

CO-OP "Sweep up \$5,000" Contest
OFFICIAL CONTEST RULES (the "Rules")

1. SPONSOR:

The sponsor of the Contest is Kruger Products L.P. (the "**Contest Sponsor**"), and the Contest will be assisted by Promodem Media (the "**Independent Judging Organization**").

2. CONTEST PERIOD:

The Contest will start on at January 29, 2017 12:00:01am Central Time (CT) and will end on February 26, 2017 at 11:59:59 pm CT (the "**Contest Period**").

3. HOW TO ENTER:

NO PURCHASE NECESSARY. A purchase will not increase your chance of winning. To enter and receive one (1) Contest entry: (i) go online to www.cooppromotions.com, click on the CO-OP "Sweep up \$5,000" Contest link and complete the online registration form with the following information: full name, complete mailing address including postal code, daytime and evening telephone numbers (including area code), and valid email address, confirm you have read and agreed to be bound by these Rules, create your password and submit the UPC product bar code number from any one of the participating Kruger products listed below; OR (ii) once you have registered for the Contest as set out in (i) above, log in with your email address and password and submit a UPC product bar code number from any one of the participating Kruger products listed below. Limit five (5) unique UPC product bar codes per person per day regardless of the email address, telephone numbers or addresses provided. **NOTE: the acceptable UPC product bar code number is a ten (10) digit number. Do not include the two small check numbers at either end of the ten digit number or any spaces between numbers.** (Any available opt-in opportunities on the Contest website to receive further marketing materials from the Contest Sponsor or Federated Co-operatives Limited are

not required to enter this Contest, and checking any such opt-in boxes will not improve your chances of winning).

Participating Kruger Products:

Purex® Double 4 roll bathroom tissue, Purex® Ultra Double 12 roll bathroom tissue, Purex® Double 12 roll bathroom tissue, Purex® EnviroCare® 12 roll bathroom tissue, Purex® Jumbo 30 roll bathroom tissue, Purex® Double 18 roll bathroom tissue, Purex® Ultra Double 18 roll bathroom tissue, Purex® Plus 12 roll bathroom tissue, Purex® Ultra Plus 12 roll bathroom tissue, Cashmere® UltraLuxe™ 12 roll bathroom tissue, Scotties®' Original Single pack facial tissue, Scotties®' Supreme Single pack facial tissue, Scotties®' Original 6 pack facial tissue, Scotties®' Lotion 6 pack facial tissue, Scotties®' Supreme 6 pack facial tissue, Scotties®' EnviroCare® 6 pack facial tissue, Cashmere® Fresh Wipes, Cashmere® Fresh Wipes Refill, White Swan® Napkins 200 sheets, SpongeTowels® Ultra Choose-A-Size 6 roll paper towels, SpongeTowels® Ultra Strong Choose-A-Size 6 roll paper towels, SpongeTowels® Ultra Strong Minis 6 roll paper towels, SpongeTowels® Econo Full Sheet 6 roll paper towels, SpongeTowels® Ultra Choose-A-Size 12 roll paper towels, SpongeTowels® EnviroCare® 2 roll paper towels, SpongeTowels® Ultra Choose-A-Size paper towels, SpongeTowels® Ultra Choose-A-Size Giants 6 roll paper towels.

To enter with no purchase, please write your first name, last name, complete mailing address including street address, city, province and postal code on a card or sheet of paper not exceeding 8.5 X 11" and mail, together with a hand-drawn (not mechanically reproduced) facsimile of the UPC product code number (a series of lines and numbers) from any one of the participating Kruger products listed above, to the following address: CO-OP "Sweep up \$5,000" Contest, 20440 Simcoe St. Seagrave, ON, L0C 1G0. You may enter as often as you wish, but each mail-in entry must be: (i) mailed in a separate envelope, bearing sufficient postage (ii) post-marked by no later than the end of the Contest Period; and (iii) must be received at the above address by no later than March

4, 2016. No responsibility will be taken for mail-in entries that are delayed, lost, misdirected or damaged.

If it is discovered by the Contest Sponsor or Administrator (using any evidence or other information made available to or otherwise discovered by the Contest Sponsor or Administrator) that any person has attempted to use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest, then he/she may be disqualified from the Contest in the sole and absolute discretion of the Contest Sponsor or Administrator. Any entry may be rejected if (in the sole and absolute discretion of the Contest Sponsor or Administrator) the entry is not fully completed with all required information (including providing the required UPC product bar code number or facsimile, as applicable) and submitted and received within the required time frame as set forth in these Rules. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

4. ELIGIBILITY:

To enter the Contest and be eligible to win, a person must be a legal resident of British Columbia, Alberta, Saskatchewan, Manitoba, Yellowknife or the Kenora District of Northwestern Ontario, and must have reached the age of majority in the jurisdiction in which he or she resides. Employees of the Contest Sponsor, Federated Co-operatives Limited or the Independent Judging Organization, members of the immediate family of such employees and employees of the Contest Sponsor's, Federated Co-operatives Limited and affiliates, agents, member retail co-operatives, consulting, advertising and promotional agencies are not eligible to participate in the Contest, or win prizes in the Contest. Immediate family is defined as parents, siblings, children or spouse.

5. PRIZES:

There are a total of eleven (11) Prizes (each, a "**Prize**" and collectively the '**Prizes**') available to be won as follows:

Grand Prize: There will be one (1) Grand Prize (the “**Grand Prize**”) available to be won consisting of \$5,000.00 CDN in CO-OP® gift cards.

Secondary Prizes: There will be ten (10) Secondary Prizes (each, a “**Secondary Prize**” and collectively the ‘**Secondary Prizes**’) available to be won, each consisting of a \$1,000.00 CDN CO-OP® gift card. Gift cards are subject to all of the terms and conditions of the issuer. There is a limit of one (1) Prize per person. Prizes must be accepted as awarded. Prizes may not be sold, converted to cash, are non-transferable, and no substitutions are permitted. One Prize per winning entry; one Prize per household. The Contest Sponsor and Administrator reserve the right, in the event that a Prize cannot be awarded as described for any reason, to substitute another prize of equal or greater approximate retail value without liability.

The chances of being selected are dependent upon the total number of eligible entries received in accordance with these Rules. The entrants selected as potential winners will each be required to sign a Statement of Compliance, Release and Indemnity Agreement as a condition of being confirmed a winner and receiving his/her Prize.

6. PRIZE WINNER:

A random draw for each prize will be conducted by the Independent Judging Organization in Seagrave, Ontario at approximately 2:00 pm on or around March 12, 2017 from amongst all eligible online entries received on or before the Contest Closing Date. The eligible entrant associated with the first eligible entry selected will be eligible to win the Grand Prize (subject to compliance with these Rules). The eligible entrants associated with the second through eleventh eligible entries selected will each be eligible to win a Secondary Prize (subject to compliance with these Rules). Selected entrants will be contacted by telephone within seven (7) days of the draw date. If a selected entrant cannot be contacted within 7 days of the draw date, his/her entry will be disqualified and another entrant will be randomly selected. To be declared a winner, the selected entrant must (1) correctly answer a mathematical skill testing question to

be administered via telephone, mail or email; and (2) complete, sign and return the Administrator's form of Statement of Compliance, Release and Indemnity Agreement to the Contest Administrator within 14 days of receipt of written prize notification or prize will be forfeited and an alternate winner selected. Prize winners consent to the use of their name, address (city and province) and photograph without compensation, in any future publicity carried out by the Contest Sponsor and/or Administrator.

7. GENERAL:

By entering the Contest, entrants agree to abide by these Rules and the decisions of the Contest Sponsor or Administrator with respect to all aspects of the Contest, which are final. This Contest is subject to all applicable federal, provincial and municipal laws. To request a copy of these Rules, send a self-addressed, stamped envelope to CO-OP "Sweep up \$5,000" Contest, PO Box 1050, Saskatoon SK S7K 3M9.

All entries become the property of the Contest Administrator and none will be returned. By entering this Contest, entrants consent to the use of their name and address (city and province) by the Contest Sponsor and Administrator for publicity purposes and for purposes of administering this Contest.

The Contest Sponsor and Administrator reserve the right to disqualify any entrant in the event of fraudulent Contest entry or other violation of these Rules, as determined by the Contest Sponsor or Administrator, in its sole and absolute discretion. Entry forms are subject to verification and void if obtained illegitimately, or if altered, forged, tampered with or irregular in any way.

Subject to applicable law, the Contest Sponsor and Administrator reserve the right, in their sole discretion and for any reason, to cancel, terminate, modify the Rules or administration of the Contest or suspend this Contest in whole or in part without prior notice and with no obligation or liability. In the Contest Sponsor's and Administrator's sole discretion, a winner may be selected by randomly drawing from among all valid entries received up to the time of cancellation, termination or suspension.

By participating in the Contest, entrants agree to release and indemnify the Contest Sponsor, Federated Co-operatives Limited and the Independent Judging Organization and any of their parents, affiliates, member retail co-operatives, board members, agents and contractors, including advertising and promotional agencies, and their respective directors, officers and employees (collectively, the "Released Parties") from any and all losses, expenses (including legal fees), damages and claims of any kind in connection with the Contest or resulting from the acceptance, possession or use of any prize, including without limitation any loss, personal injury, death, property damage, or claims based on publicity rights, defamation or invasion of privacy.

Under no circumstances will the Released Parties, or any of them, be responsible for any injuries, loss or damages of any kind (compensatory, direct, incidental, indirect, consequential or otherwise) with respect to or in any way arising from, this Contest or the prize awarded. Without limiting the foregoing, the Released Parties will not be liable for: (i) any failure of any website or any platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any entry and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above. In no event shall the Contest Sponsor, Federated Co-operatives Limited or Independent Judging Organization be required to award more prizes than what is indicated in these Rules or award the prizes otherwise than in accordance with these Rules.

8. PRIVACY:

Federated Co-operatives Limited respects your right to privacy and will use your personal information only to conduct and promote the Contest (including disclosure of

same to the Independent Judging Organization and Contest Sponsor for Contest administration or promotion as provided herein) and for the purpose as described in these Rules, except as you may otherwise expressly consent. Information collected is used solely to administer and promote the Contest and is not sold, rented, or loaned to any third parties. No correspondence will be entered into except with selected entrants. If consent is actively and voluntarily given at the time of entry to provide you with the latest email offers and communications from Co-op, then Federated Co-operatives Limited will use your personal information for that purpose. Federated Co-operatives Limited will handle the entrant's personal information in accordance with its privacy policies and practices, which can be accessed on its website www.fcl.ca or by contacting the privacy officer for Federated Co-operatives Limited at privacy@fcl.ca; and in accordance with applicable laws. By completing and submitting a Contest entry form you consent to the collection use and disclosure of your personal information for the purposes stated herein.