

Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

1. KEY DATES:

The Kruger 2018 STOH Bring Curling Home Contest (the “Contest”) begins on January 12, 2018 at 12:00:00 a.m. Central Time (“CT”) and ends on February 15, 2018 at 11:59:59 p.m. CT (the “Contest Period”). The Contest Period consists of four (4) Weeks (each, a “Week” and collectively the “Weeks”), as follows:

Week	Start Date (all 12:00:00 a.m. CT)	End Date (all 11:59:59 p.m. CT)	Draw Date
1	January 12, 2018	January 21, 2018	January 22, 2018
2	January 22, 2018	January 29, 2018	January 30, 2018
3	January 30, 2018	February 6, 2018	February 7, 2018
4	February 7, 2018	February 15, 2018	February 16, 2018

2. ELIGIBILITY:

Contest is open to residents of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario (living only within the District of Kenora), and Yellowknife, NWT, who have reached the legal age of majority in their province or territory of residence at the time of entry, except employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Kruger Products L.P. (the “Sponsor”), My Brother Darryl (the “Administrator”), Federated Co-operatives Limited (“FCL”), and each of their respective parent companies, subsidiaries, associated and affiliated entities, member retail co-operatives, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the “Contest Parties”).

3. AGREEMENT TO BE LEGALLY BOUND BY RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Official Rules and Regulations (the “Rules”).

4. HOW TO ENTER:

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT INCREASE OR OTHERWISE IMPACT YOUR CHANCES OF WINNING IN THIS CONTEST. There are two (2) ways to earn an Entry or Entries (each, an “Entry” and collectively, the “Entries”) in the Contest, as follows:

- To enter and be eligible to receive one (1) Entry:
 - i. go online to www.cooppromotions.com, click on the “Bring the Curling Excitement Home” Contest link and complete the online registration by: (a) entering (in the space provided) your full name, complete mailing address (including postal code), daytime and evening telephone numbers (including area code), and valid email address; (b) confirming that you have read and agree to be legally bound by these Rules; (c) creating your password; and (d) submitting 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.

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 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 Roll 4’s bathroom tissue
- Purex® Ultra Double Roll 12’s bathroom tissue
- Purex® Double Roll 12’s bathroom tissue
- Purex® EnviroCare® 12’s bathroom tissue
- Purex® Jumbo 30’s bathroom tissue
- Purex® Double Roll 18’s bathroom tissue
- Purex® Ultra Double Roll 18’s bathroom tissue
- Purex® Plus Roll 12’s bathroom tissue
- Purex® Ultra Plus Roll 12’s bathroom tissue
- Cashmere® UltraLuxe® 12’s bathroom tissue
- Scotties® 6 pack facial tissue
- Scotties® Lotion 6 pack facial tissue
- Scotties® Supreme 6 pack facial tissue
- Scotties® EnviroCare® 6 pack facial tissue
- Scotties® Supreme 9 pack facial tissue
- Cashmere® Fresh Wipes Tub 42’s

- Cashmere® Fresh Wipes Refill 42's
- White Swan® 200's napkins
- SpongeTowels® Ultra Choose-A-Size 6's paper towel
- SpongeTowels® Ultra Strong 6's paper towel
- SpongeTowels® Ultra Strong Mini 6'S paper towel
- SpongeTowels® Econo BIG ROLL 6 paper towel
- SpongeTowels® Ultra Choose-A-Size 12's paper towel
- SpongeTowels® EnviroCare® 2's paper towel
- SpongeTowels® Ultra Choose-A-Size 2's paper towel
- SpongeTowels® Ultra Choose-A-Size Giant 6's paper towel

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- Alternatively, to obtain one (1) Entry in the Contest, print your first name, last name, telephone number and complete mailing address (including postal code) on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a 25 word or more unique and original essay on "Why you enjoy watching curling with your family?" to: *Holtby Enterprises Inc. c/o My Brother Darryl 20440 Simcoe St, Seagrave, ON, L0C 1G0, Attention: "The Kruger 2018 STOH Bring Curling Home Contest"* (the "Request"). Upon receipt of a valid Request in accordance with these Rules, you will be eligible to receive one (1) Entry in the Contest per unique and original essay per envelope with sufficient Canadian postage (subject to these Rules). To be eligible, any Request you send must: (i) be received separately in an envelope bearing sufficient postage (i.e. multiple Requests in the same envelope will be void); and (ii) be post-marked during the Contest Period and received prior to the applicable Draw Date.

To be eligible, your Entry (regardless of the method of entry) must be submitted and received in accordance with these Rules. All eligible Entries submitted and received in accordance with these Rules will be entered into the random prize draw.

5. ENTRY LIMIT:

There is a limit of one (1) Entry per person per day (24 hour period) during the Contest Period, regardless of the method of entry. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry per day (24 hour period) (regardless of the method of entry); and/or (ii) use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. The Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the "Released Parties") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void). An Entry may be rejected if, in the sole and absolute discretion of the Sponsor, the Entry is not submitted and received in accordance with these Rules during the Contest Period.

6. VERIFICATION:

All Entries and entrants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor.

7. THE PRIZES:

There will be a total of four (4) Prizes (each, a "Prize" and collectively the "Prizes") available to be won – with one (1) Prize available to be won per Week. Each Prize consists of: (i) one (1) 60 inch high-definition television; (ii) one (1) sound bar; and (iii) one (1) surround sound set. The approximate retail value of each Prize is \$3,750 CAD. **There is a limit of one (1) Prize per person/household.**

Under no circumstances whatsoever will any difference between the actual and approximate retail values be awarded. Choices of all aspects of each Prize are at the sole and absolute discretion of the Sponsor. Installation not included.

Without limiting the generality of the foregoing, the following general conditions apply to each Prize: (i) Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at Sponsor's option; (iii) the costs of everything not expressly and specifically stated above as included in the Prize are the sole and absolute responsibility of the confirmed winner; (iv) if the confirmed winner does not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (v) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and (b) substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; and (vi) by

accepting the Prize, the confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory.

8. ELIGIBLE WINNER SELECTION PROCESS (RANDOM DRAW):

On each of the Draw Dates listed above in Rule 1 (each, a “**Draw Date**”) in Seagrave, ON at approximately 4:00 p.m. CT, one (1) eligible entrant will be selected by random draw from among all eligible Entries submitted and received in accordance with these Rules by the end of the Week immediately preceding the applicable Draw Date. **NON-WINNING ELIGIBLE ENTRIES AUTOMATICALLY CARRY-FORWARD FROM ONE WEEK TO BE INCLUDED IN SUBSEQUENT WEEK(S).** The odds of winning depend on the number of eligible Entries submitted and received in accordance with these Rules by the end of the Week immediately preceding each Draw Date.

9. ELIGIBLE WINNER NOTIFICATION PROCESS:

The Administrator will make a minimum of three (3) attempts to contact each eligible winner within five (5) business days of the applicable Draw Date. If an eligible winner cannot be contacted as outlined above, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules in accordance with the procedures outlined in Rule 8 (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

10. ELIGIBLE WINNER CONFIRMATION PROCESS:

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, each eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor’s form of declaration and release); and (b) sign and return within three (3) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, province/city, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules in accordance with the procedures outlined in Rule 8 (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

11. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. **ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR’S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.**

The Released Parties will not be liable for: (i) any failure of any website or any platform during or after 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, Request 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.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://www.krugerproducts.ca/common/legal/en/privacy.php>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

By entering this Contest, each entrant expressly consents to FCL, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest and in accordance with FCL's privacy policy (available at: <https://www.fcl.crs/contact-us/privacy-terms>). This section does not limit any other consent(s) that an individual may provide FCL or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant, Entry, Request and/or other information with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, point of sale, television, print or online advertising and/or any instructions or interpretations of these Rules given by any representative of the Sponsor, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.