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Contest Rules

Seafood Express (P.E.I.) Ltd. Spot the S and Guess ("Contest")

CONTEST RULES Seafood Express (P.E.I.) Ltd Spot the S and Guess ("Contest") from 9:00a.m on April 23, 2019 ADT to 9:00p.m. on May 31, 2019 ADT ("Contest Period")

1. **HOW TO ENTER** No purchase required. To enter the Contest, viewers must spot a Seafood Express truck and guess what type of product is inside of the truck. \ Submit your answer via Twitter, Facebook or Instagram or to sgray@seafoodexpress.pe.ca via e-mail, including your name and telephone number. To be valid your entry must be received by 9:00pm ADT on May 31, 2019. Limit of one entry per person per day. If you attempt or are suspected of attempting to enter more than once per day or use robotic, automatic, programmed or any entry methods not authorized by these rules, it shall be deemed as tampering and will void your entries.

2. **ELIGIBILITY** Contest is open to all residents of Canada (except Quebec) who are 16 years of age or older at the Contest opening date. For any contestant who has not reached the age of majority, parent or guardian consent is necessary to enter the Contest. Where appropriate, the terms "contestant" and "winner" mean parent or guardian of that person. Employees of Seafood Express (P.E.I.) Ltd., as well as such employees' immediate family (father/mother, brother/sister, son/daughter) or persons living under the same roof are not eligible to enter this Contest.

3. **PROCEDURE FOR AWARDING PRIZES** On June 1, 2019, a random draw will be conducted by Seafood Express (P.E.I.) Ltd. from among all eligible entries received during the Contest Period. The first selected contestant to correctly answer the mandatory mathematical skill-testing question shall be declared the winner, subject to meeting all the conditions described in these rules. Winner will be contacted by telephone or e-mail during the week following the draw and should claim their prize as instructed by Seafood Express (P.E.I.) Ltd. by no later than five days after the date they are initially contacted. If a winner cannot be reached within three days following the first attempt of contact, incorrectly answers the mathematical skill-testing question, declines the prize, or fails to return the required release form, the prize shall be forfeited and Seafood Express (P.E.I.) Ltd. has the right, at its sole discretion, to select another winner.

4. **DESCRIPTION OF PRIZE(S)** The winner will receive one \$50 Visa Gift Card. The total approximate retail value of the prize is \$50.00.

5. **GENERAL RULES** 5.1. To be declared a winner, the selected contestant must first correctly answer a mathematical skill-testing question. 5.2. Each winner shall sign a release declaring their eligibility as stipulated in Section 2 of these rules; agreeing that their name, image and/or voice may be used for advertising purposes related to this Contest free of charge; and releasing Seafood Express (P.E.I.) Ltd. as well as its respective directors, officers and employees (the "Contest Parties") from all liability for any damage or loss arising from participation in this Contest or from the awarding, acceptance or use of the prize. 5.3. The prize shall be accepted as is and may not be exchanged or refunded for an amount of money, sold or transferred. No substitutions will be allowed. Any unused portion of a prize will be forfeited. 5.4. If the prize cannot be awarded as described in these rules, Seafood Express (P.E.I.) Ltd. reserves the right to substitute a prize or prize component with another of comparable value, as determined in its sole discretion. 5.5. Refusal to accept the prize releases the Contest Parties from any obligation toward the winner. 5.6. If a contestant makes any false statement, (s)he will be automatically disqualified from the Contest. 5.7. The Contest Parties assume no liability for any loss, damage or injury, including without limitation: (i) lost, stolen, delayed, damaged, misdirected, late, destroyed, illegible or incomplete entries; (ii) loss, theft or damage to software or computer or telephone data,



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including any breach of privacy; (iii) fraudulent calls; (iv) inability of any person to participate in the Contest for any reason including mistaken addresses on mail or e-mail; technical, computer or telephone malfunctions or other problems with computer on-line systems, servers, access providers, computer equipment, or software; congestion on the internet or at any website, or any combination of the foregoing; (v) damage to any person's computer, including as a result of playing or downloading any material relating to the Contest; (vi) any delay or inability to act resulting from an event or situation beyond their control, including a strike, lockout or other labour dispute at their location or the locations of the organizations and businesses whose services are used to administer this Contest; or (vii) prizes that are lost, damaged or misdirected during shipping. 5.8. Seafood Express (P.E.I.) Ltd. reserves the right to cancel or suspend this Contest should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, Seafood Express (P.E.I.) Ltd. reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. 5.9. All personal information, such as name and contact information, is collected by Seafood Express (P.E.I.) Ltd. solely for the purposes of administering this Contest and shall not be used for any other purpose without your express consent. By providing this information, you consent to it being used for the stated purposes. 5.10. If the identity of a contestant is disputed, the authorized account holder of the email address submitted at the time of entry will be deemed to be the contestant. The individual assigned to the e-mail address for the domain associated with the submitted email address is considered the authorized account holder. A selected contestant may be required to provide proof that (s)he is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server. 5.11. Odds of winning depend on the number of eligible entries. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, using any robotic, automatic programmed method that artificially increases the odds of winning or do not conform to or satisfy any condition of the rules may be disqualified by Seafood Express (P.E.I.) Ltd. Seafood Express (P.E.I.) Ltd. is not responsible for any errors or omissions in printing or advertising this Contest. 5.12. Seafood Express (P.E.I.) Ltd. reserves the right to amend the Contest rules or to terminate the Contest at any time without any liability to any contestant. 5.13. By entering, you agree to abide by the Contest rules and the decisions of Seafood Express (P.E.I.) Ltd., which decisions are final and binding on all contestants. 5.14. Contest rules are available on www.seafoodexpress.pe.ca.

April 22, 2019

Suzanne Gray

Recruiting and Marketing Coordinator

Seafood Express (P.E.I.) Ltd.

