

THE “BUY-LOW FOODS WIN BIG AND NESTERS MARKET SHOP & WIN GIVEAWAY” 2018 GAME OFFICIAL RULES

The "Buy-Low Foods Win Big and Nesters Market Shop & Win Giveaway" (the "Game") is offered by Buy-Low Foods LP, and is administered by WSP International Limited ("Administrators"). Buy-Low Foods LP hereinafter will be referred to as the "Game Sponsor".

NO PURCHASE NECESSARY TO PLAY.

General Game Information: The Game is being played at approximately thirty-four (34) participating Game Sponsor locations ("Participating Locations") in the Canadian provinces of British Columbia ("BC"), Alberta ("AB") and Saskatchewan ("SK"). Only Game Tickets with Series BLWB18 or NMSW18 printed on the outside of the Game Ticket are valid for this game. Obtain a Game Ticket from any cashier or authorized personnel every time you make a purchase between \$0.01 and \$25.00, at a Participating Location during the Game Period while supplies last. Obtain one (1) Bonus Game Ticket for each purchase increment of twenty-five dollars (\$25.00) as per the chart below:

Purchase Amount (before taxes)	Quantity of Game Tickets
\$0.01 - \$25.00	1 Game Ticket
\$25.01 - \$50.00	1 Game Ticket + 1 Bonus Game Ticket
\$50.01 - \$75.00	1 Game Ticket + 2 Bonus Game Tickets
\$75.01 - \$100.00	1 Game Ticket + 3 Bonus Game Tickets
\$100.01 - \$125.00	1 Game Ticket + 4 Bonus Game Tickets

There is no limit to the number of Bonus Game Tickets per transaction. Purchases of cigarettes or other tobacco product(s) or purchase of alcoholic beverage product(s) or lottery product(s) alone DO NOT qualify you to receive a Game Ticket. You can obtain a Game Ticket without making a purchase by sending a self-addressed, stamped envelope to "Buy-Low Foods Win Big or Nesters Market Shop & Win Giveaway", c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Limit: one Game Ticket per request; one request per outer mailing envelope, one request per day. Requests must be postmarked on or before January 29, 2018 and received on or before February 7, 2018. No mechanically reproduced or computer-generated requests allowed. Any questions, concerns or comments regarding the Game can be forwarded to gamemaster@buylowwinbig.com or gamemaster@nestersmarketshopandwin.com or send your questions, concerns or comments and a self-addressed, stamped envelope to "Buy-Low Foods Win Big or Nesters Market Shop & Win Giveaway", c/o P.O. Box 3009, M.I.P. Markham, ON, L3R 6G4.

1) **GAME DATES:** The Game is scheduled to begin at 12:00:01 AM, Pacific Standard Time ("PST") or the start of business on January 7, 2018 (the "Game Start Date") and is scheduled to end at 11:59:59 PM PST or the end of business on February 17, 2018, (the "scheduled Game End Date") or whenever Game Ticket supplies are exhausted, whichever occurs first. The period between the Game Start Date and the scheduled Game End Date is known as the "Game Period". Certain components of the Game will end on different dates, as indicated elsewhere in these rules.

2) **WHO CAN PLAY:** The Game is open to all legal residents of Canada (except residents of the province of Quebec), who have reached the age of majority, as of Game Start Date, in the province in which they reside. Age of majority in AB and SK is 18 years; in BC, 19 years. Employees of Game Sponsor, its Administrators, their respective parent companies, Participating Locations, affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies, agents, any participating prize sponsors, or any entity that Game Sponsor contracts with, specific to this Game, and members of the immediate families (living in the same household) ("Employees"), are not eligible to play or win in the Online Win Sweepstakes or Enter to Win Sweepstakes (outlined below). Employees are eligible to play and win Instant Prizes and \$1.00 Off Discounts (outlined below).

3) **HOW TO PLAY:** There are three ways to play: A) Instant Win Prizes and Instant \$1.00 Off Discounts and B) Enter to Win Sweepstakes and C) Online Win. Carefully peel open your Game Ticket along the perforations to find an Instant Win or Instant Discount message or an in-store ballot entry, as well as an Online Win message.

A) **INSTANT WIN PRIZES AND INSTANT \$1.00 OFF DISCOUNTS:** Game Tickets will reveal a message stating "You've Won!" or "Save \$1.00 Off!" followed by the description of an Instant Product Prize ("Instant Prizes") or Instant Discount ("Instant Discounts"). The approximate average retail value of all Instant Prizes, as of November 17, 2017, is \$2.61. Values range from \$1.00 to \$6.99. See chart below for details.

The following products are offered as Instant Prizes and Instant Discounts in 1,980,000 Game Tickets available for distribution. There are 1,089,000 game tickets printed in the Buy-Low Foods Win Big and 891,000 game tickets printed in the Nesters Market Shop & Win Giveaway and winning tickets are printed in equal ratio for each game.

Full Product Description	Types/Varieties	Size (or Range)	ARV	PLU	Availability	Number Available	Odds to Receive
INSTANT PRIZES							
Campbell's Broth		900 mL	\$2.99	11867	Buy-Low Foods & Nesters Market	5,530	1 in 359
Honey Nut Cheerios		330 g	\$3.67	11868	Buy-Low Foods ONLY	2,480	1 in 799
Larabar		5 Pack x 225 - 240 g	\$6.99	11869	Nesters Market ONLY	1,070	1 in 1,851
Milk 2 Go	Any Variety	310 mL	\$1.99	11870	Buy-Low Foods ONLY	4,570	1 in 434
Milk 2 Go Sport	Chocolate, Vanilla or Strawberry Banana	325 mL	\$2.29	11871	Nesters Market ONLY	3,250	1 in 610
Hellmann's Mayonnaise		710 - 890 mL	\$5.99	11872	Buy-Low Foods & Nesters Market	2,760	1 in 718
Takis Crunchy Fajita, Takis Fuego Chili Lime or Takis Xplosion	Select Varieties	280 g	\$3.99	11873	Buy-Low Foods ONLY	2,280	1 in 869
Dempster's Wholegrains	Select Varieties	600 g	\$4.49	11874	Nesters Market ONLY	1,660	1 in 1,193
Coca-Cola		6 Pack x 222 mL	\$3.49	11875	Buy-Low Foods ONLY	2,610	1 in 759
Dasani Sparkling Water		1 L	\$1.69	11876	Nesters Market ONLY	4,400	1 in 450
Tostitos	Any Variety	205 - 295 g	\$4.19	11877	Buy-Low Foods ONLY	1,320	1 in 1,500
Miss Vickie's	Any Variety	220 g	\$4.49	11878	Nesters Market ONLY	1,010	1 in 1,961
Lipton Pure Leaf	Lemon or Raspberry	1.75 L	\$4.79	11879	Buy-Low Foods ONLY	1,150	1 in 1,722
Tropicana Pure Premium	Original, Grovestand or Homestyle	1.65 L	\$5.79	11880	Nesters Market ONLY	780	1 in 2,539
Special K Nourish Or Protein Bars	Assorted Flavours	165 - 180 g	\$3.79	11881	Buy-Low Foods ONLY	1,460	1 in 1,357
Kashi Granola Bars	Assorted Flavours	175 - 200 g	\$3.79	11882	Nesters Market ONLY	1,190	1 in 1,664
SpongeTowels Paper Towel	Ultra Choose-A-Size	2 Pack	\$5.49	11883	Buy-Low Foods & Nesters Market	1,830	1 in 1,082
Liberté Greek Yogurt		4 Pack x 100 g	\$3.89	11884	Buy-Low Foods & Nesters Market	2,580	1 in 768
Astro Yogurt		650 - 750 g	\$3.99	11885	Buy-Low Foods & Nesters Market	2,510	1 in 789
Old Dutch Restaurante Tortillas and Signature Tortillas		230 - 384 g	\$3.99	11886	Buy-Low Foods ONLY	1,380	1 in 1,435
Old Dutch Gourmet Rip-L Potato Chips		235 g	\$3.99	11887	Nesters Market ONLY	1,130	1 in 1,753
Classico Pasta Sauce		410 - 650 mL	\$4.98	11888	Buy-Low Foods & Nesters Market	2,020	1 in 981
Pacific Organic Low Sodium Chicken Broth		946 mL	\$5.99	11889	Buy-Low Foods & Nesters Market	840	1 in 2,358
McCain Breakfast Potato Pancakes		600 g	\$4.39	11890	Buy-Low Foods ONLY	660	1 in 3,000
McCain Super Fries	Straight Cut	650 g	\$4.39	11891	Nesters Market ONLY	540	1 in 3,667
2 Bonus Tickets				11893	Buy-Low Foods & Nesters Market	55,000	1 in 36
TOTAL INSTANT PRIZES						106,010	1 in 19
INSTANT DISCOUNTS							
Pepperidge Farm Goldfish		180 - 200 g	\$1.00	11892	Buy-Low Foods & Nesters Market	24,000	1 in 83
Old El Paso Dinner Kit		250 - 400 g	\$1.00	11892	Buy-Low Foods ONLY	13,200	1 in 150

Annie's Pasta		170 g	\$1.00	11892	Nesters Market ONLY	10,800	1 in 184
Armstrong Block Cheese	Any Variety	600 g	\$1.00	11892	Buy-Low Foods & Nesters Market	24,000	1 in 83
Knorr Sidekicks		Various	\$1.00	11892	Buy-Low Foods ONLY	13,200	1 in 150
Becel Margarine		454 g	\$1.00	11892	Nesters Market ONLY	10,800	1 in 184
Vachon Snack Cakes	Select Varieties	288 - 336 g	\$1.00	11892	Buy-Low Foods ONLY	13,200	1 in 150
Silver Hills Organic Breads	Multigrain, Raisin, Rye or Soft Wheat	510 - 680 g	\$1.00	11892	Nesters Market ONLY	10,800	1 in 184
Coca-Cola or Coke Zero		12 Pack x 355 mL	\$1.00	11892	Buy-Low Foods ONLY	13,200	1 in 150
Coke Zero or Dry Ginger Ale		10 Pack x 222 mL	\$1.00	11892	Nesters Market ONLY	10,800	1 in 184
Lay's	Any Variety	240 - 255 g	\$1.00	11892	Buy-Low Foods ONLY	7,870	1 in 252
Smartfood Delights	Any Variety	156 g	\$1.00	11892	Nesters Market ONLY	6,440	1 in 308
Tropicana Pure Premium	Original, Grovestand or Homestyle	1.65 L	\$1.00	11892	Buy-Low Foods ONLY	7,870	1 in 252
Lipton Pure Leaf	Lemon or Raspberry	1.75 L	\$1.00	11892	Nesters Market ONLY	6,440	1 in 308
Special K Cereal	Assorted Flavours	320 - 435 g	\$1.00	11892	Buy-Low Foods ONLY	7,870	1 in 252
Kashi Cereal	Assorted Flavours	297 - 460 g	\$1.00	11892	Nesters Market ONLY	6,440	1 in 308
Purex Bathroom Tissue	Double Roll	12 Pack	\$1.00	11892	Buy-Low Foods & Nesters Market	14,310	1 in 139
Liberté Kefir		4 Pack x 200 mL	\$1.00	11892	Buy-Low Foods & Nesters Market	14,310	1 in 139
Black Diamond Natural Cheese Slices		260 - 280 g	\$1.00	11892	Buy-Low Foods & Nesters Market	14,310	1 in 139
Old Dutch Potato Chips		255 g	\$1.00	11892	Buy-Low Foods ONLY	7,870	1 in 252
Dutch Crunch Kettle Chips		200 g	\$1.00	11892	Nesters Market ONLY	6,440	1 in 308
Cracker Barrel Block Cheese		600 - 650 g	\$1.00	11892	Buy-Low Foods & Nesters Market	14,310	1 in 139
Pacific Organic Roasted Red Pepper and Tomato Soup		1 L	\$1.00	11892	Buy-Low Foods & Nesters Market	7,510	1 in 264
McCain Extra Crispy Savoury Wedges		650 g	\$1.00	11892	Buy-Low Foods ONLY	4,130	1 in 480
McCain Tasti Taters		800 g	\$1.00	11892	Nesters Market ONLY	3,380	1 in 586
TOTAL INSTANT DISCOUNTS						273,500	1 in 8

All Instant Prizes and Instant Discounts may not be claimed.

Total Instant Win Prizes and Instant Discounts	Quantity Available 379,510	Odds to Receive 1 in 6
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WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE: Go to the location where you obtained your ticket or to any Participating Location, pick up the product described and take it with the corresponding Instant Win or Instant Discount Game Ticket to the checkout for verification and to claim your prize. You must surrender your Game Ticket to an authorized store employee to receive your prize or discount. **Instant Prizes or Instant Discounts must be redeemed before close of business on March 3, 2018. All Instant "2 Bonus Tickets" prizes must be redeemed before close of business on February 17, 2018.**

B) **"ENTER TO WIN" SWEEPSTAKES:** Sweepstakes Entry Forms are included on approximately 880,480 Buy-Low Foods Game Tickets and 720,010 Nesters Market Game Tickets. To enter, hand-print your name and phone number on the entry form and deposit in the Sweepstakes Drawing Box located at any Participating Location on or before February 18, 2018. Limit one entry per qualifying ticket received. No photocopied, mechanically reproduced or facsimile entries allowed. Entries submitted in a manner other than that described above will be disqualified.

There will be six (6) Sweepstakes Drawings held at each participating location. All eligible ballot entries received on or before each drawing date will be included in that drawing. All non-winning ballot entries will be combined and included in

all subsequent drawings. Odds of winning any Sweepstakes prize depend on the number of eligible entries received prior to each drawing.

Enter to Win Sweepstakes Drawing Schedule:

Date	Prize	Approximate Retail Value ("ARV")	Number of Prizes Available
Saturday, January 13, 2018	Programmable FlexCook 6 Quart Slow Cooker	\$69.99	34 (1 per participating Buy-Low Foods and Nesters Market store location).
Saturday, January 20, 2018	Indoor Grill with Panini Press	\$69.99	34 (1 per participating Buy-Low Foods and Nesters Market store location).
Saturday, January 27, 2018	Food Dehydrator	\$74.99	34 (1 per participating Buy-Low Foods and Nesters Market store location).
Saturday, February 3, 2018	Single Serve Grind & Brew Coffee Maker	\$114.99	34 (1 per participating Buy-Low Foods and Nesters Market store location).
Saturday, February 10, 2018	Hamilton Beach NutriFresh Vacuum Sealer	\$129.99	34 (1 per participating Buy-Low Foods and Nesters Market store location).
Monday, February 19, 2018	60 Second Shopping Spree	\$500.00	34 (1 per participating Buy-Low Foods and Nesters Market store location).

ADDITIONAL DETAILS ON ENTER TO WIN SWEEPSTAKES PRIZES: Details on Hamilton Beach® Appliances may be found at www.HamiltonBeach.ca. MSRP is as shown as of November 17, 2017. Some retailers may sell for less. Manufacturer's warranties apply. Odds of winning any Sweepstakes prize depend on the number of eligible entries received from all Participating Locations in each province by close of business on February 18, 2018.

60 SECOND SHOPPING SPREE:

There will be one (1) draw for the 60 Second Shopping Spree at each participating Buy-Low Foods and Nesters Market location on February 19, 2018. Prize winner will win all the groceries (tobacco, lottery, prescriptions and alcohol products excluded) which the winner is able to collect in a standard sized-shopping cart (supplied by Participating Location) in sixty (60) seconds. The winner may only push/pull one cart at a time and may not receive help from any other individual. Only items collected and contained within the cart without assistance by the winner or any other person at the conclusion of the sixty (60) second period will be counted as part of the prize. The winner may collect a maximum of two (2) of any eligible item in his/her cart during the Shopping Spree. The exact retail value of each Shopping Spree depends on the total value of eligible items collected by the winner, but may not exceed Five Hundred Dollars (\$500.00). In the event that the prize winner collects items exceeding the Five Hundred Dollar (\$500.00) maximum retail value, the prize winner may keep the items of his/her choice in his/her cart so that the remaining total is equal or less and there are not more than two (2) of any one item included. The representative of the Participating Location will be deemed the Official Time-Keeper and his or her decision will be final. Shopping Spree prizes are not transferable, nor assignable, except as specified herein. Game Sponsor reserves the right to designate the date and time for any Shopping Spree and the winner must agree to abide by these rules as provided to the prize winner prior to the Shopping Spree. If the prize winner is disabled, infirm or unable to attend on the designated Shopping Spree date, the prize winner may designate another person to conduct the Shopping Spree in his/her place, with prior approval from Game Sponsor and /or Participating Location.

See Rule 4 below for instructions on what to do if your name is drawn for any prize in our Enter to Win Sweepstakes.

C) ONLINE WIN: ("Online Game"): All game tickets will include a unique Personal Identification Number ("PIN"). To enter the Online Game go to the URL printed in your game ticket (www.buy-lowfoods.com or www.nestersmarket.com) any time after 12:00:01 AM, PST on the Game Start Date. Follow the link to complete the electronic entry form and follow the onscreen instructions to enter. You must have a valid PIN number to enter. Online PINs must be entered before 11:59:59 PM, PST on February 18, 2018. Limit one (1) Online entry per PIN per person. To enter online you must have a web browser that is compatible with Internet Explorer 9, Chrome 25.0, Mozilla Firefox 30.0, Opera 16, or Safari 4.0. In the event of a dispute as to who submitted an online entry, the entry will be deemed to be submitted by the "Authorized Email Account Holder" of the email address by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address.

Online Instant Win PIN and Drawing: There are two ways to win Online prizes: A) Online Instant Win PINs and B) Online Sweepstakes Grand Prize Drawing. There will be a total of two hundred (200) Instant Win PIN prizes available to be won and two (2) Grand Prize Online Sweepstakes Drawings.

- i) **Online Instant Win PINs:** There will be one hundred (100) instant prizes of a \$50.00 Grocery Gift Card available to be won at all participating Buy-Low Foods stores, plus one hundred (100) instant prizes of a \$50.00 Grocery Gift Card available to be won at all participating Nesters Market stores. Instant Win PINs are equally and randomly seeded amongst all PINs printed. Odds to receive an Instant Win PIN are 1 in 10,890 for Buy-Low Foods Win Big and 1 in 8,910 for Nesters Market Shop & Win Giveaway. All Instant Win PIN prizes may not be claimed. If your PIN is an Instant Winner, you will be notified on screen upon correct entry of your PIN. You will then be directed to complete the Online Win Compliance, Release, and Indemnity Agreement (“online release form”). You must keep your game ticket with the winning Instant PIN for verification.
- ii) **Online Sweepstakes Grand Prize Drawing:** Two (2) prizes will be awarded in the Grand Prize drawing. The Grand Prizes will consist of two (2) prizes of Free Groceries for a Year, retail value each \$5,200.00. The winners for the Grand Prizes will be randomly selected from among all eligible online entries received prior to the date of the Grand Prize drawing. There will be one (1) winner drawn from Buy-Low Foods Win Big and one (1) winner drawn from Nesters Market Shop & Win Giveaway. Once you have entered a valid PIN and do not receive an Online Instant Win message, you will receive either one (1), two (2), three (3), four (4), five (5), six (6), seven (7), eight (8), nine (9) or ten (10) Online Win Ballot Entries (“Online Ballots”). Online Ballots will be awarded randomly at equal odds to receive.

The winner for the Grand Prize will be randomly selected on February 19, 2018 from all eligible online entries received through February 18, 2018.

Additional Details for Online Sweepstakes Grand Prize: Free Groceries for a Year prizes will be awarded as \$5,200.00 in Grocery Gift Cards from the Participating Location in varying denominations totaling \$5,200.00. Gift Card terms and conditions may apply, see card for details.

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

See Rule 4 below for instructions on what to do if your name is drawn for any prize in our Online Sweepstakes.

4) NOTIFICATION AND REDEMPTION

- A) **Instant Prizes and Instant Discounts:** See Rule 3A) “**WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN OR INSTANT DISCOUNT MESSAGE**”. All prize and discount claims are subject to verification by authorized personnel at the Participating Location at which the prize claim is presented for redemption. Instant Win Prizes must be redeemed at the location where you obtained your ticket, or any Participating Location before March 3, 2018. Not all Instant Win or Instant Discount prizes may be claimed and / or awarded.
- B) **Online Instant Win PINs:** If you receive and correctly enter an Instant Win PIN, you will be notified on screen and directed to complete the online release form. Complete the prize release form and follow the instructions to receive your prize. On verification your store will be notified and you will be contacted to come into your store and receive your prize. Not all Online Instant Pins may be redeemed. As a condition of awarding any Sweepstakes or Online Sweepstakes prize, winner must sign and return, within seven (7) days of receipt, the Game Sponsor’s Online Win Compliance, Release, and Indemnity Agreement Form confirming his/her compliance with these Official Rules and releasing the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. Prize winners will be required to correctly answer a mathematical skill-testing question administered by the Game Sponsor or Administrators. All Online Sweepstakes winners must also provide proof of identity (photocopy of Driver’s License, Passport, or any other government issued photo I.D.) with the Game Sponsor’s Release Form or the prize may be forfeited. Not all Online Instant PIN prizes may be claimed and / or awarded.
- C) **Enter to Win Sweepstakes and Online Sweepstakes Grand Prize Drawing:** If you have been selected as a potential winner in any of the Sweepstakes Drawings described above, the Game Sponsor, Administrators or authorized personnel at Participating Locations will notify you via email, or phone. As a condition of awarding any

Sweepstakes or Online Sweepstakes prize, winner must sign and return, within seven (7) days of receipt, the Game Sponsor's Release Form confirming his/her compliance with these Official Rules and releasing the Game Sponsor, any Prize Sponsors, their respective Administrators, affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the Game or the acceptance, possession or use/misuse of any prize. Prize winners will be required to correctly answer a mathematical skill-testing question administered by the Game Sponsor or Administrators. All Sweepstakes or Online Sweepstakes winners must also provide proof of identity (photocopy of Driver's License, Passport, or any other government issued photo I.D.) with the Game Sponsor's Release Form or the prize may be forfeited. If a potential winner fails to return the required documents with proof of identity in accordance with these Rules, or is found to have violated the rules of the Game in any way, or if any prize or prize notification from Sponsor is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. In the case of Sweepstakes prizes and Online Sweepstakes prizes, Game Sponsor will hold a drawing to select an alternate prize winner.

In the case of the Enter to Win Sweepstakes and the Online Sweepstakes Grand Prize Drawing(s), Administrators will hold a maximum of two (2) re-draws to attempt to select an alternate prize winner from among the pool of eligible entries received. A minimum of three (3) attempts will be made to contact each alternate via email, or phone.

All prizes will be shipped to or redeemed at the Participating Location closest to winner's valid disclosed address by prepaid delivery. Allow approximately four (4) to eight (8) weeks for shipment of prizes to Participating Locations following verification. Upon receipt of the prize, the appropriate Participating Location will contact you by telephone and/or mail to make arrangements for you to pick the prize up at the Participating Location. A minimum of three (3) attempts will be made to contact the winner to arrange for pickup of the prize.

Prizes may not be transferred or assigned except as provided herein. No prize substitutions are allowed, except as provided herein. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value for reasons that may include, but are not limited to: unavailability; or production delays caused by labor disruptions, adverse weather conditions or other unforeseen events. Prizes that are not claimed within thirty (30) days of the third attempt to contact, will be deemed forfeited.

5) **ODDS:** The overall odds to win an Instant Prize or to receive an Instant Discount is 1 in 6, as stated herein. Odds of winning an Enter to Win Sweepstakes or Online Sweepstakes Grand Prize vary depending on the number of entries received. For odds to win any Instant Prize or Instant Discount, see table above in rule 3 A). The odds to receive an Online Instant Win PIN are stated in rule 3 C i).

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

7) **PRIVACY:** Game Sponsor will be collecting personal data about entrants including name, email address, mailing address, phone number, age range, gender and Participating Location of choice for the purpose of administering the Game and for purposes of marketing research conducted by the Game Sponsor.

For this Game, no personal data collected for the above purposes will be transferred or sold to any third party except in the following circumstances:

- A. When the entrant gives Game Sponsor permission to do so;
- B. When in good faith the Game Sponsor believes the law requires disclosure;
- C. Under limited circumstances specifically described to the entrant when Game Sponsor collects the information, such as in the Official Rules of the Game;
- D. To Game Sponsor's subsidiaries and affiliates, provided that such subsidiaries and affiliates and their agents and advisors and their respective employees are restricted from using the information for any purpose other than described in these Official Rules; or
- E. To Game Sponsor's agents for data processing purposes, or to its professional advisors and promotional and marketing agencies, provided that such agents, professional advisors and promotional and marketing agencies are restricted from using the information for any purpose other than as described in these Official Rules.

Game Sponsor may match aggregated, statistical user information to parameters established by third parties, without releasing any personally identifiable information. Game Sponsor may share aggregate information with trading partners,

co-branded locations, participating sponsors and advertisers; however, this aggregated information will not contain personally identifiable information. Any requests for access to the information that entrants have supplied, or to update or rectify such information, must be made in writing by sending a self-addressed envelope with your request to: "Buy-Low Foods Win Big or Nesters Market Shop & Win Giveaway", c/o P.O. Box 3009, M.I.P. Markham, ON, L3R 6G4 or by e-mail to gamemaster@buylowwinbig.com or gamemaster@nestersmarketshopandwin.com.

In addition, Buy-Low Foods and Nesters Market are committed to fair information practices in relation to its customers and individuals with whom it deals in the course of its operations. To view the complete Buy-Low Foods Privacy Policy, see http://www.buy-lowfoods.com/private_policy.php. To view the complete Nesters Market Privacy Policy, see <http://www.nestersmarket.com/privacy.cfm>.

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

9) **LIST OF WINNERS:** The names of the major prize winners and a copy of the complete Official Rules are available through gamemaster@buylowwinbig.com or gamemaster@nestersmarketshopandwin.com or by sending a self-addressed, stamped envelope to "Buy-Low Foods Win Big or Nesters Market Shop & Win Giveaway", c/o P.O. Box 3009, M.I.P., Markham, ON L3R 6G4". Please specify "Rules" and/or "Winners' List" with your request.

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

11) **GENERAL TERMS AND CONDITIONS:** Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor, which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Rules and where prohibited by law and is subject to all applicable federal, provincial, local, and municipal laws and regulations. The Game Sponsor reserves the right to terminate or withdraw the Game or to amend these Official Rules at any time, without prior notice. Unless otherwise noted, all taxes, fees and all other expenses and surcharges on prizes, if any, are the sole responsibility of the prizewinners, except as provided herein. The Game Sponsor makes no representations or warranties regarding any awarded prize. By participating in the Game, each entrant agrees to release and hold the Game Sponsor, the individual(s) or body corporate which owns and/or operates any Participating Location, any Prize suppliers, their respective parent companies, Administrators and affiliates, subsidiaries, advertising, promotion, fulfillment agencies, legal advisors and each of their respective employees, officers, directors, shareholders and agents (collectively the "Released Parties"), harmless from any and all losses, damages, rights, claims and actions of any kind arising from or in connection with participation in the Game or resulting from acceptance, possession, or use/misuse of any prize or participation in prize-related activities, including without limitation, any loss, personal injury, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy.

All entries and prize claims received become the property of Game Sponsor and will not be returned. "Released Parties" are not responsible for any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the Game.

The Released Parties are not responsible for lost, late, damaged, misdirected, illegible, postage-due or incomplete entries, requests or prize submissions or claims. The Released Parties are further not responsible for: (i) electronic transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrant's or any person's computer and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Contest; (iv) any entries submitted in a manner that is not expressly allowed under these rules; or (v) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Contest. All incomplete or non-conforming entries will be disqualified. If for any reason the Contest cannot be executed as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest,

or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, Contest Entities reserve the right to terminate the Contest.

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

12) All properly claimed prizes will be awarded. Total approximate retail value of all available prizes: \$242,909.99. Total approximate retail value of all available discounts \$265,990.00. Total approximate retail value of all available prizes and discounts: \$508,899.99.

Game Sponsor: Buy-Low Foods Limited, Surrey, BC, V3T 4W2

Game Administrators: WSP International Limited, Markham, ON L3R 1H5