

**SCHNEIDERS® BRING HOME THE BLUE JAYS™ CONTEST (the “Contest”)**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. SPONSOR:** The sponsor of this Contest is Maple Leaf Foods Inc., 6897 Financial Drive, Mississauga, Ontario, L5N 0A8 (“**Sponsor**”).

**2. ELIGIBILITY:**

- (a) The Contest is open only to residents of Canada, excluding the Province of Quebec who are of age of legal majority in the province/territory in which they reside at the time of entry.
- (b) The following individuals and their household members (whether or not related) are not eligible to enter the Contest: employees, officers, directors, shareholders, agents, representatives, successors and assigns of each of (i) Sponsor, (ii) Rogers Blue Jays Baseball Partnership (“**RBJBP**”), owner of the *Toronto Blue Jays*™ Major League Baseball team (the “**Team**”), (iii) the MLB Entities (defined below), (iv) each of their respective parents, affiliated companies, and subsidiaries, and (v) any and all other companies associated with the Contest. The “**MLB Entities**” shall mean the Office of the Commissioner of Baseball (the “**BOC**”), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. (“**MLBAM**”), Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (the “**Clubs**”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities.
- (c) Sponsor and RBJBP shall have the right at any time to require proof of identity and/or eligibility to enter the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. Sponsor and RBJBP reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

**3. HOW TO ENTER:**

- (a) The Contest period begins at 12:00:00 a.m. Eastern Time (“**ET**”) on Monday, June 5, 2023 and ends at 11:59:59 p.m. ET on Sunday, July 16, 2023 (the “**Contest Period**”), and consists of six (6) individual entry periods (each, an “**Entry Period**”), as outlined in the table below.

<b>Entry Period</b>	<b>Start Date &amp; Time</b>	<b>End Date &amp; Time</b>	<b>Secondary Prize Draw Date</b>
<b>1.</b>	June 5, 2023 at 12:00:00 a.m. ET	June 11, 2023 at 11:59:59 p.m. ET	June 15, 2023
<b>2.</b>	June 12, 2023 at 12:00:00 a.m. ET	June 18, 2023 at 11:59:59 p.m. ET	June 22, 2023
<b>3.</b>	June 19, 2023 at 12:00:00 a.m. ET	June 25, 2023 at 11:59:59 p.m. ET	June 29, 2023
<b>4.</b>	June 26, 2023 at 12:00:00 a.m. ET	July 2, 2023 at 11:59:59 p.m. ET	July 6, 2023
<b>5.</b>	July 3, 2023 at 12:00:00 a.m. ET	July 9, 2023 at 11:59:59 p.m. ET	July 13, 2023
<b>6.</b>	July 10, 2023 at 12:00:00 a.m. ET	July 16, 2023 at 11:59:59 p.m. ET	July 20, 2023

**For certainty, any Entry (as defined below) from one Entry Period will carry over to subsequent Entry Periods.** Each eligible Entry submitted during an Entry Period will be considered an eligible Entry to for each of: (i) the Secondary Prize (as defined below) draw relating to the applicable Entry Period during which such Entry was submitted, and (ii) the Grand Prize draw.

- (b) Limit of one (1) Entry per person/email address, per day. By way of illustration, if two (2) or more otherwise eligible persons share a single email address, only one (1) of them may enter the Contest per day. If one (1) person has two (2) or more email accounts, that person may enter the Contest only once per day and only the first entry received from such person on such day will be considered.
- (c) There is one (1) way to enter: via bluejays.com. No other method of entry will be accepted.

**Enter via bluejays.com:** During the Entry Period go to [www.bluejays.com/SchneidersContest](http://www.bluejays.com/SchneidersContest) to access the online entry form for the Contest. During the Contest Period, complete the online entry form as instructed, including all required information, and submit the completed online entry form. By successfully transmitting a completed Entry (defined below) as directed, you will be entered in the Contest.

Each entry that is fully completed, complies with the foregoing requirements and is submitted in accordance with the instructions set forth above is referred to as an “**Entry**”. Incomplete entries will be deemed void.

- (d) MLBAM’s computer shall be the official clock of the Contest with respect to Entries submitted online. Free access to the Internet is available at most public libraries. Entrants are solely responsible for Internet connectivity, software and/or hardware that may be required in order to create and/or submit any Entry
- (e) By entering this Contest, each entrant consents to the collection, use, and disclosure of his/her personal information for the purposes and in the manner described herein. All information submitted by entrants on bluejays.com is being collected by MLBAM and is subject to, and will be treated in a manner consistent with, MLBAM’s Terms of Use accessible at: [mlb.com/tou](http://mlb.com/tou) and Privacy Policy accessible at: [mlb.com/privacy](http://mlb.com/privacy). Information submitted by entrants on bluejays.com will be provided to RBJBP and treated in accordance with RBJBP’s Privacy Policy available at [www.bluejays.com/privacy](http://www.bluejays.com/privacy), subject to the entrants’ stated preferences from time to time. Limited information submitted by entrants on bluejays.com, such as email addresses of those entrants who have opted in to receive commercial electronic messages (such as emails) from Sponsor, or contact information that will be used to facilitate Prize delivery may be provided to Sponsor, and will be treated in accordance with Sponsor’s Privacy Policy available at [www.mapleleaf.ca/privacy-policy](http://www.mapleleaf.ca/privacy-policy), subject to the entrants’ stated preferences from time to time. Online entrants may be given the option to receive commercial electronic messages (e.g., emails) and/or other communications from MLBAM, RBJBP, and/or Sponsor; however, eligibility to participate in the Contest is not dependent upon an entrant’s consent to receive such messages and communications and consenting to receive such messages and communications will not impact an entrant’s chances of winning.
- (f) All information submitted by entrants offline is being collected by RBJBP or Sponsor and will be available to both parties. All such information will be treated by Sponsor in accordance with Sponsor’s Privacy Policy available at [www.mapleleaf.ca/privacy-policy](http://www.mapleleaf.ca/privacy-policy) and by RBJBP in accordance with RBJBP’s Privacy Policy, available at [www.bluejays.com/privacy](http://www.bluejays.com/privacy). Sponsor’s and RBJBP’s treatment of information is subject to each entrant’s stated preferences from time to time.

#### 4. PRIZE DESCRIPTION:

Seven (7) total prizes will be awarded (one (1) Grand Prize (defined below) and six (6) Secondary Prizes (defined below)), as follows (collectively, the “Prizes”):

- (a) **Grand Prize:** one (1) eligible entrant will win one (1) grand prize (the “Grand Prize”) consisting of:
  - (i) one (1) home cinema projector;
  - (ii) one (1) home cinema projector stand;
  - (iii) one (1) projector screen;
  - (iv) one (1) Bluetooth speaker;
  - (v) one (1) propane barbecue;
  - (vi) one (1) propane gas tank;
  - (vii) one (1) grill utensil set;
  - (viii) ten (10) Team-branded replica jerseys;
  - (ix) ten (10) Team-branded adjustable baseball hats;
  - (x) ten (10) Team-branded pennants;
  - (xi) ten (10) Team-branded cooler bags;
  - (xii) two (2) former *Rogers Centre* stadium 500 level stadium seats;
  - (xiii) ten (10) foam fingers;
  - (xiv) ten (10) lawn chairs;
  - (xv) one (1) Five Hundred Dollar (CDN\$500) grocery gift card (specific gift card to be selected by the Sponsor and RBJBP in their sole discretion), such gift card being subject to the terms and conditions associated with its use; and
  - (xvi) Sponsor product coupons with a value of Two Hundred Dollars (CDN\$200).

The total estimated retail value of the Grand Prize is CDN \$10,000. Any difference in value will not be awarded.

- (b) **Secondary Prize:** Six (6) eligible entrants will each win receive one (1) secondary prize (one (1) per Entry Period) (each, a “Secondary Prize”) consisting of:
  - (i) four (4) Team-branded t-shirts;
  - (ii) four (4) Team-branded adjustable hats;

- (iii) four (4) Team-branded cooler bags;
- (iv) two (2) sets Team-branded glasses (two (2) glasses per set);
- (v) one (1) Team-branded pennant;
- (vi) four (4) foam fingers;
- (vii) one (1) grill utensil set;
- (viii) one (1) Two Hundred Dollar (CDN\$200) grocery gift card (specific gift card to be selected by the Sponsor and RBJBP in their sole discretion), such gift card being subject to the terms and conditions associated with its use; and
- (ix) Sponsor product coupons with a value of One Hundred Dollars (CDN\$100).

The total estimated retail value of each Secondary Prize is CDN \$1,000. Any difference in value will not be awarded.

## 5. PRIZE CONDITIONS:

- (a) Any and all Contest Prizes must be accepted as awarded and may not be transferred, resold, commercially traded, assigned, or redeemed for cash except at Sponsor's and RBJBP's sole and absolute discretion. Sponsor and RBJBP reserve the right to substitute any stated Prize (or portion thereof) with an alternate prize of comparable or greater value at their sole and absolute discretion, for whatever the reason. Prizes may not be exactly as advertised, and except as expressly warranted herein, any Prize is provided "as is" without further warranty of any kind, whether express or implied, including fitness for a particular purpose. No contest prizing is authenticated.
- (b) All Prize details will be determined in the sole discretion of Sponsor and/or RBJBP. Some restrictions may apply. No portion of any Prize is authenticated and no Certificate of Authenticity will be provided with respect to any Prize. Any unused portion of a Prize will be forfeited. Each winner must be of age of legal majority in his/her jurisdiction of residence, unless accompanied by a parent or legal guardian. The winners are fully responsible for any and all applicable federal, provincial, and municipal taxes (including income and withholding taxes).
- (c) Any and all additional costs and expenses associated with Prize acceptance and use not specified herein as being provided including but not limited to transportation costs, meals, gratuities and other expenses incurred by the winners (and any guests) in claiming, accepting and/or using the Prize are the sole responsibility of each individual winner.

## 6. RANDOM DRAW:

- (a) **Secondary Prizes.** At approximately 10:00 a.m. ET on each of the Secondary Prize draw dates identified in the table in subsection 3(a) (each, a "**Draw Date**"), an RBJBP representative, or other person designated by RBJBP will select by random draw one (1) potential Secondary Prize winners from among all eligible Entries received up to the end of the Entry Period immediately preceding the applicable Draw Date. For certainty, any unselected Entries from one Entry Period **will** carry over to any subsequent Entry Period. Limit of one (1) Secondary Prize per person. Odds of winning a Secondary Prize depend on the number of eligible Entries received up to the Entry Period

immediately prior to the applicable Draw Date and on whether an entrant has submitted multiple Entries.

- (b) **Grand Prize.** At approximately 10:00 a.m. ET on July 21, 2023, an RBJBP representative, or other person designated by RBJBP will select by random draw one (1) potential Grand Prize winner from among all eligible Entries received during the Contest Period. For certainty, an entrant may win both one (1) Secondary Prize and the Grand Prize. Odds of winning the Grand Prize depend on the number of eligible Entries received during the Contest Period and on whether an entrant has submitted multiple Entries.

7. **NOTIFICATION:** Each potential winner selected in accordance with the previous section will be notified in accordance with this section. The potential winner will be contacted by a RBJBP representative by telephone at the telephone number indicated in his/her Entry to determine if he/she is eligible in the sole discretion of the RBJBP representative. In the event that any potential winner does not respond to such notification within two (2) business days, incorrectly answers the skill testing question (described in more detail below), as determined by Sponsor or RBJBP in its sole discretion or declines a Prize for any reason, he/she will be disqualified, the Prize will be forfeited and, at Sponsor's discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible Entries.

8. **DECLARING A WINNER:**

- (a) To be declared a winner and claim the Prize awarded, a potential winner must (i) be eligible according to these Official Rules, (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time limited mathematical skill testing question which will be administered by telephone at a mutually agreeable time, and (iii) sign a duly completed Liability and, except where prohibited by law, Publicity Release form, and any other documentation as may reasonably be required by Sponsor and/or RBJBP, and return same to Sponsor (or if directed, RBJBP) by the date specified on the applicable documentation.
- (b) If all required documents are not properly executed and returned within the specified period of time, or the potential winner otherwise fails to comply with these Official Rules, a disqualification will result and the Prize will be forfeited and, at Sponsor's sole discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible Entries.
- (c) The potential winner agrees to cooperate in any requested investigation by the Sponsor and/or RBJBP to ensure that the use of such potential winner in advertising or publicity for the Contest will not bring the Sponsor or RBJBP into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsor and/or RBJBP, as determined by Sponsor or RBJBP in their sole discretion.

9. **WAIVER OF LIABILITY/PUBLICITY RELEASE:**

- (a) By participating in the Contest and submitting an Entry, each entrant (i) agrees to be bound by these Official Rules, including all Entry requirements, (ii) agrees that the decisions of Sponsor and RBJBP are final and without appeal, (iii) remises, releases and forever discharges Sponsor, RBJBP, the other MLB Entities, Facebook, Inc. ("**Facebook**"), Instagram, Inc. ("**Instagram**"), Twitter, Inc. ("**Twitter**"), each of their respective parents, affiliated companies and subsidiaries, any and all other companies associated with the Contest (including Prize suppliers and suppliers of materials or services related to the Contest), and all of their respective employees, directors, officers, shareholders, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages, liability,

losses, harm, costs or expenses, including without limitation 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, arising out of, or in any way related to, directly or indirectly, the Contest, including without limitation the entrant's participation in the Contest, any breach of these Official Rules, the awarding, receipt, possession, use and/or misuse of any Contest Prize (or any portion thereof), and any travel or activity that is related to the receipt or use of any Contest Prize, and/or the violation or infringement of any intellectual property rights or of any publicity, personality or privacy rights, and agrees to fully indemnify the Released Parties, Instagram, Twitter, and Facebook from any and all claims by third parties relating to the foregoing.

- (b) By accepting a Prize, each winner authorizes Sponsor, RBJBP, MLBAM, the other MLB Entities and each of their respective designees to use in any related publicity, such winner's name, city and province/territory of residence, photograph, image, likeness, voice, and any statements he/she may make regarding such Prize for advertising and promotional purposes worldwide in perpetuity and in any form of media now or hereafter devised worldwide (including the Internet), without limitation and without additional compensation or consideration, notification or permission, unless prohibited by law; and waives any rights that may exist in respect of materials produced pursuant to the foregoing.

#### **10. GENERAL CONTEST TERMS AND CONDITIONS:**

- (a) The Released Parties are not responsible for (i) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; (ii) lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider, website, or other connections including those through and/or by any website; (iii) availability or accessibility or miscommunications or failed computer, satellite, telephone, cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (iv) failures or malfunctions of phones, phone lines or telephone systems, (v) any error, omission, interruption, defect or delay in transmission, processing, or communication; (vi) non-delivery of any communication or Entry; (vii) misdirected, blocked, or delayed email notifications; (viii) printing, typographical or other errors appearing within these Official Rules, in any Contest-related advertisements or other materials; (ix) any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, mail, 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 in any Contest-related materials, or the cancellation or postponement of any Major League Baseball game, event or exhibition, (x) any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest; or (xi) any injury or damage to the computer of any entrant or other person related to or resulting from participating in this Contest or downloading materials from or use of any website.
- (b) Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsor's or RBJBP's representatives or who are in violation of these Official Rules, as solely determined by Sponsor and/or RBJBP, will be disqualified and all associated Entries will be void. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor, RBJBP, MLBAM and/or their respective agents. Sponsor and RBJBP shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws

relating to the Contest, and to resolve all disputes in their sole discretion. The Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize, and (ii) disclaim any implied warranty. The failure of Sponsor, RBJBP or MLBAM to enforce any term of these Official Rules shall not constitute a waiver of that provision. All disputes will be resolved in the Province of Ontario under applicable Ontario and Federal laws.

- (c) Sponsor, RBJBP and MLBAM reserve the right, in their sole discretion, to cancel, suspend or otherwise modify the Contest (or any portion thereof) and/or to amend these Official Rules at any time and in any way, without prior notice, for any reason, including, but not limited to incidents where a virus, bug, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest (or any portion thereof). In the event of cancellation, Sponsor and RBJBP may elect to identify winners and award the Prizes by way of random drawing from among all non-suspect, eligible Entries received up to the time of such cancellation.
- (d) **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT, AND SPONSOR, RBJBP, MLBAM AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING LEGAL FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**
- (e) All online Entries must include a valid email address for the entrant. In the event of a dispute as to the identity or eligibility of any potential winner based on an online Entry, the winning Entry will be declared made by the Authorized Account Holder (defined below) of the email address submitted at the time of entry, provided such Authorized Account Holder is eligible according to these Official Rules. A potential winner may be required to provide proof, upon request of Sponsor and/or RBJBP, that he/she is the applicable Authorized Account Holder, the sufficiency of such proof to be determined in the absolute discretion of Sponsor and/or RBJBP. The “**Authorized Account Holder**” is defined as the natural person to whom the applicable Internet Service Provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.
- (f) All entry data provided via an entrant’s Entry is provided to Sponsor, RBJBP and/or MLBAM, as applicable, and not to Facebook, Instagram or Twitter. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram, or Twitter. Any questions, comments or complaints regarding the Contest should be directed to Sponsor and not to Facebook, Instagram, or Twitter.
- (g) The Contest is subject to all applicable federal, provincial and municipal laws, rules and regulations.

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