

ASKEW'S FOODS ANNIVERSARY GIVEAWAY

OFFICIAL RULES

The "Askew's Foods Anniversary Giveaway" (the "Game") is offered by Askew's Foods Limited and is administered by WSP International Limited ("Administrators").

NO PURCHASE NECESSARY TO PLAY.

General Game Information: The Game is being played at four (4) participating Game Sponsor locations ("Participating Locations") in the Canadian province of British Columbia ("BC"). Only Askew's Anniversary Giveaway Game Tickets are valid for this game. Obtain a Game Ticket from any cashier or authorized personnel every time you make a qualifying transaction at a Participating Location during the Game Period while supplies last. Obtain one (1) Bonus Game Ticket when you purchase an advertised bonus ticket item at any participating store. One (1) Bonus ticket will be awarded for each unique bonus ticket item purchased. Example: If you purchase one (1) Becel Margarine when advertised as a bonus ticket item you will receive one (1) Bonus ticket. If you purchase two (2) Becel Margarine when advertised as a bonus ticket item, you still receive only one (1) bonus ticket. If you purchase one (1) Becel Margarine plus one (1) French's Mustard you receive two (2) bonus tickets. There is no limit to the number of Bonus Game Tickets per transaction. Purchases of cigarettes or other tobacco product(s) or purchase of alcoholic beverage product(s) or lottery product(s) alone DO NOT qualify you to receive a Game Ticket. You can obtain a Game Ticket without making a purchase by sending a self-addressed, stamped envelope to "Askew's Foods Anniversary Giveaway, c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Limit one Game Ticket per request; one request per outer mailing envelope, one request per day. Requests must be postmarked on or before November 10, 2017 and received on or before November 17, 2017. No mechanically reproduced or computer-generated requests allowed. Any questions, concerns or comments regarding the Game can be forwarded to gamemaster@askewsgiveaway.com or send your questions, concerns or comments and a self-addressed, stamped envelope to "Askew's Foods Anniversary Giveaway", c/o P.O. Box 3009, M.I.P. Markham, ON, L3R 6G4.

1) GAME DATES: The Game begins at 6:00 AM, Pacific Standard Time ("PST") or the start of business on October 29, 2017 (the "Game Start Date") and is scheduled to end at 11:59:59 PM PST or the end of business on November 25, 2017 (the "scheduled Game End Date") or whenever Game Ticket supplies are exhausted, whichever occurs first. The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period". Certain components of the Game will end on different dates, as indicated elsewhere in these rules.

2) WHO CAN PLAY: The Game is open to all legal residents of Canada (except residents of the province of Quebec), who have reached the age of majority, as of Game Start Date, in the province in which they reside. Age of majority in BC is 19 years. Employees of Game Sponsor, its Administrators, their respective parent companies, Participating Locations, affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies, agents, any participating prize sponsors, or any entity that Game Sponsor contracts with, specific to this Game, are not eligible to play or win prizes.

3) HOW TO PLAY: There are three ways to play: A) Instant Win Prizes and \$1.00 Off Discounts, B) Online Win Sweepstakes and C) Enter to Win Sweepstakes. Using a coin gently scratch off the scratch area of your game ticket to reveal either an Instant Win, Instant Discount or Online Win Sweepstakes message.

A) INSTANT WIN PRIZES AND \$1.00 OFF DISCOUNTS: Some Game Tickets will reveal a message stating "You've Won!" or "Save \$1.00 Off!" followed by the description of an Instant Product Prize ("Instant Prizes") or Instant Discount ("Instant Discounts"). The approximate average retail value of all Instant Prizes, as of September 25, 2017 is

\$10.73. Values range from \$1.00 to \$500.00. See chart below for details. The following products are offered as Instant Prizes and Instant Discounts in 135,000 Game Tickets available for distribution:

Table 1 – Instant Win Prizes and Discounts:

Full Product Description	Size	Average Retail Value	Number Available	Odds to Receive
INSTANT FREE PRODUCT PRIZES				
Pepsi, 7UP, or Schweppes Pop	2 L	\$2.79	1170	1 in 113
Knorr Sidekicks	Assorted	\$2.19	1490	1 in 89
Special K Crisps	125 g	\$3.79	860	1 in 154
Dairyland Cream	473 mL	\$1.98	1650	1 in 80
Western Family Large Eggs	1 Dozen	\$3.59	910	1 in 146
Dempster's Original Bread	570-675 g	\$3.99	630	1 in 210
Celestial Seasonings Tea	20 Pack	\$3.99	630	1 in 210
Black Diamond Natural Cheese Slices	260-280 g	\$5.99	420	1 in 315
McVitie's Biscuits	300-400 g	\$3.79	660	1 in 200
Voet's Tribal Java Dark Roast Organic Coffee	454 g	\$11.98	210	1 in 629
Coke, Sprite, or Canada Dry Pop	6 Pack/237 mL	\$5.49	230	1 in 574
General Mills Cereal	Assorted	\$5.99	210	1 in 629
Kettle Krinkle Cut Potato Chips	397 g	\$5.98	210	1 in 629
Mio Water Enhancer or Crystal Light, Kool Aid, Country Time Water Flavourings	48 mL	\$4.95	260	1 in 508
Cadbury Family Size Chocolate Bar	100 g	\$3.39	370	1 in 357
Ocean's Tuna Snackit	103 g	\$2.49	510	1 in 259
Old Dutch Dutch Crunch Kettle Chips	200 g	\$4.19	300	1 in 440
Rogers Granola	700-750 g	\$5.59	230	1 in 574
Smucker's Pure Fruit Jam	500 mL	\$5.99	170	1 in 777
Country Harvest Bread	600-675 g	\$4.69	270	1 in 489
Arla or Dofino Harvarti Cheese	600 g	\$10.99	120	1 in 1,100
Emma Extra Virgin Olive Oil	1L	\$10.98	120	1 in 1,100
Flamingo Frozen Poultry Product	650 g-1 kg	\$10.99	120	1 in 1,100
Olympic Krema Yogurt	500 g	\$4.19	300	1 in 440
Aloha Mixed Nuts	300 g	\$3.19	400	1 in 330
Boylan Vintage Soda	4 Pack/355 mL	\$9.99	130	1 in 1,016
Blue Diamond Nut Thins	120 g	\$4.89	130	1 in 1,016
Clif Organic Nut Butter Filled Bar	50 g	\$2.19	290	1 in 456
Foothills Ice Cream	2 L	\$10.98	60	1 in 2,200
Mott's Clamato	1.89 L	\$4.49	140	1 in 943
Nature's Path Breakfast Biscuits	175 g	\$5.19	130	1 in 1,016
SunRype Apple Juice	1 L	\$2.09	300	1 in 440
Askew's Signature Mennonite Sausage	454 g	\$8.98	70	1 in 1,886
Pacific Organic Broth	946 mL-1 L	\$5.59	120	1 in 1,100
Glad Cling Wrap 60m or Zipper Sandwich Bags	100 Pack	\$4.19	150	1 in 880
Earth's Own So Fresh Almond Beverage	1.89 L	\$5.29	120	1 in 1,100
\$100 Askew's Gift Card!		\$100.00	40	1 in 3,300
\$500 Askew's Gift Card!		\$500.00	4	1 in 33,000
INSTANT \$1.00 OFF DISCOUNTS				
Lay's Potato Chips	240-255 g	\$1.00	6500	1 in 21
Becel Margarine	680-907 g	\$1.00	6500	1 in 21
Kellogg's Eggo Waffles	248-330 g	\$1.00	6500	1 in 21
Armstrong Cheese	600-700 g	\$1.00	6500	1 in 21
Western Family Bathroom Tissue	12 Rolls, Doubles	\$1.00	6500	1 in 21
Silver Hills Sprouted Whole Grain Bread	430-615 g	\$1.00	3750	1 in 36
Any Europe's Best Product	Assorted	\$1.00	3750	1 in 36
Black Diamond Natural Cheese	400-450 g	\$1.00	3750	1 in 36
Kikkoman Asian Cooking Sauces	591 mL	\$1.00	3750	1 in 36
Any Voet's Coffee	Assorted	\$1.00	3750	1 in 36
Coke, Sprite or Canada Dry Pop	6 Pack/222 mL	\$1.00	1250	1 in 106
General Mills Cheerios	400 g	\$1.00	1250	1 in 106
Any Kettle Foods Product	Assorted	\$1.00	1250	1 in 106
Kraft Philadelphia Cream Cheese	227-250 g	\$1.00	1250	1 in 106
Christie's Cookies	198-303 g	\$1.00	1250	1 in 106
Ocean's Tuna Snackit	96-103 g	\$1.00	1250	1 in 106
Old Dutch Restaurant Tortilla Chips	300-384 g	\$1.00	1250	1 in 106

Rogers Porridge Oats	750 g - 1.1 kg	\$1.00	1250	1 in 106
Adams 100% Natural Peanut Butter	500 g	\$1.00	1000	1 in 132
Wonder Bread	570 g	\$1.00	1250	1 in 106
Castello Double Crème Brie	150 g	\$1.00	1250	1 in 106
Any Emma Product	Assorted	\$1.00	1250	1 in 106
Olymel Packaged Bacon	375 g	\$1.00	1250	1 in 106
Olympic Organic Yogurt	650 g	\$1.00	1250	1 in 106
Trophy Whole Cashews Roasted & Salted	275 g	\$1.00	1250	1 in 106
Fresh is Best Tortilla Chips	325 g	\$1.00	1250	1 in 106
Blue Diamond Artisan Nut Thins	120 g	\$1.00	625	1 in 212
Any Clif Product	Assorted	\$1.00	625	1 in 212
Any Foothills Product	Assorted	\$1.00	625	1 in 212
Mott's Clamato	1.89 L	\$1.00	625	1 in 212
Any Nature's Path Product	Assorted	\$1.00	625	1 in 212
SunRype Juice	1.36 L	\$1.00	625	1 in 212
Helmut's Garlic Sausage Coil	1 kg	\$1.00	625	1 in 212
Pacific Organic Soup or Broth	946 mL-1 L	\$1.00	625	1 in 212
Glad Cling Wrap 60m or Zipper Sandwich Bags	100 Pack	\$1.00	625	1 in 212
Any Earth's Own Product	Assorted	\$1.00	625	1 in 212
Any Deli Purchase!		\$1.00	3250	1 in 41
Any Meat Purchase!		\$1.00	3250	1 in 41
Any Produce Purchase!		\$1.00	3250	1 in 41
Any Bakery Purchase!		\$1.00	3250	1 in 41
TOTAL INSTANT FREE PRIZES AND DISCOUNTS:			104,384	1 in 2

All Instant Prizes and Instant Discounts may not be claimed.

WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT

MESSAGE: Go to the location where you obtained your ticket or to any Participating Location, pick up the product described and take it with the corresponding Instant Win or Instant Discount Game Ticket to the checkout for verification and to claim your prize. You must surrender your Game Ticket to an authorized store employee to receive your prize or discount. For the \$100.00 and \$500.00 Askew's Gift Card, redeem at customer service desk. All Instant Prizes and Discounts must be redeemed before close of business on December 9, 2017.

B) ONLINE WIN SWEEPSTAKES ("Online Sweepstakes"): To enter the Online Sweepstakes go to www.AskewsFoods.com any time after 6:00 AM, PST on October 29, 2017. Follow the link to complete the electronic signup form or login using your Facebook account, and follow the onscreen instructions to receive one (1) automatic Online Sweepstakes Bonus Ballot entry into the online draws. You can also earn one (1) Online Sweepstakes Bonus Ballot entry if you opt-in for future email communications from Askew's Foods during the signup process. Plus, select game tickets will include a unique Personal Identification Number ("PIN"). Each valid PIN number entered at www.AskewsFoods.com is worth a total of five (5) Online Sweepstakes Ballots entries. Online entries must be received before 11:59:59 PM, PST November 30, 2017. To enter online you must have a web browser that is compatible with Microsoft Internet Explorer 5.5x, Netscape 7.2 or AOL 8.0. Mac system requirements: Mac OS X "Jaguar" 10.2 or "Panther" 10.3, running Safari. In the event of a dispute as to who submitted an online entry, the entry will be deemed to be submitted by the "Authorized Email Account Holder" of the email address by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. To log in with a Facebook account, you must have a registered account with Facebook which you can obtain for free at Facebook.com. The Game is in no way sponsored, endorsed or administered by, or associated with, Facebook.

Online Sweepstakes Drawings: There will be thirty-two (32) Online Sweepstakes Drawings to award a total of twenty-eight (28) daily prizes, and four (4) weekly prizes.

Daily Online Sweepstakes Prizes: There will be a total of twenty-eight (28) prizes of a \$50.00 Askew’s Gift Card awarded on the basis of one (1) per day starting on October 30, 2017 and ending on November 26, 2017. Daily online sweepstakes winners will be randomly selected per drawing from among all eligible online entries received prior to the date of each drawing. All entries will automatically rollover into any subsequent drawing(s).

Weekly Grand Prize Draws: There will be a total of four (4) prizes awarded in the Weekly Grand Prize drawings, outlined in the drawing schedule below. Each Grand Prize will consist of a \$500.00 Askew’s Gift Card. The winner for the Grand Prize will be randomly selected from among all eligible online entries received prior to each drawing date. Eligible Non-winning entries will automatically roll over to the next drawing. Askew’s Gift Card prizes will be awarded as Gift Cards in varying denominations amounting to but not exceeding the advertised prize value. Terms and conditions apply, see Gift Cards for details.

Table 2 – Schedule of Online Weekly Grand Prize Draws:

Prize	Quantity	Date
\$50.00 Askew’s Gift Card	28	Daily from Monday, October 30 to Sunday November 26, 2017
\$500.00 Askew’s Gift Card	1	Friday, November 10, 2017
\$500.00 Askew’s Gift Card	1	Friday, November 17, 2017
\$500.00 Askew’s Gift Card	1	Friday, November 24, 2017
\$500.00 Askew’s Gift Card	1	Friday, December 1, 2017

All Prizes are non-transferable and no cash redemption or other substitution, in part or whole, is allowed except by Sponsor who may substitute a prize of equal or greater value should the advertised prize become unavailable. No compensation is offered for any portion of the prize not utilized; any portion of the prize not utilized and its corresponding value will be forfeited.

C) ENTER TO WIN SWEEPSTAKES: Sweepstakes Entry Forms are included on all Game Tickets. To enter, hand-print your name and phone number on the entry form and deposit in the Sweepstakes Drawing Box located at any Participating Location before close of business on November 25, 2017. Limit one entry per qualifying ticket received. No photocopied, mechanically reproduced or facsimile entries allowed. Entries submitted in a manner other than that described above will be disqualified. You must surrender your Game Ticket to an authorized store employee to receive your automatic ballot entry.

There will be three (3) weekly Sweepstakes Drawings held at each participating location and one (1) Grand Prize Sweepstakes Drawing held in each participating location following the drawing schedule as shown below. All eligible ballot entries received on or before each drawing date will be included in that drawing. All non-winning ballot entries will be combined and included in all subsequent drawings. Odds of winning any Sweepstakes prize depend on the number of eligible entries received prior to each drawing.

Table 3 - Enter to Win Drawing Schedule:

Prize	Quantity Per Store	Total Prizes to be Awarded	Date
\$100.00 Askew’s Gift Card	1	4	Sunday November 5, 2017
\$100.00 Askew’s Gift Card	1	4	Sunday, November 12, 2017
\$100.00 Askew’s Gift Card	1	4	Sunday, November 19, 2017
\$1,000.00 Askew’s Gift Card	1	4	Sunday, November 26, 2017

Askew’s Gift Card prizes will be awarded as Gift Cards in varying denominations amounting to but not exceeding the advertised prize value. Terms and conditions apply, see Gift Cards for details. See Rule 4 below for instructions on what to do if your name is drawn for any prize in our Enter to Win Sweepstakes.

4) NOTIFICATION AND REDEMPTION: Instant Prizes, Discounts, and Instant Win PINs: All instant prize and discount claims are subject to verification by authorized personnel at the Participating Location at which the prize claim is presented for redemption. **Online Draw Prizes and Enter to Win Prizes:** If you have been selected as a potential winner in any of the Sweepstakes Drawings described above the Game Sponsor, Administrators or authorized personnel at Participating Locations will notify you via email, postal mail, or phone. A minimum of three (3) attempts will be made to contact the winner to arrange for pick-up of the prize. Prizes that are not claimed after the third attempt to be contacted will be deemed forfeited and a new winner will be drawn. As a condition of awarding any Online Win prize, Enter to Win prize, or Instant Win \$100.00 and \$500.00 Gift Card prizes, winner must sign and return, within seven (7) days of receipt, the Game Sponsor's Release Form confirming his/her compliance with these Official Rules and releasing the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. Prize winners will be required to correctly answer a mathematical skill-testing question administered by the Game Sponsor or Administrators. If a potential winner fails to return the required documents in accordance with these Rules, or is found to have violated the rules of the Game in any way, or if any prize or prize notification from Sponsor is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. In the case of the Online Win and Enter to Win prizes, Game Sponsor will hold a drawing to select an alternate prize winner.

5) ODDS: Odds of winning an Online Win and Enter to Win prizes vary depending on the number of entries received. For odds to win an Instant Prize or Instant Discount see table above in rule 3 A).

6) PUBLICITY: Acceptance of a prize, or completing the electronic entry form in the Online Win Sweepstakes (see Rule 3B above) constitutes permission for Game Sponsor to use any winner's name, likeness, voice and/or comments for advertising, trade or promotional purposes worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law. The names of the Sweepstakes prize winners may be published in the Game Sponsor's grocery flyer, following verification of prize winners.

7) RESTRICTIONS: The following are prohibited and will result in automatic disqualification from the Game: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Official Rules; and (3) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game.

8) LIST OF WINNERS: The names of the major prize winners and a copy of the complete Official Rules are available through gamemaster@askewsgiveaway.com or by sending a self-addressed, stamped envelope to "Askew's Foods Anniversary Giveaway", c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Please specify "Rules" and/or "Winners' List" with your request.

9) GAME MATERIALS: All game materials will be rejected and judged void if: not obtained from authorized personnel through legitimate channels; any part of any game materials is illegible, altered, mutilated, counterfeit, miscut, misregistered, defaced, tampered with, forged, printed or produced in error, incomplete, blank or partially blank, mechanically reproduced or irregular in any way. All game materials submitted for verification become the property of Game Sponsor and will not be returned. Liability for the issuance of void ticket, if any, is limited to replacement of ticket from random stock while supplies last. Game Sponsor is not responsible for lost or stolen Game Tickets. No more than the number of prizes stated in these Official Rules will be awarded.

10) GENERAL TERMS AND CONDITIONS: Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor and Administrators (collectively, the "Game Entities"), which are final with respect to all matters relating to the Game. This

Game is void outside the jurisdictions specified in these Official Rules and where prohibited by law and is subject to all applicable federal, provincial, local, and municipal laws and regulations. By participating in the Game, and as a condition of acceptance of any Prize, each entrant, his/her heirs, executors, administrators, and assigns, RELEASES AND FOREVER DISCHARGES AND HOLDS HARMLESS the Game Entities, their parent companies, direct and indirect affiliates, subsidiaries, successors, assigns, advertising, promotion and fulfillment agencies and legal and other advisors, agents and representatives and each of their employees, officers, directors, partners, representatives and agents (collectively, the “Released Parties”), from and against any and all losses, damages, rights, claims, actions, causes of action, personal injury, property damage or death (including without limitation all costs and liabilities of any kind (including solicitor fees), (“Claims”) AND INCLUDING WITHOUT LIMITATION ANY SUCH CLAIMS ARISING FROM ANY ACT OF NEGLIGENCE OR GROSS NEGLIGENCE OF THE RELEASED PARTIES, that the entrant now has, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Game, or the awarding, acceptance, use, or misuse or enjoyment of any Prize, or traveling to, preparing for, or participating in any Game-related or Prize-related activity; or (ii) the publicity rights granted to the Game Sponsor and its direct and indirect affiliates as referred to above. It is understood that there may be serious risks of bodily injury, death, or property damage associated with the use or misuse of any Prize, and any prize winner voluntarily assumes these risks. The entrant may be required to pay any taxes associated with the awarding of any Prize. Any claim or dispute with respect to the Game, any Prize, or this Agreement shall be governed by the laws of the Province of British Columbia and any proceedings in relation to any such claim or dispute shall be resolved exclusively by the British Columbia courts. If any portion of this Document is determined to be unenforceable by a court of law, all other parts of this Document shall remain in full force and effect, and that the conditions and covenants herein shall be binding on the entrant and the entrant’s heirs, successors, administrators, executors and assigns.

PRIZES SHALL BE ACCEPTED “AS IS.” IT IS UNDERSTOOD THAT THE GAME ENTITIES HAVE NOT MADE ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, REGARDING ANY PRIZE, OR ANY SUBSTITUTE PRIZE. ALL ENTRIES AND PRIZE CLAIMS RECEIVED BECOME THE PROPERTY OF GAME SPONSOR AND WILL NOT BE RETURNED. GAME SPONSOR RESERVES THE RIGHT TO CANCEL OR MODIFY THE GAME/CONTEST OR TO AMEND THESE RULES AT ANY TIME, FOR ANY REASON, AND WITHOUT PRIOR NOTICE.

The Released Parties are not responsible for any website, technical, hardware, software or telephone failures or damages of any kind, lost or unavailable network connections, or failed, incomplete, garbled or deleted computer or network transmissions, or for entry requests, or prize claims that are stolen, illegible, incomplete, misdirected, lost, late, postage-due, damaged, or ineligible.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR OTHERWISE CORRUPT THE GAME OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12) Total approximate retail value of all available Prizes and discounts: \$160,355.00

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The Game is sponsored solely by Askew’s Foods Limited, Salmon Arm, BC V1E 4N3.

Administrators: WSP International Limited, Markham Ontario, Canada, L3R 1H5