

**BLACK DIAMOND CHEESTRINGS "STRING TO WIN" CONTEST OFFICIAL
CONTEST RULES AND REGULATIONS ("OFFICIAL RULES")**

NO PURCHASE NECESSARY.

Black Diamond Cheestrings "String to Win!" Contest (the "**Contest**") is sponsored by Parmalat Canada Inc. d/b/a Lactalis Canada (the "**Sponsor**"). The Contest starts on Monday August 10, 2020 at 10:00 am Eastern Time ("**ET**"), (the "**Contest Opening Date**"). The Contest closes at 10:00 am ET on Monday October 12, 2020 (the "**Contest Closing Date**"). The "**Contest Period**" runs from the Contest Opening Date to the Contest Closing Date.

1. ELIGIBILITY:

The Contest is open to all individuals who are residents of Canada and located in Canada at the time of entry, except individuals residing in the province of Quebec who are under the age of thirteen (13). All other entrants under the age of thirteen (13) will require parental consent to become a cheestrings.ca member and to participate in the Contest. Subject to the age limitation provided above, entrants who are under the age of majority in their province of residence at the date of entry are still eligible to enter the Contest and win a Prize provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions hereof for and on behalf of such entrant and completes the required Declaration and Release Form (as further outlined below). Each entrant who is under the age of majority will be required to provide the contact email address and telephone number of his/her parent or legal guardian upon entry.

The Contest is not open to the Sponsor or its parents, related and affiliated companies, advertising and promotional agencies, or employees, officers, directors, representatives, agents, successors or assignees thereof (collectively the "Contest Group"), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, 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.

2. HOW TO ENTER:

HOW TO ENTER FOR A CHANCE TO WIN A GRAND PRIZE AND / OR DAILY PRIZE:

Before the Contest Closing Date, visit the <http://stringtowin.ca> ("**Contest Website**") or www.cheestrings.ca and click on the Contest logo to be re-directed to the Contest Website to register and complete the online entry form by entering the unique PIN code and/or playing a Word Game as described below, and your required information (ex. name, age, telephone number, valid email address, etc.). You must have a valid email address and telephone number 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. Only one (1) email address, one (1) telephone number,

and account may be used by any person to enter the Contest. Proof of sending an online entry is not proof of receipt by the Sponsor. If the Contest entrant is under the age of majority in his/her province of residence at the time of entry, he or she must provide the email address and telephone number of his/her parent or legal guardian during the Contest registration process.

You can obtain a unique PIN code for the Grand Prize (defined below) and Daily Prize (defined below) draws and play the Word Game for Daily Prize draws in the following ways:

Grand Prize

1. By finding the PIN located on the in-pack card (ie: insert) found inside of the specially-marked packs of Black Diamond Cheestrings products as described in 2(a) below; or
2. Via Mail-in as described in rule 2(b) below (no purchase necessary);

Daily Prize

1. By finding the PIN located on the in-pack card (ie: insert) found inside of the specially-marked packs of Black Diamond Cheestrings products as described in 2(a) below;
2. By playing and successfully completing the Word Game through our Promotional Microsite as described in 2(c) below;

2(a). OBTAINING A PIN CODE BY PURCHASING A SPECIALLY-MARKED PACK OF BLACK DIAMOND CHEESTRINGS AT PARTICIPATING RETAIL STORES IN CANADA: Once you purchase a specially marked package of Black Diamond Cheestrings, you will find an in-pack card inside the package containing a unique PIN code. Enter this PIN code when prompted to do so on the Contest Website. There is no limit on the number of entries for the Grand Prize and/or Daily Prizes using PIN code entries. The number of entries per person is unlimited; however, each entry must be accompanied by a valid PIN.

2(b). OBTAINING PINS BY MAIL-IN: NO PURCHASE NECESSARY. To receive a unique PIN code that, you can use to enter to win a Grand Prize and Daily Prize, without making a purchase, an eligible entrant must legibly hand write his/her full first and last name, a valid email address and send along with an original essay of fifty (50) words or more answering the following question: "Why is Cheestrings my favourite snack food?" to: **Cheestrings Ficello String to Win Contest, PIN Code Request, PO Box 38100, 550 Eglinton Ave West, Toronto On M5N 1B0.** Proof of your mailing does not constitute proof of receipt. Sponsor is not responsible for lost, stolen, illegible, damaged or late PIN requests. A unique PIN will then be sent to you via email at the email address provided. Upon receiving your unique PIN code by email, visit www.cheestrings.ca to complete the online registration and entry form. Mail-in entry requests must be received no later than October 5, 2020 in order to receive a unique PIN code via email.

Limit of one (1) entry request per Mail-in request, while supplies last. For further avoidance of doubt, upon receiving a Mail-in request in accordance with the Official Rules, you will receive one (1) PIN, while supplies last.

2(c). OBTAINING AN ENTRY BY PLAYING THE WORD GAME / ADDITIONAL ENTRIES FOR THE DAILY PRIZES: HOW TO ENTER AND PLAY.

You can obtain additional entries for the Daily Prizes by playing the Word Game on <http://stringtown.ca>. Each entrant has a maximum 3 entries per day with unlimited attempts to successfully complete the game. For clarity, upon completion of the Word Game, an entrant will automatically receive an entry (not a PIN) for the Daily Prizes.

Please note: One (1) PIN from either 2(a) or 2(b) above results in: one (1) entry for a Grand Prize and Daily Prize. An entry by successfully completing the Word Game is only eligible for the Daily Prize. The entry obtained by successfully completing the Word Game is only eligible for the Daily Prize on the day in which the Word Game was successfully completed. The entries for a Daily Prize do not carry over to the next days.

All PIN codes are unique and can only be entered once. Every Word Game successfully completed provides one entry into the Daily Prize. Maximum 3 entries via successful Word Game completion per day. After the conclusion of the Contest Period, all PIN codes that have not been entered will be null and void.

Contest entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected for a Prize. Should it be discovered that an entrant is using the aid of computer software programs to auto-fill entries or otherwise obtaining PIN codes or to play the Word Game in an unauthorized manner, that entrant will be immediately disqualified from the Contest. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by the Sponsor without further notice.

3. PRIZING:

The Grand Prize and Daily Prizes may sometimes be referred to herein as the "Prize" and collectively the "Prizes".

Winners must be residents of Canada.

All Prizes must be accepted as awarded without substitution and are not transferable, refundable, for resale or convertible to cash unless as otherwise stated in the Official Rules. If a Prize winner is under the age of majority in their province of residence, the Declaration and Release Form required to claim the Prize must be signed by a parent/legal guardian (as described in section 5 below).

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 the same for another prize or component of equal or greater value without liability.

If the selected entrant for any of the Prizes forfeits the Prize, it will be re-awarded at the option of the Sponsor, subject to, among other things, time availability.

(i) GRAND PRIZES: There are ten (10) Grand Prizes available to be won instantly by the entrants during the Contest Period, each consisting of \$10,000 CAD payable via cheque to the winner's name. Sponsor's agency will contact the Grand Prize winner(s) directly to co-ordinate the awarding of the Grand Prize.

For greater certainty, in no event shall the Sponsor be required to pay more than \$10,000 (CAD) in relation to the Prize.

Odds of Winning: Prior to the Contest Opening Date, Sponsor will randomly select ten (10) winning numbers between 1 and 10,000,000. Every PIN entered is turned into a unique random number between **1 and 10,000,000**. The said unique number is assigned to the entrant and checked against the list of **10 pre-selected winning numbers**. If that unique random number matches with a pre-selected winning number, the entrant will win one (1) of ten (10) Grand Prizes. Therefore, the odds of winning a Grand Prize are 1 in 1,000,000 (or $10,000,000/10 = 1,000,000$).

If, at the end of the Contest Period, if none of the ten (10) pre-selected winning unique numbers have been assigned to an eligible PIN entry, a random draw will take place in accordance with section 4 below. Only one (1) Grand Prize will be given away in this random draw. Odds of winning a Grand Prize via random draw in accordance with section 4 below will depend on the number of eligible entries received during the Contest Period.

Limit: One Grand Prize per household

(ii) DAILY PRIZES: There are sixty-three (63) Daily Prizes available to be won during the Contest Period, each consisting of a pair of Wireless Earbuds. The APPROXIMATE RETAIL VALUE of each Daily Prize is \$75 CAD. The approximate retail value of the Daily Prize is as in effect thirty (30) days prior to the launching of this Contest.

Odds of Winning: The odds of winning a Daily Prize depend on the total number of eligible entries during the Contest Period.

Limit: No limit on the number of Daily Prizes that an individual can win.

4. **PRIZE DRAWS**

GRAND PRIZE DRAWS: A random draw for one (1) Grand Prize will be held, if necessary (See Section 3 above), on October 14, 2020 at 10:00 a.m. (ET) in Toronto, ON by an independent contest organization from among all eligible entries received by the Contest Closing Date. Three (3) attempts will be made to contact the selected entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Grand Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant or there are no more eligible entries, whichever

comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

DAILY PRIZE DRAWS: A random draw for one (1) Daily Prize will take place each day for sixty-three days in a row, following the Contest Period at 10:00 a.m. (ET) in Toronto, ON by an independent contest organization from among all eligible entries received until the Contest Closing Date.

A random draw for each Daily Prize will be held once per day beginning on August 11, 2020 at 10:00 a.m. (ET) in Toronto, ON by an independent contest organization from among all eligible entries received during the preceding Daily Draw Period. Subsequent daily random draws will take place every day for sixty-three days at 10:00 a.m. (ET) until October 12, 2020 from among all eligible entries received during the preceding Daily Draw Period. For the purpose of this Contest, a "Daily Draw Period" is defined from 10:00 a.m. ET through to the following day 9:59 a.m. (ET). An entry into one Daily Draw Period will NOT carry over into subsequent Daily Draw Periods (i.e. entrants must enter every day if they wish to remain eligible for Daily Prizes).

In the event that no eligible entries are received for a Daily Prize during a Daily Draw Period ("No Entry Day"), then on the next Daily Draw Period following the No Entry Day, two (2) random draws will take place, provided that on the said following Daily Draw Period has at least two (2) eligible entries.

Three (3) attempts will be made to contact each selected entrant email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the random draw. If the selected entrant cannot be contacted within seven (7) days, he/she will be considered to have forfeited the prize and will be disqualified. In the case of another draw, another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

5. CLAIMING YOUR PRIZE

All Prize claims are subject to verification. To be declared a winner, each selected entrant (or his/her parent or legal guardian, if the selected entrant is under the age of majority in his/her province of residence) must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by email at the address provided during registration for the Contest. Each selected entrant will also be required to sign a Declaration and Release Form (the "Release Form") (or, if the selected entrant(s) is under the age of majority in his/her province of residence, he/she must have his/her parent or legal guardian sign such Release Form on his/her behalf) confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, the Contest Group, Facebook, Instagram, the independent contest organization and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related

companies, successors and assigns (collectively, the "Released Parties") from any liability in connection with any Prize or the Contest.

Each selected entrant must return a signed Release Form within thirty (30) days of receipt, or he/she will be disqualified from receiving the Prize and another entrant may be selected from the remaining eligible entrants until such time as a winner is chosen or there are no more eligible entrants, whichever comes first. The Sponsor will contact each Prize winner within thirty (30) days of receiving his/her signed Release Form to arrange delivery of the Prize. Please allow 6 to 8 weeks for delivery of all the Prizes from the end of the Contest Period.

The refusal by any potential winner to accept a Prize (or any portion thereof) releases and forever discharges the Released Parties of all obligations related to the Prize, including delivery. If a potential winner is found to be ineligible, declines to accept the Prize, or in the event that the Prize confirmation or Prize itself is returned undeliverable, the Prize will be forfeited and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor's sole discretion.

6. GENERAL

A. Official Rules Govern

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of the Sponsor regarding the Contest, these rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials including, but not limited to, the registration form, point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

B. Indemnification

By submitting an entry into this Contest, each entrant confirms his or her understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without any limitation, whatsoever.

Each Contest entrant must comply with the terms of use (if any) governing the Facebook, Instagram, and YouTube platforms. Entrants waive any right to any claim arising out of or

relation to ambiguity in these Official Rules or in the foregoing platforms terms of use (if any).

For greater certainty and avoidance of doubt, by participating in the Contest, each entrant releases and agrees to indemnify Facebook, Instagram, YouTube and hold it harmless from and against any and all costs, claims, damages, (including, without limitation, any special, incidental or consequential damages), or any other injury, whether due to negligence or otherwise, to person(s) or property (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly to participation in the Contest, or arising out of participation in any Contest related or Prize related activity, or the receipt, enjoyment, participation in, use or misuse, of any Contest or Prize related activity, whether hosted by Sponsor or a third party.

C. Limitation of Liability

Incomplete entries, damaged entries, illegible entries or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries, which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors.

None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications (regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties 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.

D. Contest Administration

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor. In addition, the Sponsor reserves the right, in its sole discretion, subject to the approval of the Régie des alcools, des courses et des jeux (the "RACJ"), to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future Sponsor contests. In its sole determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's associated entries. The Sponsor reserves the right, in its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of Sponsor corrupt the security, proper play, operation, or administration of the Contest.

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 in whose name the email account is registered, provided that person meets all eligibility criteria of this Contest. "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.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the RACJ. Any litigation respecting the awarding of a prize may be submitted to the RACJ only for the purposes of helping the parties reach a settlement.

E. Privacy and Publicity Rights

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use his/her name, biographical information, image, photos and/or likeness and statements 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 additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events, product news or special offers from the Contest Group. 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 www.parmalat.ca.

F. Governing Law & Other General Provisions

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between an entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario, including procedural provisions, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

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