

OFFICIAL CONTEST RULES

**Ardent Mills Canada “WIN one of three prizes worth up to \$250 CAD” (the “Contest”)
THIS CONTEST IS GOVERNED BY CANADIAN LAW AND THE LAWS OF THE PROVINCE OF ONTARIO**

THIS CONTEST IS ONLY OPEN TO CANADIAN RESIDENTS (EXCLUDING QUEBEC). NO PURCHASE NECESSARY. SEE BELOW FOR FULL CONTEST DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY THESE CONTEST RULES (THE “CONTEST RULES.”)

The Sponsor of the Contest is Ardent Mills ULC, (the “Contest Sponsor”).

1. The Contest will commence on Sunday February 28th, 2021 at 9am and will close on Wednesday March 3rd, 2021 at 5pm, the “Contest Period” at close of the Restaurants Canada (RC) Show. Official entry forms are available at the Ardent Mills virtual booth at the RC Show. Submit the Share my Contact Information form in the Fishbowl app in Ardent Mills virtual booth to be entered in the contest. All entries must be received by Wednesday March 3rd, 2021 at closing of the RC show or 5pm, whichever occurs first. Copied or mechanically reproduced entries are not accepted. The Contest Group is not responsible and shall not be liable for typographical or other errors in the offer or administration of this Contest, including but not limited to, errors in advertising, the official rules, the announcement of winners, distribution of the prizes or technical malfunctions of computer online systems, servers or providers, computer equipment or software, viruses, bugs, or failure of any email to be received by the Contest Sponsor or a participant for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof. **NO PURCHASE IS NECESSARY AND ONLY ONE ENTRY PER PERSON IS ALLOWED.** At the conclusion of the contest, from all qualifying entries, 3 entries will be randomly selected from the total number of eligible entries received. The Sponsor will then email the 3 selected entrants at the email address provided, and the selected entrants will be required to correctly answer the mathematical skill-testing question, sign and return within one (1) business day of notification a declaration of eligibility and a liability/publicity release, which: a. confirms compliance with the contest rules; b. releases the Sponsor, its affiliated companies and agents, advertising and promotion agencies, the contest judges and each of their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with the Contest, the entrant’s participation therein and/or the awarding and use or misuse of the prize or any portion thereof; and c. grants to the Sponsor the right to use the selected entrant’s name, address and likeness in any form of advertising relating to the contest without further notice or compensation. The odds of winning depend on the total number of eligible entries received.
2. **PRIZES.** There are (3) three Grand Prizes that will be available to be won. The 1st prize consists of (1) “\$250 Visa® gift card” (approximate retail value \$250.00 CDN) (“Grand Prize”). The 2nd prize consists of (1) “Ardent Mills Prize Pack” (approximate retail value \$100.00 CDN) (“Grand Prize”). The 3rd prize consists of (1) “\$50 Visa® gift card” (approximate retail value \$50.00 CDN) (“Grand Prize”). Odds of winning will depend on the total number of valid entries received.
3. **PRIZE AWARDS.** The selected entrants will be notified by phone or e-mail and instructed how to claim his/her prizes. To be officially declared a winner, the selected entrant drawn must have correctly answered the required mathematical skill-testing question on the Official entry form. Awarding of the prize is subject to verification and compliance with the official contest rules. Entrants who have not complied with the official contest rules will be disqualified. If a selected entrant cannot be located or does not respond within 7 days of notification, the entrant will be disqualified and forfeits the prize and the Contest Sponsor may, at its sole and absolute discretion, select by random draw another eligible entrant whom the Contest Sponsor or its representatives will attempt to contact, and who will be subject to disqualification, in the same manner. Winners will be contacted following verification with details on how to redeem the prize. Prizes are the responsibility of the winning Entrant to make arrangements with Ardent Mills to receive. Limit one prize per person. The Contest Sponsor will not be responsible for failed attempts to notify a selected entrant.

Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor’s option. Sponsor reserves the right to substitute a prize or a prize component with one of equal or greater value, including without limitation, but solely in the Sponsor’s discretion, a cash award.

4. **ELIGIBILITY.** The contest is open to all residents of Canada (excluding Quebec) who have reached the age of majority in the Province in which they reside (excluding Quebec), except employees, representatives and agents of the Contest Sponsor or its affiliates and if applicable, their respective advertising or promotion agencies and members of the immediate families of, or persons domiciled with, any of the above.

5. **ADDITIONAL CONDITIONS OF PARTICIPATION.** By participating in this Contest, each entrant accepts and agrees to these official contest rules and all decisions of the contest judges (who may be employees, agents or independent contractors of the Contest Sponsor), which shall be final and legally binding on the entrant in all matters relating to this Contest. In order to be confirmed a winner and receive a prize, each potential winner is agreeing to the Contest Sponsor's form of Declaration of Compliance and Release which confirms compliance with these official contest rules and releases the Contest Sponsor, Ardent Mills ULC, and their respective affiliated companies, agencies, contest prize suppliers and their respective officers, directors, employees and agents (collectively, the "Contest Group") from all liability with respect to the entrant's participation in this Contest and the awarding and use of the prize. Each winner agrees to the use of his/her name, comments, photograph, and other likeness for publicity purposes, and grants to the Contest Sponsor, any and all rights to said use without further compensation. The Contest Sponsor and its respective affiliates are not responsible for printing, distribution, or production errors. The Contest Sponsor and its respective affiliates may, at their sole discretion and without liability, rescind or amend this Contest at any time.
6. **LIMITATION OF LIABILITY.** By entering this Contest, each winner acknowledges and agrees that the Contest Group:
 - i) shall have no liability of any kind whatsoever with respect to this Contest and/or the awarding or use of the prizes, (ii) make no warranty, guaranty or representation of any kind concerning the prizes, (iii) disclaim any implied warranty, and (iv) are not liable for injury, loss or damage of any kind resulting from the entrant's acceptance or use of the prize or otherwise from such entrant's participation in this Contest. The Contest Group is not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, the official rules, the announcement of winners, or the distribution of the prizes.
7. **PERSONAL INFORMATION.** Unless entrants otherwise indicate, the personal information gathered about entrants in the course of this Contest will be used solely by Contest Sponsor for the administration of the Contest, and will be used by the Contest Sponsor, in connection with any publicity relating to the Contest.