



CONTEST

Customer satisfaction survey of Rachelle Béry health food stores

CONTEST DURATION

1. From February 8, 2022 at 12:01 a.m. **(ET)** to May 2nd, 2022 at 11:59 p.m. **(ET)**. The contest is being held by Sobeys Capital Inc.

HOW TO ENTER

2. **There are three ways to enter the contest.**

2.1. Enter the contest by making a purchase in any of the 10 participating Rachelle-Béry between February 8, 2022 and May 2nd, 2022 and answering to the survey online. The web link to the survey will be printed on cash receipts. You will have until May 2nd, 2022 at 11:59 p.m. **(ET)** to register your participation online.

OR

2.2. Between February 14, 2022 and April 21st, 2022, we will send invitations by email to randomly selected AIR MILES[®] members who will be eligible to enter the Contest by completing the online survey.

The web link to participate in the survey* will be included in the communication sent to AIR MILES[®] Collectors.

*** The web link is valid only for ten (10) days. After this time, you will not be able to respond to the survey and therefore to participate in the contest.**

OR

2.3. Send us a letter of 50 words or more in which you describe your shopping experience at one of our Rachelle Béry health food stores. Send your handwritten letter to 11 281 Albert-Hudon, Montreal North, H1G-3J5 to the attention of Agent Promotion Publicitaire. Do not forget to include in your

letter your name and phone number and the address of the grocery store you visited. We will need to receive your letter no later than April 11, 2022 at 11:59 p.m.

We will accept one (1) opinion letter per envelope, per person and per address for the duration of the contest.

THE CONTEST IS FOR WHOM

3. To all residents of Quebec aged 18 or over.
Employees of Sobeys Capital Inc. are not eligible to enter the contest.

THE PRIZE

4. One (1) Rachelle Béry gift card totaling \$500.
The gift card is not redeemable and will not be replaced in case of loss.

ODDS OF WINNING

5. The odds of winning the Prize depend on the number of people who responded to the survey and sent an opinion letter to our Montreal offices.

DRAW DETAILS

6. The Draw will be held on May 20, 2022 at the offices of Sobeys Capital Inc. in Montreal at 11 281 Albert-Hudon. We will select one (1) random entry from all entries registered on our website and the opinion letters received by mail.

GENERAL CONDITIONS

7. No liability will be assumed for any failure of the website during the promotion or for any technical problem or malfunction of a network or telephone lines, online computer systems, servers, access providers, computer equipment, software or for electronic, online or internet participation not received by Sobeys Capital Inc. as a result of technical problems or congestion on the internet or any website, or any combination thereof, including any damage to the Participant's computer or any other person resulting from the participation or downloading of any material related to the contest.

Rights to Terminate/Modify/Suspend Contest

8. Sobeys Capital Inc. retain the right, in their absolute discretion, to suspend, modify or terminate any aspect of the Contest (including, but not limited to these Contest Rules) at any time. Sobeys Canada Inc. may terminate or withdraw this Contest at any time with the approbation of the *Régie des alcools, des courses et des jeux du Québec*. If the Contest is terminated on any day prior to the normal Contest end date (the "Termination Date"), the Administrators and Sponsor may determine the winners from all eligible entries received as of the Termination Date (which winners shall be randomly selected in accordance with these Contest Rules).

Winner will be contacted by telephone within a month of the Draw. If we fail to reach the winning candidate after two (2) attempts, we will proceed to a second draw.

The winner must correctly answer a mathematical skill-testing question, complete and sign a declaration and release form before receiving the prize.

9. This Contest is subject to all applicable federal and provincial laws as well as all applicable municipal by laws. The decisions of the Contest Organizer are final with respect to all aspects of the contest.
10. By entering the Contest and voluntarily providing your personal information as described in these Contest Rules, you agree to the collection, use and disclosure by the Administrators (and where applicable, the Sponsor), and its respective employees and/or authorized agents, of your personal information, for the purpose of administering the Contest, including—but not limited to—contacting you with respect to the Contest if you are a selected entrant. Personally identifiable information will only be used to administer the Contest and for no other purpose, except as specifically outlined in these Contest Rules. Personally identifiable information will not be sold, shared or disclosed by the Administrators to any third party, other than to the Sponsor or a third party engaged by the Administrators or Sponsor for the purpose of administering the Contest, or if required by law with the exception that aggregated information may be used by or shared amongst the Administrators and its subsidiaries and affiliates, or shared by the Administrators with third parties in accordance with our Privacy Commitment available at <https://www.sobeys.com/en/privacy-policy>.
11. By entering this contest, the winner agrees that his or her name, place of residence, voice, image, photograph and price statement be used for advertising purposes, without financial compensation.
12. The Contest is managed by Sobeys Capital Inc.
13. If the participant whose entry form has been drawn at random does not meet one of the conditions mentioned above or any condition provided for in these rules, he will be disqualified and there will be no new draws made.
14. The Prize must be accepted as described in these rules. It may not be substituted for another prize, or be exchanged in part or in full for money, nor be transferred to a third party.
15. None of the Limited Partners, Partners, Suppliers (including the Prize Provider), Affiliates and Franchisees of Sobeys Capital Incorporated and its Subsidiaries (hereinafter the "Group") shall be liable for the use of the Prize awarded in the Contest and the Group assumes no responsibility for the Prize or events that may result from the Contest. The winner releases the Group from all liability for the Contest, the Prize and its use.

16. Anyone who participates or attempts to participate in this Contest using a means contrary to the spirit of this Contest and such as to be unfair to other entrants (eg computer hacking, multiple sending registrations, obtaining fraudulent bulletins, etc.) will be automatically disqualified and may be reported to the competent judicial authorities. The decision of the Contest Organizer for this purpose is final and without appeal.
17. Sobeys Capital Incorporated reserves the right, in its sole discretion, to cancel or suspend the electronic component of the Contest in the event that a computer virus or any other factor beyond Sobeys Capital's control that is incorporated would impair the security or performance of the Contest. good management of the competition. Any attempt to deliberately damage any website or undermine the legitimate performance of this Contest is a criminal and civil offense and, in such event, Sobeys Canada Incorporated reserves the right to seek recourse and claim damages. and interests in accordance with the law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, damaged, forged, falsified, altered or manipulated in any way.
18. When the Prize has been awarded to the winner, the Contest Organizer cannot be held responsible for situations such as the closure of the establishment, a change of ownership or management, a labor dispute or for all other situations that could directly or indirectly affect the winner's prize.
19. For the purposes of this contest, the entrant is the person whose name and email address were used for the entry. This person will be awarded the Prize, if applicable.
20. If a paragraph of these rules is declared or deemed illegal, unenforceable or invalid by a competent court, then this paragraph will be considered invalid but all other paragraphs that are not affected will be applied within the limits permitted by law.
21. For residents of Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a Prize may be submitted to the board only for the purpose of helping the parties reach a settlement.