

MADEGOOD® “DREAM TRIP” CONTEST
OFFICIAL CONTEST RULES ("Contest Rules")

NO PURCHASE NECESSARY TO ENTER TO WIN.

1. **CONTEST PERIOD:** The **MADEGOOD® “DREAM TRIP”** Contest (the "Contest") is sponsored by Riverside Natural Foods Ltd. ("Sponsor"). The "Contest Entry Period" starts on May 1, 2020 at 12:00:01am ET and ends at 11:59:59 pm ET on December 31, 2020. By participating in this Contest you are agreeing to be legally bound by these Contest Rules. If you do not agree to be legally bound by these Contest Rules, then please do not participate in this Contest.

2. **ELIGIBILITY:** The Contest is open to individuals who are legal residents of Canada that are residing in Canada and who have reached the age of majority in their province or territory of residence at the time of entry ("Entrants"). The Contest is not open to the Sponsor, Walt Disney Studios Motion Pictures Canada, or their parent companies, subsidiaries, related and affiliated companies, advertising and promotional agencies or their respective employees, officers, directors, representatives or agents (collectively the "Contest Group") or any members of the immediate family (defined as parent, child, sibling or spouse, regardless of where they reside) of such individuals or persons domiciled with any person in the Contest Group (whether or not related). Entrants may be natural persons only; no corporation, organization or group entries. By entering the Contest, Entrants agree to abide by these Contest Rules and all decisions of the Sponsor and the Contest Group, which shall be final and binding on all Entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial and territorial laws and regulations. The Contest is void where prohibited by law.

3. HOW TO ENTER:

NO PURCHASE NECESSARY. There are two ways to enter the Contest:

A. ENTRY WITH PURCHASE:

During the Contest Period, purchase one or more specially-marked MadeGood products that features the Contest on the package (each a "Participating Product" and collectively

“Participating Products”). Participating Products are available only at participating retailers while quantities last. During the Contest Period, either:

- i. Visit <http://www.madegoodcontest.com> (“Contest Website”) and complete the online entry form (“Contest Entry Form”) as indicated on the Contest Website by entering the unique PIN code printed on the inside of Participating Products along with Entrant’s name and valid email address, confirmation that Entrant meets Entrant definition as described above, and confirmation that Entrant understands and agrees to the Contest Rules. You must have a valid email address to enter the Contest. Email accounts can be obtained free of charge from many Internet service providers. Internet access can be obtained free of charge from many public libraries. Proof of sending an online entry is not proof of receipt by Sponsor.

OR

- ii. Entrants may mail in the Participating Product package along with their name, telephone number, and mailing address to the address below (the “Contest Address”):

MadeGood Dream Trip Contest
c/o The Brand Marketing and Communications Group Inc.
70 East Beaver Creek Rd., Unit 30
Richmond Hill, Ontario
L4B 3B2

Each entry request must be enclosed in a separate envelope bearing sufficient postage and must be post-marked and received within ten (10) business days of the end of the Contest Entry Period. Proof of sending an entry is not proof of receipt by the Sponsor, and Sponsor is not responsible in the event that the entry is not received by the Sponsor during the Contest Period and is thus not eligible for participation in the Contest. Once your valid entry request is received by the Sponsor or their representatives, a unique, randomly-selected PIN will be entered into the Contest on your behalf, and you will be notified by telephone or

mail in the event that you are selected as eligible to win a Contest Prize (as detailed below).

B. ENTRY WITHOUT PURCHASE

To enter without purchase, Entrant must submit a unique handwritten original (not photocopied) 50-word essay on "Why I want to win this Dream Trip contest". This essay must include Entrant's name, telephone number, and mailing address and must be mailed to the Contest Address. Each entry request must be enclosed in a separate envelope bearing sufficient postage and must be post-marked and received within ten (10) business days of the end of the Contest Entry Period. Essays will not be judged. Proof of sending an entry is not proof of receipt by the Sponsor, and Sponsor is not responsible in the event that the entry is not received by the Sponsor within ten (10) business days of the end of the Contest Period and is thus not eligible for participation in the Contest. Once your valid entry request is received by the Sponsor or their representatives, a unique, randomly-selected PIN will be entered into the Contest on your behalf, and you will be notified by telephone or mail in the event that you are selected as eligible to win a Contest Prize (as detailed below).

General: Limit of thirty (30) entries into Contest per person regardless of method of entry. Sponsor is not responsible for any entries or entry requests that are not received by Sponsor regardless of cause. Use of any automated system to participate in Contest is prohibited and will result in disqualification from Contest. Any attempt to submit more than the maximum number of entries may void that Entrant's entries into Contest. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified. All entry information becomes the property of the Sponsor and Contest Group. No other forms of entry are valid other than those set forth above. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed by Sponsor or Contest Group for lost, late, illegible, incomplete, stolen, postage due or misdirected entries or mail.

4. ODDS OF WINNING AND SELECTION OF WINNING CONTEST ENTRIES:

At the outset of the Contest a total of one million two hundred and five thousand five hundred (1,205,500) unique twelve-digit alphanumeric Contest entry codes (individually "Contest PIN" and collectively "Contest PINs") will be randomly generated. A Contest PIN will be printed on

one million two hundred thousand (1 of 1,200,000) Participating Products packs. Five thousand and five hundred (5,500) Contest PINs will be held in reserve by Sponsor and Contest Group for potential use for Mail-in Contest Entries.

There will be one thousand seven hundred and one (1,701) Contest Prizes available to be won ("Contest Prizes" are set out and defined below).

Contest Prizes (as set out and defined below) are available to be won at randomly seeded times during the Contest Entry Period. The first Contest PIN entered at, or immediately after, a randomly seeded time will be eligible to win the applicable Contest Prize (individually "Time-based Prize" and collectively "Time-based Prizes"). Odds of winning time-based Contest Prizes will depend on the total number and timing of Contest entries received. Odds of playing a winning Contest PIN are one in one million two hundred and five thousand five hundred (1:1,205,500) or better and are dependant upon the number of Contest entries received.

Contest Prize claim instructions are set out below. Contest Prizes will be delivered to verified Contest Prize winners only.

5. CONTEST PRIZES

The following are the prizes available to be won in Contest (individually "Contest Prize" and collectively "Contest Prizes"). All Contest Prizes must be accepted as awarded. No substitutions or transfers of Contest Prizes is permitted. Sponsor reserves the right, in its sole discretion, in the event that a Contest Prize or any component of any Contest Prize cannot be awarded as described for any reason, to substitute or modify the Contest Prize or component with prize or prizes of equal or greater value, without liability.

To be deemed a "Contest Prize Winner", Entrants must complete a skill-testing question and complete all Contest Prize claim conditions as set out in Section 6 below. All Contest Prizes must be accepted as awarded without substitution and are not transferable, refundable, available for resale or convertible to cash. Sponsor reserves the right not to award any unclaimed Contest Prizes.

Contest Prizes are as follows:

- A. “GRAND PRIZE”:** There is one (1) Grand Prize available to be won at the outset of the contest as a Time-based Prize. The Grand Prize consists of the following, and must be accepted as rewarded: (i) economy class airfare, including taxes and one piece of checked luggage per person, for four (4) people from a Canadian airport of Sponsor’s choosing on an airline of Sponsor’s choosing to a destination in California of Sponsor’s choosing; (ii) accommodation for four (4) people for three nights at a hotel of Sponsor’s choosing in relative proximity to Pixar Animation Studios; (iii) a guided tour of Pixar Animation Studios in Emeryville, California at a date and time as determined by Sponsor; (iv) two-thousand-two-hundred American dollars (\$US 2,200) in spending money.

Grand Prize winner is responsible for all costs, including but not limited to transportation to and from airports, associated with acceptance and use of Grand Prize. Grand Prize winner must provide Sponsor with a minimum of three (3) proposed travel dates by January 29, 2021, with proposed dates to be between March 19, 2021 and December 10, 2021 (“Grand Prize Travel Window”). In the event that mutually suitable travel dates cannot be agreed upon between Sponsor and Grand Prize winner within the Grand Prize Travel Window then the Grand Prize winner will be awarded ten thousand Canadian dollars (CDN\$10,000) in retail value of MadeGood products in lieu of all components of the Grand Prize trip described above. Grand Prize winner indemnifies Released Parties (defined below) of any and all liability for any personal injury or property damage or losses of any kind, including without limitation, to the extent permitted by law, direct, indirect, consequential, incidental exemplary, treble or punitive damages. Approximate Retail Value (“ARV”) of Grand Prize is ten thousand Canadian dollars (CDN \$10,000).

- B. “SECOND PRIZE”:** There are one hundred (100) Second Prizes available to be won at the outset of the Contest as Time-based Prizes. Each Second Prize consists of Disney Pixar Soul movie merchandise. Exact merchandise to be awarded shall be determined by Sponsor in its sole discretion. Second Prizes will be shipped to Contest Prize winners. ARV of Second Prize is one hundred Canadian dollars (CDN \$100)

- C. “THIRD PRIZE”:** There are one hundred (100) Third Prizes available to be won at the outset of the Contest as Time-based Prizes. Each Third Prize consists of a pair of tickets to an advance screening of Disney Pixar’s Soul movie (“Advance Screening”). Date, time and location of Advance Screening is at sole discretion of Sponsor. In the event that qualified Third Prize winner is unable or unwilling to accept the Third Prize as awarded, Sponsor will mail Third Prize winner a voucher for two Cineplex movie passes in lieu of Third Prize. ARV of Third Prize is twenty five Canadian dollars (CDN \$25)
- D. “FOURTH PRIZE”:** There are five hundred (500) Fourth Prizes available to be won at the outset of the Contest as Time-based Prizes. Each Fourth Prize consists of a Cineplex Child Adventure Movie and Concession Package, which is comprised of one (1) children’s regular movie admission at participating Cineplex theatres subject to availability, and one (1) Kid's Tray Combo which includes a Drink, Popcorn and Treat. ARV of Fourth Prize is sixteen Canadian dollars (CDN \$16).
- E. “FIFTH PRIZE”:** There are one thousand (1,000) Fifth Prizes available to be won at the outset of the Contest as Time-based Prizes. Each Fifth Prize consists of a voucher redeemable at participating retailers across Canada for a free package of MadeGood products (does not include Club-size packs). ARV of Fifth Prize is six Canadian dollars (CDN \$6).

Total ARV of all Contest Prizes being awarded is thirty-six-thousand-five-hundred Canadian dollars (\$36,500 Canadian). The ARV of the Contest Prizes above does not include any applicable taxes unless otherwise indicated and is based on ARV as of December 6, 2019. In the event that a Contest Prize cannot be awarded as described for any reason, Sponsor reserves the right, at their sole discretion, to substitute a similar prize or component of equal or greater value, without liability.

Limit ten (10) Contest Prize per person/household. Contest Prizes will be awarded throughout the Contest Entry Period while supplies last. The number of Contest Prizes available to be won and odds of winning will diminish as Contest Prizes are claimed. In no event will the number of Contest Prizes issued in any category, or in total, exceed the number set out in these Contest Rules. The sole responsibility and liability for any irregular PIN is issuance by the Sponsor or

their representative of another PIN, as solely determined by the Sponsor or their representatives. If, due to errors or omissions, technical errors, or for any other reason whatever, the number of potential winners coming forward seeking to claim Contest Prizes exceeds the number of each type of prize as set out in these Contest Rules, the Contest Prize winners, or remaining Contest Prize winners, as the case may be, of the number of Contest Prizes described in these Contest Rules as being available in the prize category in question, in the sole discretion of the Sponsor (subject to the approval of the Régie des alcools, des courses et des jeux in the province of Quebec), may be selected in a random drawing from among all persons making purportedly valid claims for such Contest Prize(s). Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances.

6. WINNER SELECTION AND PRIZE REDEMPTION

On-line Entrants who submit their unique, randomly-selected Contest PIN and correctly and fully complete the Contest Entry Form will receive instant notification on the Contest website as to whether or not they have potentially won a Contest Prize based on the Contest PIN submitted. Entrants who enter through a non-electronic method of entry will be notified within ten (10) business days of being selected via telephone or mail using the telephone number or mailing address provided at the time of entry based on the Contest PIN submitted.

To be declared a Grand Prize winner, the selected Entrant must complete, sign and return by email or mail (depending on how received) the Declaration and Release Form (the "Release Form") provided either electronically by email or by mail depending on how Entrant entered the Contest, including answering correctly, without assistance of any kind, whether mechanical or otherwise, the mathematical skill-testing question found on the Release form. The selected Entrant will be required to confirm compliance with the Contest Rules, acceptance of the Contest Prize as awarded, without substitution, and release the Sponsor and the Contest Group and each of their respective shareholders, directors, officers, employees, agencies, agents, representatives, parents, subsidiaries, affiliated and related companies, successors and assigns (collectively, the "Released Parties") from any liability or responsibility for any claim, loss, damage or injury arising out of, relating to or in connection with participation in this Contest or any Contest Prize awarded. If selected Entrant does not submit the completed and signed Release Form within ten (10) business days of receipt and/or does not correctly answer the

skill-testing question, then Entrant will be considered to have forfeited the Contest Prize and said Contest Prize will not be awarded.

Prior to being declared a Second, Third, Fourth or Fifth Prize winner each selected Entrant must complete and submit the Contest Prize Winner Form provided either electronically on the Contest website or by mail, including answering correctly, without assistance of any kind, whether mechanical or otherwise, the mathematical skill-testing question found on the Contest Prize Winner Form. If Contest Prize Winner Form is provided by mail, the selected Entrant must sign and return the Contest Prize Winner Form by mail. Each selected Entrant will be required to confirm their understanding of and compliance with these Contest Rules, and to release the Released Parties from all liability or responsibility for any claim, loss, damage or injury arising out of, relating to or in connection with participation in this Contest or any Prize awarded. If selected Entrant does not submit the completed Contest Prize Winner Form within ten (10) business days of receipt, and/or does not correctly answer the skill-testing question, then Entrant will be considered to have forfeited the prize and said prize will not be awarded.

If a potential winner cannot be reached after a reasonable effort has been exerted by Sponsor or Contest Group, or if a potential winner is found to be ineligible, or if the prize or prize notification is returned as undeliverable, the potential winner may be disqualified at Sponsor's sole discretion.

Released Parties shall not be liable to any potential Contest Prize Winner or any other person for failure to supply the Contest Prize or any part thereof, by reason of any acts beyond the reasonable control of Sponsors or Contest Group typically defined as acts of force majeure (including but not limited to acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, technical difficulties, terrorist acts, earthquake, tsunami, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike(whether legal or illegal), lock-out, labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's or Contest Group's sole control.

GENERAL

7. By submitting an entry into this Contest, each Entrant confirms their understanding of and compliance with these Contest Rules, and releases the Released Parties from any and all liability or responsibility for any claim, loss, damage or injury arising out of, relating to or in connection with participation in this Contest or any Contest Prize awarded.

8. All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest are final and remain solely those of the Sponsor. By participating in this Contest, Entrants agree to comply with these Contest Rules. All Contest Prize claims are subject to verification and the terms of the Contest Rules.

9. Incomplete entries, damaged entries, illegible or late entries will not be accepted. Proof of submission or mailing of an entry or entry request is not proof of its receipt by Sponsor or Contest Group. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, incomplete, illegible or late entries, or for printing, distribution or production errors. In addition, Sponsor reserves the right, in their sole discretion, subject to the approval of the Régie des alcools, des courses et des jeux (the "Régie"), to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason and at any time.

10. None of the Released Parties assumes any responsibility for any failure of any website during the Contest, for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, hardware, failure of any email or transmission to be received, postal delays or disruptions, or any combination thereof including any injury, loss or damage to an Entrant's or any other person's computer arising out of or relating to participation in the Contest.

11. None of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, to the extent permitted by law, direct, indirect, consequential, incidental exemplary, treble or punitive damages, arising out of or in connection with Entrant's (i) attempt to participate in the Contest through a website or otherwise, (ii) downloading any information in connection with participating in the Contest, or (iii) acceptance or use of any prize. Without limiting the foregoing, to the full extent permitted by law, everything on any website is provided "as is" without any warranty or condition of any kind,

either express or implied, including but not limited to, any implied warranties or conditions of merchantability, fitness for a particular purpose or non-infringement. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

12. The Sponsor reserves the right, in their sole discretion, to disqualify any individual that Sponsor believes to be in violation of these Contest Rules or of tampering with the entry process, Participating Products, or any other aspect of the Contest. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question, in Sponsor's sole discretion, or who has been disqualified or is otherwise ineligible to enter. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. If there is any attempt by anyone to deliberately undermine the legitimate operation of this Contest, the Sponsor reserves the right to seek damages or any other legal or equitable remedy to the fullest extent permitted by law.

13. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder (defined below) in whose name the email account and/or the telephone number provided in the entry is registered. "Authorized Account Holder" shall mean the natural person assigned to an email address and/or telephone number, by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address and/or telephone numbers. In the event that the Authorized Account Holder does not meet the criteria noted above to be an Entrant, then the Contest entry shall be deemed ineligible.

14. **Force Majeure.** Neither Sponsor nor Released Parties shall be liable for any delays or failures relating to Contest resulting from acts beyond their reasonable control including, without limitation, strikes, work stoppages, accidents, acts of war or terrorism, civil or military disturbances, natural or nuclear catastrophes, pandemics, epidemics, acts of God, or loss or malfunctions of communications or computer software or hardware services (individually an "Act", and collectively "Acts"). In the event that one or more Acts occur, Sponsor will make every reasonable effort to proceed in a timely manner with the Contest, but reserves the right, in Sponsor's sole discretion, to defer, modify or cancel the Contest.

15. JURIDSTICTION: For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a Prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement. In other jurisdictions, except where prohibited, Entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of Entrants and Sponsors, shall be governed by and construed exclusively in accordance with the laws of the Province of Ontario without giving effect to any principles of conflicts of law of any jurisdiction, to the extent permitted by law; with the exception of any and all disputes, claims and causes of action arising out of or connected with the intellectual property of Walt Disney Studios Motion Pictures Canada, which shall be resolved individually, without resort to any form of class action, shall be governed and construed in accordance with the laws of the state of California and in the event of any dispute, all entrants irrevocably consent to the jurisdiction of the state and federal courts located in Los Angeles, California to resolve such disputes.

16. PRIVACY

Personal information collected from Entrants will be used by the Sponsor or Contest Group to administer the Contest and will not be used for any other purposes by Sponsor or Contest Group without the express consent of Entrant via electronic or written format. By accepting a Contest Prize, each selected Entrant agrees to the full extent permitted by law, to allow the Sponsor and Contest Group and/or the Contest Group's designees the perpetual right to use Entrant's name, biographical information, image, photos and/or likeness, and statements (including any essay submitted at the time of entry or any statements made therein) for programming, promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without compensation.

Entrant may have the opportunity to opt in to receive secondary marketing emails from Sponsor or Contest Group. Your decision whether or not to request such emails will not impact your chances of winning and you may unsubscribe at any time. For more information regarding the

manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at <https://madegoodfoods.com/ca/privacy-policy>.

17. LANGUAGE

To the extent permitted by law, in the event of any discrepancy or inconsistency between the English language version and the French language version of the Contest Rules, as applicable, the English version shall prevail.

MadeGood is a registered trademark owned by Riverside Natural Foods Ltd., 2720 Steeles Ave W Building 4, Concord, ON L4K 4N5

Cineplex Entertainment is located at 1303 Yonge St, Toronto, ON M4T 2Y9