

**CHOOSE OLYMPIC DO GOOD CONTEST
OFFICIAL RULES AND REGULATIONS (“OFFICIAL RULES”)**

NO PURCHASE NECESSARY.

The “Choose Olympic Do Good” Contest (the “Contest”) is sponsored by Lactalis Canada Inc. (the “Sponsor”). The Contest starts on October 7, 2024, at 00:00 a.m. (ET), (the “Contest Opening Date”). The Contest closes on December 10, 2024, at 11:59 p.m. (ET) (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 under the age of thirteen (13) residing in Quebec.

Subject to the age limitation provided above, all entrants who are under the age of majority in their province or territory of residence at the date of entry are still eligible to enter the Contest and potentially win the Prize provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions herein 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 their 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

Limit: One (1) Entry per person or household per week during the Contest Period, regardless of the method of entry.

a) WITH PURCHASE

For a chance to win the Prize, visit www.olympiccontest.ca before the Contest Closing Date and click on the “Submit” button to register and complete the online entry form by entering your required information (ex. name, age, mailing address, telephone number, valid email address, etc.).

- I. To obtain one (1) entry, purchase at least one (1) **“Participating Product”** (as listed below) before the Contest Closing Date and keep the purchase receipt. Only one (1) entry per valid purchase receipt is permitted regardless of the number of participating products on that single valid purchase receipt.
- II. Visit www.olympiccontest.ca (**“Contest Website”**) and follow the on-screen instructions to complete the official giveaway Entry Form (the **“Entry Form”**). Fully complete the

Entry Form with all required information, which requires you to:

- a) enter your full name, date of birth, complete mailing address (including postal code), valid email address, and telephone number;
 - b) provide a photo or a scan of a single valid purchase receipt, clearly showing the retailer's name, the date and time of transaction, and the eligible purchase of at least one (1) participating Olympic yogurt product from a Canadian retailer (an "Eligible Receipt") during the Contest Period. For a list of participating Olympic products, see Section 7 below. Receipts must be submitted in one of the following formats: .jpg, .jpeg, .png, or .pdf, with a max file size of 20 MB.;
 - c) signify your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the "Rules").
- III. Once you have fully completed the Entry Form with all required information, follow the on-screen instructions to submit your completed Entry Form (collectively the "**Entry**"). To be eligible, your Entry must be submitted and received within the Contest Period.

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 one (1) 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 or territory 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.

Limit of one (1) Entry per Eligible Receipt, per person or household per week during the Contest Period.

b) WITHOUT PURCHASE

A no-purchase entry option is available to enter the Contest by following these steps:

To obtain an Entry without making a purchase, simply visit the website, follow the procedure mentioned above (omitting the picture of the purchase receipt) and draft, in the box provided for this purpose, an original composition (without the use of *artificial intelligence*) of at least five hundred (500) characters explaining which cause you wish to support and why.

Submission of an original composition will result in a total of one (1) Entry. Limit of one (1) original composition per person or household per week during the Contest Period.

You must have a valid email address, phone number, and mailing address to enter the Contest. Only one (1) email address account and one (1) telephone number 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 or territory 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.

If any entrant attempts to obtain more than the specified number of entries (with or without purchase) or for any other reason, the Sponsor may, in its sole and absolute discretion, disqualify the entrant from the Contest as well as all of his or her entries.

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

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry during the Contest Period; and/or (ii) use (or attempt to use) multiple names, identities, email addresses and/or any automated, macro, script, robotic, or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest, then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Your Entry may be rejected if, in the sole and absolute discretion of the Sponsor, the Entry Form is not fully completed with all required information and submitted and received during the Contest Period. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete, or incompatible Entries, all of which are void.

Receipts that have been submitted for the purpose of entering the Contest that cannot be validated for any reason will be rejected. Reasons for rejections include, but are not limited to, the following: (i) fails to pass anti-fraud detection system; (ii) is unauthorized, fake, or not from a participating store, or has been illegitimately obtained; (iii) contains any messages, or other markings not recognized by the administrator; (iv) is illegible, unreadable, not in focus, or blank; (v) has been previously used; (vi) does not include at least one of the specifically listed Participating Products, or is not dated during the Contest Period; or (vii) is incorrectly or incompletely entered or submitted. **Please also keep your original RECEIPT. Receipts are not interchangeable after the fact. The photo of the receipt submitted with your Entry is the receipt associated with that Entry, whether mistakenly submitted by you or otherwise. Each RECEIPT is unique and can only be used one (1) time as an entry for this Contest.** All receipts submitted are subject to verification at the sole and absolute discretion of the Sponsor. Any receipts that cannot be verified to the full satisfaction of the Sponsor as per these rules and regulations will cause that Entry to be invalid (in which case any right to any Prize associated with such invalidated receipts will be forfeited in its entirety).

3. PRIZE

PRIZE: There is one (1) Prize available to be won by random draw, consisting of ten thousand dollars (\$10,000 CAD) to be awarded in the form of a cheque to be given to the winner and a secondary prize of ten thousand dollars (\$10,000 CAD) to be donated in form of a cheque to a registered Canadian charity of the winner's choice with the goal of fighting food insecurity. The charity cause must be approved by Lactalis Canada. The sponsor's agency will contact the potential Prize winner directly and help with prize fulfillment.

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

The Prize must be accepted as awarded and is not transferable, refundable, for resale. No substitutions are permitted except at the Sponsor's option.

The Sponsor reserves the right, in the event that the Prize, or any component of the 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 entrant selected for the Prize forfeits the Prize, it will be reawarded at the option of the Sponsor, subject to, among other things, time availability.

If the Prize winner is under the age of majority in their province or territory 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).

4. PRIZE DRAW

A random draw for one (1) Prize will be held on Wednesday, December 11, 2024, at 12:00 p.m. (ET) in Montreal, Quebec by CRI Agence, located at 85 St-Paul Street W., Montreal, QC H2Y 3V4, 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 provided on the Entry form and two (2) attempts at the phone number 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 or she will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries until such time as a selected entrant has been contacted or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

5. CLAIMING YOUR PRIZE

The Prize claim is subject to verification. The selected entrant (or his or her parent or legal guardian if the selected entrant is under the age of majority in his/her province or territory of residence) will be required to sign a Declaration and Release Form confirming compliance with the Official Rules, acceptance of the Prize as awarded (without substitution), providing the correct answer to a mathematical skill-testing question (without assistance of any kind, whether mechanical or otherwise), and releasing the Sponsor, the Contest Group, the independent contest organization, and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies, and successors and assigns (collectively, the "Released Parties") from any liability in connection with the Prize or the Contest (the "Release Form").

The 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 the Prize winner within thirty (30) days of receiving his/her signed Release Form to arrange delivery of the Prize. For the Prize, please allow up to 6 to 8 weeks for delivery of the Prize from the end of the Contest Period.

The refusal by any potential winner to accept the Prize (or any portion thereof) releases and forever discharges the Released Parties from 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 the 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

The Official Rules govern

In the event of a conflict between the Official Rules and any instructions or interpretation 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, on the entry form, at point of sale, in print or online advertising, the terms and conditions of these Official Rules shall prevail.

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.

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.

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, at its sole discretion, to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, at 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 contests held by the Sponsor. At its sole discretion, the Sponsor may disqualify any person who acts in any manner to threaten, abuse or harass another person and may suspend or void all such person's associated entries. The Sponsor reserves the right, at its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of the Sponsor compromise the security, proper running, 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 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.

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 or her name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercials, advertising and publicity purposes, at any time, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and the 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.lactalis.ca/privacy.

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 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.

7. PARTICIPATING PRODUCTS

UPC	DESCRIPTION	SIZE	UOM
59161702032	OLYMPIC ORGANIC 3.5% PLAIN	650	G
59161702049	OLYMPIC ORGANIC 3% VANILLE	650	G
59161702155	OLYMPIC ORGANIC 2% PLAIN	650	G
59161701509	OLYMPIC ORGANIC 0% PLAIN	650	G
59161701516	OLYMPIC ORGANIC 0% VANILLE	650	G
59161702070	OLYMPIC ORGANIC 3% BLUEBERRY	650	G
59161702056	OLYMPIC ORGANIC 3% RASPBERRY	650	G
59161701677	OLYMPIC ORGANIC 3% MANGO	650	G
59161702025	OLYMPIC ORGANIC 3% STRAWBERRY	650	G
59161702063	OLYMPIC ORGANIC 3% PEACH	650	G
59161701790	OLYMPIC ORGANIC 3% VANILLA	2,2	KG
59161701752	OLYMPIC ORGANIC 3.5% PLAIN	1,75	KG
59161701769	OLYMPIC ORGANIC 3% VANILLA	1,75	KG
59161701776	OLYMPIC ORGANIC 0% PLAIN	1,75	KG
59161701783	OLYMPIC ORGANIC 2% PLAIN	1,75	KG

59161910109	OLYMPIC ORGANIC GREEK 4% PLAIN	650	G
59161910116	OLYMPIC ORGANIC GREEK 3.5% VANILLA	650	GR
59161703985	OLYMPIC ORGANIC GREEK 4% PLAIN	1,75	KG
59161554433	OLYMPIC ORGANIC GREEK 0% PLAIN	650	G
59161554419	OLYMPIC Organic Yogourt Drink Strawberry 1%	4x190	ML
59161554426	OLYMPIC Organic Yogourt Drink Strawberry-Banana 1%	4x190	ML
59161451008	OLYMPIC KREMA 10% PLAIN	650	G
59161401003	OLYMPIC KREMA 9% VANILLA	650	G
59161302232	OLYMPIC KREMA 9% HONEY	650	G
59161302546	OLYMPIC KREMA 9% MAPLE SYRUP	650	G
59161402307	OLYMPIC KREMA 10% PLAIN	1,75	KG
59161402000	OLYMPIC KREMA 9% VANILLA	1,75	KG
59161401409	OLYMPIC KREMA 8% STRAWBERRY	500	G
59161401607	OLYMPIC KREMA 8% COCONUT	500	G
59161401201	OLYMPIC KREMA 8% CAFÉ LATTE	500	G

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