

Contest Rules – ALL TECHED UP FOR BACK-TO-SCHOOL

1. Contest Period

The ALL TECHED UP FOR BACK-TO-SCHOOL Contest (the “Contest”) is sponsored by Mr. Puffs (the “Sponsor”). The Contest begins on Wednesday, August 23, 2023, at 12:00 p.m. and ends on Wednesday, September 20, 2023, at 11:59 p.m.

2. Eligibility

2.1 To be eligible to enter the Contest, an individual must be 18 years of age or older at the time of the draw and a legal resident of Canada.

2.2 Employees of the Sponsor or of any of its affiliates, and members of their families, agents and representatives of the Sponsor, its affiliates, its advertising and promotional agencies, its sponsors, and suppliers of each prize or other materials or services in connection with the Contest are not eligible to enter the Contest.

2.3 For the purposes of the Contest Rules, the entrant is the person whose name appears on the entry form.

2.4 To be declared a winner, the selected entrant must comply with the Contest Rules, sign and return a Declaration and Release Form (the “Release Form”) to the Sponsor, and correctly answer a mathematical skill-testing question located on the Declaration and Release Form. Failure to comply with the terms and conditions listed herein may result in the disqualification of the entrant.

3. How to Enter

3.1 No purchase necessary.

3.2 To enter the Contest: Complete the online entry form at <https://concours.mrpuffs.com>. Confirm that you have read the Contest Rules and that you agree to abide by them. Click on “Submit” to submit the form.

3.3 Ten (10) additional entries will be created for every additional entry submitted by an individual using the code provided upon the purchase of a frozen product at a Mr. Puffs location.

4. Prizes

4.1 Grand prize: 10 Mr. Puffs prize packages, each containing:

1 iPad Air - 64 GB (valued at \$799)

1 Magic Keyboard 5th Generation (valued at \$399)

1 Apple Pencil 2nd Generation (valued at \$169)

1 AirPods Pro 2nd Generation (valued at \$329)

- 1 Mr. Puffs gift card (valued at \$100)
- 1 Hoodie (valued at \$33.50)
- 1 T-shirt (valued at \$13.50)
- 1 Beanie (valued at \$10)
- 1 Water bottle (valued at \$15)

Value of each prize package	\$1,868
Total value of grand prize	\$18,680

4.2 Secondary prizes: 90 x \$100 Mr. Puffs gift cards

Total value of secondary prizes: \$9,000

4.3 Total value of prizes: **\$27,680**

4.3 Prizes are non-negotiable and must be accepted as awarded.

4.4 Prizes cannot be substituted for another prize or redeemed for cash.

4.5 Prizes cannot be transferred, in whole or in part, to another individual.

4.6 Under no circumstance whatsoever will the Contest Sponsor, its affiliates, suppliers of each prize or other materials or services in connection with the Contest, or their employees, agents or representatives be required to award more prizes than the number stated in the Contest Rules or to award a prize otherwise than as stated in the Contest Rules.

5. Draws

5.1 The draws for the ten (10) Mr. Puffs prize packages will take place on Thursday, **September 21, 2023, at 1:00 p.m.** at the Voyou Head Office located at 99 Émilien-Marcoux Street, suite 204, Blainville (Québec) J7C 0B4.

5.2 The draws for the 84 Mr. Puffs gift cards will take place on every day of the Contest Period, except Saturdays and Sundays, in which case the draws will take place on the following Monday. The six (6) remaining gift cards will be drawn at the same time as the grand prize on Thursday, September 21, 2023.

5.3 All valid entries submitted during the Contest Period are eligible for each draw.

5.4 The odds of winning a prize depend on the number of valid entries received during the Contest Period.

6. Winner Selection

6.1 To be declared a winner, a selected entrant must:

Be successfully contacted by phone or email by the Sponsor or its representatives within four (4) business days of the draw. Should the contact be established by email, the entrant must respond to the email according to any instructions provided in the email. If the Sponsor receives a bounce message stating that the delivery of the email was unsuccessful, the decision to contact the entrant by phone or to disqualify him/her is left entirely to the discretion of the Sponsor.

Correctly answer a mathematical skill-testing question located on the Release Form provided by the Sponsor.

Complete and sign the Release Form, and return it to the Sponsor by email (scanned) or by mail (to the address stated herein) within ten (10) business days of receipt.

Provide a photo ID upon request, in a timely fashion.

7. General Terms and Conditions

7.1 By entering the Contest, each entrant accepts and agrees to abide by the official Contest Rules.

7.2 The Release Forms are subject to verification by the Contest Sponsor. Any Release Form that is incomplete, illegible, fraudulent, mutilated, late, has an invalid email address or telephone number, has an incorrect answer to the mathematical skill-testing question or does not comply with the Contest Rules will be automatically rejected and the related entry will not qualify for a prize.

7.3 The Release Forms are the exclusive property of the Sponsor and will not be returned to the entrants.

7.4 If the Sponsor or its representatives have taken reasonable action and are unable to reach the selected entrant within four (4) business days of the draw, if a selected entrant does not return the Release Form within the established timeframe, if the selected entrant turns down the prize or if the selected entrant fails to comply in any way with the Contest Rules, the selected entrant will be disqualified and the Sponsor will draw another entry in accordance with the terms and conditions contained herein until such a time as an entrant is selected and declared a winner, or the Sponsor may, at its own discretion, cancel the prize.

7.5 By entering the Contest, winners authorize the Sponsor to use, if necessary, their names, photos, images, places of residence, voices, comments or statements regarding the prizes for advertising purposes in any media, including social networks, without further compensation.

7.6 The names of the winners will be posted on the Mr. Puffs Facebook page as they become known: <https://www.facebook.com/mrpuffscanada/>.

7.7 Entrants or individuals attempting to enter the Contest release the Contest Sponsor, its affiliates, sponsors, partners and advertising and promotional agencies, suppliers of each prize or other materials or services in connection with the Contest, as well as all officers, directors, owners, associates, employees, agents, representatives, successors and all respective assignees (beneficiaries) of any liability for any damages whatsoever that may occur as a result of their entry or attempted entry in the Contest or of their acceptance and/or use of any prize.

7.8 The Sponsor reserves the right to disqualify an individual or his/her entry if the individual enters or attempts to enter the Contest using methods that do not comply with the Contest Rules or that are unfair to the other entrants. Such entrants may be reported to the appropriate legal authorities.

7.9 Any attempt to undermine the legitimate running of the Contest is a violation of civil and

criminal law. The Sponsor reserves the right to reject the entries of such individuals and to seek damages or other legal remedy to the fullest extent permitted by law.

7.10 Should, for any reason, the computer system fail to process all the Contest entries during the Contest Period, or should the entry submission period end in whole or in part before the date stated herein, the Sponsor may, at its own discretion, hold the draws among the entries processed during the Contest Period or those processed up until the event having caused the end of the entry submission period.

7.11 No communication or correspondence shall be entered into with Contest entrants other than as stated in the Contest Rules or as initiated by the Sponsor.

7.12 Should any section of the Contest Rules be found unlawful, unenforceable or void by a court of competent jurisdiction, such section shall be considered void, but all other sections not affected will be applied within the limits authorized by law.

7.13 In case of discrepancy between the French and English versions of the Contest Rules, should an English version exist, the French version will prevail.

7.14 The Contest is subject to all applicable federal, provincial and municipal laws and regulations.

7.15 Any decision by the Sponsor or its representatives relating to the Contest is final and without appeal, subject to any decision by the Régie des alcools, des courses et des jeux du Québec, with respect to any matter within its jurisdiction.

7.16 Subject to the approval of the Régie des alcools, des courses et des jeux du Québec, if required, the Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, in whole or in part, in the event of the occurrence of any event or human intervention that could alter or affect the administration, security, impartiality or conduct of the contest as stated herein.

7.17 Any litigation involving 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 regarding the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.