

CONTEST RULES

NEEDS and FAST FUEL
Katie Kelly- Tiktok Launch
(the "Contest")

1. Eligibility

The Contest is open only to legal residents of four Atlantic provinces (NS, NB, PEI, Nfld) who have reached the age of majority in their province of residence on the date that they entered the Contest. Void where prohibited by law. Employees, directors, and officers of the Administrator, Sobeys Capital Incorporated (the "Administrator") and the Sponsor, Sobeys Capital Incorporated (the "Sponsor") and its parent companies, affiliates, franchisees, subsidiaries, distributors, representatives, advertising and promotional agencies, agents, sponsors, and any entity that they contract with specific to the Contest, as well as the immediate family members, and any persons domiciled with any of the above (whether related or not), are not eligible to win a Prize.

2. Timing

The Contest runs from 9:00am Monday, April 29th and ends 4:00pm on Sunday, May 12th

3. How to Enter

No Purchase Necessary

Follow the instructions on the contest post to enter to win. Entry requirements include following the Needs Convenience & Katie Kelly account on the network where you're entering, liking the contest post on that network, and tagging a friend in a public comment on the contest post. Each comment with a tagged friend will count as another entry. Entrants can choose to enter on multiple networks.

To participate, please visit Needs Convenience on any of the platforms below:

<http://www.instagram.com/NeedsConvenience>

<http://www.facebook.com/NeedsConvenience>

<https://www.tiktok.com/@Needsconvenience>

Follow all entry requirements listed on the contest post.

You may need to have cookies enabled on your browser and be required to log on to your social media accounts to access some of the contest entry mechanisms.

4. Entries

Entries generated by script, macro, robotic, programming or any other automated means are prohibited and will be disqualified. Entries attributed to multiple accounts operated by the same user on a single social media platform may be a violation of the applicable platform's terms of service and will not be valid for entry. The Sponsor and the Administrators shall not be responsible for entries which are late, lost, damaged, misdirected, mutilated, garbled, illegible, delayed, or incomplete.

The Sponsor and the Administrators reserve the right in their sole discretion to disqualify entries where they are deemed to be obscene, defamatory, unlawful, or otherwise in poor taste, such entries will be deemed ineligible. The Sponsor and the Administrators reserve the right, in their sole discretion, to edit any entries or to remove any copyrighted content. Entries must not include any illegal, defamatory or in any way obscene content. By entering this Contest you (i) represent that your entry is your original work and does not infringe on any third party's copyright, trade-mark or other intellectual property rights, (ii) that you have all necessary rights from any third party that appears, or is mentioned, in the entry, including those from the parent or legal guardian if third party is under the age of majority; (iii) grant the Sponsor and the Administrators, an unlimited, royalty free, irrevocable, right and license to reproduce, post and/or broadcast the entry in any form of media now known or hereinafter developed; (iv) waive all moral rights in the entry in favour of the Sponsor and the Administrators, (v) agree to release, indemnify, discharge and hold harmless the Sponsor and the Administrators, their respective parent, subsidiary and affiliated companies, and their respective officers, directors, employees, agents and representatives from any claim or liability arising from or related to the entry, participation in this Contest, and/or acceptance and or use of any prize awarded, and (vi) consent to the publication and/or use, in any medium of your entry, name, city of residence, photograph and/or image for publicity purposes carried out by the Sponsor and the Administrators or their advertising and promotional agencies without payment or compensation of any kind. The Sponsor and the Administrators assume no responsibility for any claims against infringement of the right of privacy with respect to any Submission submitted.

5. Grand Prize Description

The winner of the grand prize will win a \$250.00 Needs/Fast Fuel gift card.

The Grand Prize has no equivalent cash value, is non-transferable and no substitutions will be made. Grand Prizes must be accepted as awarded. The Sponsor reserves the right to substitute any Grand Prize for one of equal or greater value for any reason. You are responsible for all costs not expressly described as being included as part of the Grand Prize, such as any fee associated with the receipt and/or use of the Grand Prize. Please allow up to four (4) weeks for delivery or fulfillment of the Grand Prize.

The following conditions apply:

- Each prize must be accepted as awarded and cannot be transferred, sold, or exchanged for money (unless the Sponsor explicitly allow it, at their exclusive discretion). No price substitution will be possible, except at the discretion of the Sponsor. They reserve the right, at their exclusive discretion, to replace the prize, or a portion of it, with another prize of equivalent or higher value, including, but at the exclusive discretion of the Sponsor, with a cash amount. The prize will be awarded only to the person whose full verifiable valid name and email address are listed

on the Account associated with the participation in the Contest.

- The Prize has no equivalent cash value, is non-transferable and no substitutions will be made. Prizes must be accepted as awarded. The Sponsor reserves the right to substitute any Prize for one of equal or greater value for any reason. You are responsible for all costs not expressly described as being included as part of the Prize, such as any fee associated with the receipt and/or use of the Prize.
- If a portion of the Prize is not used, no compensation will be awarded.
- You must sign the Sponsor's release form (the "Release") to receive and participate in the Prize.

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6. Odds

The odds of winning are dependent on the total number of eligible entries received during the Contest Period.

7. Draw Detail

Random draw will occur at Sobeys Dartmouth Head Office **Unit 1-535 Portland Street**, Nova Scotia from all eligible entries received during the Contest Period (each a "Draw"). You do not need to be in attendance to be selected. Where there are multiple draws for multiple prizes, you are only eligible to win once. See for Contest Draw Dates listed below in grid.

8. Winner Contact Details

If you are chosen to be eligible to win a Prize, you will be contacted within three (3) days of the draw via private message. To be declared a winner, you must then correctly answer without assistance a mathematical skill testing question and sign a Release form (the “Release”). The original copy of the Release may be signed at that time or taken away and returned within three days. Upon verification of the completion and correctness of the answer to the skill-testing question, and execution of the Release, you may be declared a winner. In case of a dispute concerning the identity of the individual who submitted an Entry via Instagram, TikTok or Facebook, the Entrant will be deemed to be the account holder of the Instagram, TikTok, or Facebook account under which the Entry was submitted.

9. Forfeit of Prize

If you cannot be reached by Sobeys Inc within three (3) days of our first attempt to contact you, or otherwise fail to comply with these Contest Rules, then the Prize will be forfeited, then the Prize will be forfeited, and another entry will be randomly selected from among the remaining eligible entries as per these Contest Rules. This process of selecting a Prize winner will be repeated until all Prizes eligible to be won have been awarded.

10. Use of Personal Information

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 Administrator (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 Administrator to any third party, other than to the Sponsor or a third party engaged by the Administrator 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 Administrator and its subsidiaries and affiliates, or shared by the Administrator with third parties in accordance with our Privacy Commitment available at <https://www.sobeys.com/en/privacy-policy>.

11. Publicity Consent

By entering the Contest, you agree that if you are determined to be the winner, the Administrator and the Sponsor may use your name, comments, voice, likeness, municipality of residence and picture in any advertising, promotion or publicity carried out now or in the future, in any media without compensation or notice, and you grant to the Administrator and the Sponsor any and all rights to such use. You agree to cooperate with the Administrator and the Sponsor in arranging for photographs or other forms of publicity and to be available for photographs or other forms of publicity on reasonable notice.

12. Limitation of Liability / Release

By participating in the Contest, and as a condition of acceptance of the Prize, you, your heirs, executors, administrators, successors and assigns, release and forever discharge and hold harmless, the Sponsor and the Administrator, and their direct and indirect parent companies, affiliates, subsidiaries, successors, assigns, agents, advisors, franchisees, shareholders, partners, representatives, their advertising, promotion and fulfillment agencies and each of their respective employees, officers, directors, agents and representatives (collectively, the "Released Parties"), from and against any and all losses, damages (including, without limitation, direct, indirect, incidental, consequential or punitive damages), rights, claims, actions, causes of action, personal injury, property damage or death, including without limitation all costs and liabilities of any kind including legal fees on a substantial indemnity scale, hereinafter called "Claims" and including without limitation any claims arising from any act of negligence of the Released Parties, that you now have, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Contest, or the awarding, acceptance, possession, use, or misuse or enjoyment of any Prize, and where applicable, traveling to, preparing for, or participating in, any Contest-related or Prize-related event or activity; or (ii) the publicity rights granted to the Sponsor and the Administrator. You specifically acknowledge that you understand that there may be serious risks of bodily injury, death, or property damage associated with the acceptance, possession, use and/or misuse of the Prize and attendance at any event or participation in certain Prize-related activities, and you voluntarily assumes these risks. You also agree to indemnify, defend, and hold harmless the Released Parties from any-and-all Claims in respect of the foregoing.

13. Compliance with Rules

By entering the Contest, you agree to abide by the entire Contest Rules and the terms and conditions under which the prizes are awarded. Any decision made by the Sponsor and/or the Administrator in respect of this Contest shall be final.

14. Technical Issues

The Sponsor and Administrator are not responsible for any computer, online, telephone, hardware, software or technical limitations or malfunctions that may occur (including but not limited to malfunctions that may affect the transmission or non-transmission of an entry, or failure to receive an entry), nor for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of entries in the Contest, nor for any error, omission, interruption, deletion, defect, delay in operation or transmission or receipt of entry, communications line failure, theft or destruction or unauthorized access to, or alteration of entries; and, are not responsible for any problems, failures or technical malfunction of any telephone or network lines, computer online systems, servers, providers, computer equipment, software, email, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website or on account of any combination of the foregoing; and are not responsible for any injury or damage to entrants or to any computer related injury or damage resulting from participating in downloading materials in this Contest.

In the event that, due to a printing, manufacturing, mechanical or other error of any kind or nature whatsoever, more Prizes are claimed than are intended to be awarded according to these Contest Rules,

Prizes will stop being awarded when the Administrator becomes aware of an error respecting the number of Prizes and the Administrator reserves the right, in their sole and absolute discretion, to conduct a random draw from amongst all eligible and approved Prize claimants whose claims have not yet been redeemed to award the remaining number of advertised Prizes. In no event will the Sponsor or Administrator be liable for more than the stated number of Prizes contained in these Contest Rules.

15. Rights to Terminate/Modify/Suspend Contest

The Administrator and Sponsor 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. The Administrator and Sponsor may make substitutions of equivalent kind or value in the event of the unavailability of a prize (or component thereof) for any reason whatsoever. The Administrator and Sponsor may terminate or withdraw this Contest at any time by posting a notice at the Participating Stores. If the Contest is terminated on any day prior to the normal Contest end date (the "Termination Date"), the Administrator and Sponsor may determine the winners from all eligible entries received as of the close of business at the Participating Stores on the Termination Date (which winners shall be randomly selected in accordance with these Contest Rules).

16. General Disqualification

Any attempt made by an entrant or other individual or entity, to deliberately damage, manipulate or undermine the legitimate operation of the Contest, including but not limited to any fraudulent claims, is a violation of the law. The Administrator and Sponsor reserve the right to seek remedies and damages from any such individual or entity which makes any such attempt. Any entrant who, in the opinion of the Administrator, is determined to be engaging in any of the foregoing activities will be immediately disqualified from the Contest.

17. Trademarks

All other Trademarks are the property of their respective owners.

18. Jurisdiction

The Contest is governed by the laws of Nova Scotia and the laws of Canada applicable therein, and is subject to all applicable federal, provincial, and municipal laws and regulations and is void where prohibited by law. Participation constitutes your full and unconditional agreement to these Contest Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Contest. By entering the Contest, you agree that the courts of Nova Scotia, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of this Contest's Rules or the running of this Contest.

