand prize of \$5,000 CAD by Interac e-Transfer; two (2) prizes of \$2,500 CAD each by Interac e-Transfer; one (1) Camp Chef SmokePro SGX 36 Black Pellet Grill and one (1) Pro smoker course for two (2) people at BBQ Québec (VAD: \$1,740); one (1) Rogue 425 Propane Gas Grill and one (1) BBQ 101 course for two (2) people at BBQ Québec (VAD: \$1,135); one (1) Liquid Propane Weber Griddle 28" with 3 Burners and one (1) BBQ 101 course for two (2) people at BBQ Québec (VAD: \$825) and two (2) \$250 St-Hubert gift cards. The total approximate value of the Prizes is fourteen thousand two hundred dollars (\$14,200 CAD).

A Participant may win a maximum of one (1) Prize during the Contest Period.

IMPORTANT NOTES: Cash prizes will be transferred to confirmed winners by Interac e-Transfer and are subject to all applicable Interac e-Transfer terms and conditions. A potential cash prize winner is solely responsible for ensuring that they are able to receive an Interac e-Transfer to accept the prize or they may be disqualified (as determined by the Organizer at its sole discretion).

A Prize must be accepted as awarded and is not assignable, transferable or redeemable for cash (unless specifically authorized by the Organizer at its sole and absolute discretion). No substitutions will be permitted except at the discretion of the Organizer. The winner is not entitled to the difference, if any, between the approximate value of the Prize and the actual value. If a portion of a Prize is not used, in whole or in part, no monetary compensation will be provided. The prize winner is solely responsible for all costs not expressly described herein. At any time and for any reason, the Organizer reserves the right to substitute a Prize described in these Rules, in whole or in part, with a prize of the same nature and of equal or greater value or, at its sole discretion, to award the monetary value of the Prize (or portion of a Prize) specified in these Rules. All features and elements of the Prize, unless expressly stated above, are at the sole and absolute discretion of the Organizer.

The alleged winners are solely responsible for providing all required information accurately to the Organizer in order to receive the Prize.

Use of the Organizer’s gift cards is subject to the terms and conditions of the gift cards.

The Prizes will comply with these Rules but may differ from the photos used in advertising or promotional materials for the Contest. To the fullest extent permitted by applicable laws, the Organizer makes no representation or warranty, express or implied, as to the quality or value of any Prize offered in connection with the Contest.

4. SELECTION

On November 5, 2024, at the Organizer's office located at 1755 Lionel-Bertrand boulevard, Boisbriand, QC J7H 1N8 at approximately 2:00 p.m. ET, the Organizer or its designated representative will conduct a random draw from all entries submitted and received in compliance with these rules during the Contest Period to select potential Prize winners (the "**Draw**"). In total, seven (7) Entries will be randomly selected from all eligible Entries received prior to the end of the Contest Period and the Prizes will be distributed in the order listed in section 3 herein. Odds of winning depend on the number of eligible Entries submitted and received in compliance with these Rules.

5. AWARDING OF PRIZES

The Organizer shall contact the Participant(s) selected for the Draw within forty-eight (48) hours of the Draw, by email or by telephone (information provided at the time of registration).

The selected Participant shall contact the Organizer no later than forty-eight (48) hours after being contacted as mentioned above, as per instructions given by the Organizer. In the event that the Organizer is unable to contact the selected Participant or the selected Participant fails to contact the Organizer for any reason within the aforementioned period, the Organizer reserves the right, at their discretion, to conduct another draw among all eligible Entries received for the Draw in order to attempt to award the Prize to another Participant, who shall be subject to disqualification in the same manner. Under no circumstances may the Organizer be required to award more Prizes than are provided for in these Rules.

To be declared a winner (a "**Winner**"), the selected Participant must meet the Contest eligibility criteria and comply with the following requirements:

- a) Sign a "**Liability waiver**" with respect to the Prize and confirm that you have read and agree to comply with these Rules. This Liability waiver must be returned to the Organizer within forty-eight (48) hours after it has been sent to the selected Participant or within a time frame otherwise specified by the Organizer;
- b) Correctly answer, without assistance (mechanical or otherwise), a mathematical skill-testing question administered at a mutually acceptable time by telephone;
- c) At the request of the Organizer, if applicable, provide a piece of photo identification.

If the selected Participant is unable to meet these conditions, they cannot be declared a Prize Winner, and the Organizer will apply the procedure to select another Participant, who may be disqualified in the same manner.

Liability waivers are subject to verification by the Organizer. Any Liability waiver that is incomplete, illegible or submitted late may be rejected.

The Winner will receive the non-cash Prize either by mail or electronically at the address indicated on the Liability waiver, within (20) business days of receipt of the Liability waiver by the Organizer. The Prize must be accepted as described in these Rules and must not, under any circumstances, be transferred in whole or in part to another party, substituted for another prize or redeemed for cash, subject to the provisions of these Rules.

At any time and for any reason, the Organizer reserves the right to substitute a Prize described in these Rules, in whole or in part, with a prize of the same nature and of equal or greater value or, at its sole discretion, to award the monetary value of the Prize (or portion of a Prize) specified in these Rules.

6. GENERAL CONDITIONS

6.1. Personal information. The Organizer and their authorized agents will collect, use and disclose the personal information provided by the Participants in their Entry Form (“Personal Information”) to manage and administer the Contest and the awarding of Prizes. Without limiting the generality of the foregoing, each Winner authorizes the Organizer to disclose their Personal Information to the relevant Prize provider, and in such case Personal Information provided by a Winner will be administered by the Prize providers in accordance with the Prize providers’ privacy policy.

Each of the Winners authorizes the Organizer to use their name, photograph, city, voice, images and/or statements regarding their Prize for advertising purposes in any media known at this moment or to be developed in the future, including on the Internet at any time in perpetuity, without any form of compensation or notice.

The Organizer may offer the option of receiving other communications about their products, contests and other promotional offers. No marketing or other communications unrelated to this Contest will be sent to the Participant, unless they have otherwise given their consent, subject to the provisions of applicable laws.

Please refer to the **Organizer’s Privacy Policy** for more information on how your personal data is managed: <https://www.st-hubert.com/en/privacy.html>. At any time, you may (i) withdraw your consent to the processing of your personal data (ii) access your personal data and (iii) correct it in compliance with the procedure set out in the Organizer’s privacy policy by sending a written request to renseignementspersonnels@st-hubert.com. If you withdraw your consent to the processing of your personal data, you waive your Entries and any possible Prizes because the Organizer will be unable to process your Entries and contact you to deliver any potential Prizes.

6.2. Contest conduct and disqualification. The Organizer reserves the right, at its sole discretion, to cancel the entry of a Participant or disqualify a Participant from this Contest or exclude the Participant from any future Contests or promotions held by the Organizer (1) if the Participant fails to comply with any of the conditions of these Rules; (2) if the Participant enters or attempts to enter this Contest by means contrary to these Rules or in a manner that is unfair to other Participants; or (3) if the Participant is suspected to have (i) tampered directly or indirectly with the conduct of the Contest, (ii) made a false statement regarding entering, or (iii) violated these Rules.

Any attempt to deliberately cause damage to any aspect related to the participation or administration of the Contest or to sabotage the legitimate conduct of the Contest constitutes a violation of criminal and civil laws. Should such attempts be made, the Organizer reserves the right to report the Participant and any other directly or indirectly involved person to the relevant legal authorities and to seek redress under the law.

The Organizer’s decisions regarding any aspect of the Contest are final. The Contest is subject to all applicable federal, provincial and municipal laws. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision contained herein. If any provision of these Rules is deemed invalid or otherwise unenforceable, these Rules shall remain in force and shall be construed as though the non-applicable provision were not contained herein. The headings are for reference purposes only and should not affect the interpretation of the Rules.

6.3. Limitation of liability. By entering the Contest, Participants agree to release from all obligations and liability the Organizer, Interac Corp., BBQ Québec and all other affiliated companies, advertising agencies, licensees,

franchisees, dealers, distributors, and all other parties related to the Contest and their respective officers, directors, shareholders, employees, agents, representatives, successors and assigns (collectively, the “Beneficiaries”), including but not limited to:

- any obligation and responsibility for any damage or loss caused by any technical problem or malfunction that may interfere with the Contest or its conduct, from, including but not limited to, the malfunction of any computer component, software or communication line, the loss or absence of network communication, or any transmission or download that is faulty, incomplete or erased by any computer or network. The contest Organizer does not guarantee in any way that all of the elements related to the participation in and administration of the Contest, including the Contest website or any linked sites, if applicable, will be accessible or functional without interruption during the Contest Period or that they will be free of errors. The use of any component related to the participation in or administration of the Contest is at the Participant’s own risk. By entering the Contest, Participants agree to release the Beneficiaries from any responsibility for human, typographical, technical or computer errors, or for printing or network errors that may occur in connection with administering the Contest, downloading, counting votes, processing entries and posting Prizes or for errors contained in the Contest documents;
- all claims, actions, damages, demands, means of action, causes of action, lawsuits, debts, duties, accounts, bonds, agreements, guarantees, indemnities, contracts or liabilities of any kind arising out of or in connection with the entry or attempt to enter in the Contest, including but not limited to entries, no-purchase entry emails or Liability waivers that are lost, incomplete, late or misdirected;
- By accepting a Prize, each Winner and guest, as applicable, releases the Beneficiaries from all liability, obligation, claim, action, damage, demand, means of action, cause of action, lawsuit, debt, duty, account, bond, agreement, security, indemnity, contract or liability of any kind arising out of or in connection with the acceptance and/or use of the Prize, including, without limitation, any injury, death or damage to property or loss of property. Each Winner and each guest acknowledge that once the Prize is awarded, the obligations related to the Prize become the responsibility of the suppliers of the services and products making up the Prize, within the limits of applicable law.

6.4. Trademarks. INTERAC (Interac Corp.) and BBQ Québec are trademarks owned by the aforementioned entities and remain their property, respectively. They are used by the Organizer under authorization.

The Organizer is not affiliated with any of the aforementioned entities in this paragraph. In addition, none of these entities, including their respective parent companies, subsidiaries, establishments or other operating entities, authorized, sponsored or supported this Contest, other than as a prize sponsor.

6.5. Modification of the Contest. The Contest Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend, in whole or in part, without prior notice or obligation, this Contest in the case of any event or human intervention that may alter or influence the administration, security, impartiality or conduct of the Contest as provided for in these Rules or for any reason whatsoever.

6.6. End of Contest participation. Without limiting the generality of the foregoing, if the Contest, or any part of the Contest, cannot proceed as planned for any reason including but not limited to computer viruses or bugs, tampering, unauthorized intervention, fraud, programming errors or technical malfunctions that the Organizer, at its sole discretion, deems to corrupt or disrupt the administration, security, impartiality, integrity or normal conduct of the Contest, the Organizer may, at its sole discretion, void any suspicious Entry, and: (a) terminate the Contest, or any part of the Contest; (b) modify or interrupt the Contest, or any part of the Contest to correct the problem and restart the Contest, or any part of the Contest, in a manner that better respects the spirit of these Rules and/or; (c) award Prizes from the compliant eligible Entries

received prior to the discovery of the problem, in accordance with the winner selection criteria set out herein.

6.7. Language. In the case of an inconsistency between the French and English versions of these Rules, if an English version exists, the French version will prevail.