

Kraft Heinz Project Play 2018

Official Competition Rules

1) COMPETITION PERIOD AND ENTRY PERIOD: The Kraft Heinz Project Play 2018 competition (the “**Competition**”) begins Tuesday, August 7, 2018 at 9:00am Eastern Daylight Savings Time (EDT) and ends Friday, October 19, 2018 at 11:59pm EDT (“**Competition Period**”). The entry period begins on Tuesday August 7, 2018 at 9:00am EDT and closes Sunday, September 16, 2018 at 11:59pm EDT (the “**Competition Entry Period**”). At the close of the Competition Entry Period there will be one round of judging and one round of voting as described below. The Competition is sponsored by Kraft Heinz Canada ULC (“**Kraft Heinz**”), and The Sports Network Inc. (“**TSN**”) and Le Réseau des Sports Inc. (“**RDS**”), divisions of Bell Media Inc. (Kraft Heinz, TSN, and RDS together the “**Sponsors**”). TSN and RDS are the media partners for the Competition. The Competition is administered and managed by Kraft Heinz (the “**Administrator**”).

2) ELIGIBILITY: Competition is open to legal residents of Canada, who have reached the age of 13 years at the time of entry during the Competition Entry Period (an “**Entrant**” or “**Entrants**”). The Entrant enters the Competition to represent his or her selected Community (defined below). An Entrant can be any person who, on his or her own, or on behalf of a group of people, represents a Community and nominates a recreational facility within the Community (the “**Community Project**”) for entry into the Competition for the chance for the Community Project to win a Prize as described in Rule 10 below.

What is a Community? A group of people exemplifying spirit in a geographic area, be it a small town in Saskatchewan or a neighborhood in Montreal, and includes a Community Project. The Community is located in Canada and is selected by the Entrant. Please note that if awarded a Prize, the permission of the appropriate Community Project representative will be required (see Rule 11 for more information).

Entrants who are Minors: Entrants who are over the age of 13 and under the age of majority within the province or territory in which they reside at the time of entry during the Competition Entry Period are eligible to enter the Competition and win a Prize provided that the parent or legal guardian of the Entrant accepts any such Prize, these Official Rules, and the terms and conditions hereof for and on behalf of such Entrant. Entrants under the age of majority will be required to provide the contact email address of a parent/legal guardian upon registration and an email will be sent to such parent/legal guardian requesting confirmation of consent. If such confirmation is not received such Entrant will not be eligible to enter the Competition.

Not Eligible: Employees of the Sponsors, their respective agents, parents, affiliates or related companies, subsidiaries, divisions, prize administrators, and advertising and promotion agencies and administrators (collectively, “**Promotion Parties**”), and the household members and/or the immediate family of the Promotion Parties are not eligible to enter. For the purposes of these Official Rules, “immediate family” means husband, wife, spouse, mother, father, brother, sister, son, and/or daughter, whether or not they reside in the same household.

It is a condition of Entry in the Competition that Entrants (and their parent or legal guardian, as applicable) make themselves available to participate, free of charge, in all stages of and all activities related to the Competition for publicity purposes. See Rule 13 – Publicity for more information. Each minor Entrant’s parent or legal guardian must authorize his/her participation and execute all release form(s) on behalf of such minor Entrant.

3) HOW TO ENTER: NO PURCHASE NECESSARY.

To enter the Competition, Entrants must have internet access, and a valid email address. To enter:

- i. Visit one of the following websites www.kraftheinzprojectplay.com or www.placeauxjeuxkraftheinz.com (the “**Competition Websites**”) and follow the on screen instructions;
- ii. Enter the required information, including your name, age, address, email address, email confirmation, city, province, postal code, telephone number and what type of place to play you are nominating (Indoor Gym Facility, Outdoor Field, Playground or Park, Pool, Hockey Rink or Other).
- iii. Once you have entered all of the required information described above, you will be required to complete the online nomination form by sharing your Community story and Community Project by providing an answer (the “**Answers**”) within the spaces provided, with a maximum of 4000 characters and minimum of 250 characters (including spaces), to each of the following two (2) questions:
 1. Describe how you would use the \$250,000 Grand Prize to upgrade your place to play?
 2. Why is this place to play important to your community and how would winning the Grand Prize impact your community?
- iv. Answers must comply with the Entry Guidelines (see Rule #5 below);
- v. Optional: Upload an image and/or video as described in the Entry Guidelines (see Rule #5 below);
- vi. Agree to the Official Competition Rules (the “**Official Rules**”) and confirm you are 13 years of age or older (as of the date of entry during the Competition Entry Period). Entrants over the age of 13 and under the age of majority within the province or territory of which they reside must confirm that they have obtained parental/legal guardian consent to enter the Competition and submit the Entries and will be required to provide the contact email address of a parent/legal guardian upon entering and an email will be sent to such parent/legal guardian requesting confirmation of consent. If

such confirmation is not received such Entrant will not be eligible to enter the Competition.

- vii. Once your online nomination form is fully completed as described above and you have reviewed the Official Rules, click “Submit” to enter the Competition (one “Entry” or “Entries”).

4) ENTRY LIMIT: Limit of one (1) Entry per Entrant per Community Project. For clarity, an Entrant may nominate more than one (1) Community throughout the Competition Entry Period; however, an Entrant may not nominate the same Community Project more than once throughout the Competition Entry Period. Should an Entrant choose to create an Entry for an existing nominated Community, each Entry must be different than any previously entered Entry. For clarity, a Community can have multiple Entries but each Entrant can only nominate a Community Project once. By entering this Competition, the Entrant is entering for a chance for his/her Community Project to win a prize.

5) ENTRY GUIDELINES: Each Entry must: (1) be original, (2) be created for the purposes of this Competition, (3) have not been previously published, used commercially, submitted prior to this Competition or during this Competition to another competition or promotion or won any other prize/award, (4) not defame, infringe or violate the rights of any third party (including, without limitation, copyright or other intellectual property rights of any other party), (5) be appropriate for the Competition and all ages, in “good taste”, in keeping with Sponsors’ image and must be suitable for publication (e.g. must not be obscene or indecent), as determined by Administrator in its sole and absolute discretion, (6) not contain any commercial content that promotes any product or service other than those offered by Sponsors and (7) cannot be a parody or derogatory.

Photos and Videos: You may submit a digital photo (optional) with your Entry in any of the following formats: photo: (gif, jpeg, png) with a maximum photo size of 5 megabytes. You may also submit a video (optional) with your Entry by including a link in your Entry to a video of yours that is available on YouTube. Videos posted to YouTube must comply with YouTube’s Community Guidelines (www.youtube.com/yt/policyandsafety/communityguidelines.html). An Entry will be disqualified from the Competition if found to include a video that is in violation of YouTube’s Community Guidelines. Photos and videos are optional, but if submitted they will be considered as part of the Creativity and overall effort Judging Criteria (described in Rule #6 below). People depicted in the photos or videos should refrain from wearing any clothing items bearing business, designer, or sports logos, or bearing the name or likeness of a celebrity, living or dead. Each Entrant represents and warrants that each individual included or mentioned in the Entry has, as of the date of the Entry, agreed (and his/her parent or legal guardian has agreed if a minor in his/her province/territory of residence), that the Sponsors and their agents and designees can use, exploit, and distribute in any media whatsoever, including without limitation the Internet and on television, now known or hereafter created, worldwide in perpetuity, each individual’s name, likeness, image, voice, and comment without any further

consent or compensation. Any Entry that involves a third party who does not choose to be part of the Entry may be disqualified. Entrants may be required to provide Administrator with proof of consent from third parties in a form acceptable to Administrator. Administrator reserves the right, in its sole and absolute discretion, to reject, modify, edit or remove any Entry and judge it void or disqualify it and the Entrant who submitted it at any time, without notice to such Entrant, that they deem, in its sole and absolute discretion, not to be in keeping with the Official Rules.

Each Entrant is solely responsible for complying with all Official Rules, including the character limit set out above in respect of the Answers. If an Entrant violates the character limit, Administrator in its sole discretion may choose to disqualify such Entrant or ask such Entrant to re-submit his/her Entry complying with the character limit. The Administrator reserves the right, in its sole discretion, to reject any Entry that the Administrator deems not to be in keeping with the policies, goals and/or guiding principles of the Competition, or that the Administrator learns has been previously published, entered into any other competition, or won any other prize/award. Further, if an Entry is determined by the Administrator, to have violated the Official Rules in a non-material and de minimus way and the Entry can be edited to remove the violation, such as blurring out any trade-marks or to remove any copyrighted content, the Administrator may request the Entrant to amend the Entry, or amend the Entry on the Entrant's behalf, instead of disqualifying the Entrant.

Sponsors assume no responsibility for any claims against infringement of the right of privacy with respect to any Entry. By entering this Competition each Entrant: (i) represents that his/her Entry does not infringe on any third party's copyright materials, trade-mark or other intellectual property rights; and (ii) agrees to release, discharge and hold harmless the Promotion Parties, from any claim or liability arising from or related to the Entry and participation in this Competition.

All Entries shall become the property of the Administrator and will not be returned to Entrants. Each Entrant irrevocably assigns and transfers to the Administrator any and all rights, title, and interest in the Entry including, without limitation, all copyright. The Administrator shall have the right to edit or modify Entries for use in perpetuity, and each Entrant waives any and all moral rights he/she may have in the Entry. Entrants agree to complete and sign all documents necessary to confirm the rights granted under these Official Rules.

Each Entrant acknowledges and agrees that entering an Entry online brings the Entry within the public view and the Sponsors will not be held liable for any copying, re-posting or unlawful use of the Entry that may result.

6) JUDGING ROUND: Between September 17, 2018 and October 12, 2018 (“**Judging Period**”), all eligible Entries received during the Competition Entry Period will be judged, in Toronto, Ontario, by a panel of judges (the “**Judging Panel**”) comprised of representatives of the Sponsors. Each Entry will be evaluated based on the following judging criteria:

At a minimum, an Entry must be complete, including Answers to each of the two (2) questions noted within the online nomination form, with a maximum of 4000 characters and a minimum of 250 characters (including spaces).

1. Describe how you would use the \$250,000 Grand Prize to upgrade your place to play. – 35%
2. Why is this place to play important to your community and how would winning the Grand Prize impact your community? - 35%
3. Creativity and overall effort in Entry - 30%

(Collectively the “**Judging Criteria**”).

From all eligible Entries received, the Judging Panel will select the top four (4) finalists as evaluated against the Judging Criteria (“**Potential Top 4 Finalist**”) each of which will then be eligible for the voting round described below. Each Potential Top 4 Finalist must correspond to a different Community, so that no one Community will occupy more than one position within the Top 4.

In the event of a tie during the Judging Period, the Entry (from among the tied Entries) with the highest score for Judging Criteria #1 will be deemed to have obtained the higher score. The Potential Top 4 Finalists will be selected by October 13, 2018 (the “**Top 4 Selection Date**”).

Prior to being confirmed as a Potential Top 4 Finalist and the inclusion of each Potential Top 4 Finalist on the Competition Websites for public voting (as described below), the Sponsors and/or Administrator, as applicable, reserve the right, in their sole and absolute discretion: (i) to edit or modify any Entry, or to request a Potential Top 4 Finalist to modify, edit and/or re-submit his or her Entry, in order to ensure that the Entry complies with these Official Rules, or for any other reason; (ii) to contact any of the Potential Top 4 Finalist’s Communities to research the facility nominated in the Potential Top 4 Finalists’ Entries; and/or (iii) to visit any of the Potential Top 4 Finalist’s Communities and record interviews, appearances, and promotional activities. Contact from the Administrator as set out above does not in any way guarantee such entrant Potential Top 4 Finalist as a Top 4 Finalist or as the Grand Prize winner.

The Administrator will attempt to contact each Potential Top 4 Finalist by telephone or email within 7 business days after the Top 4 Selection Date to notify him/her that he/she has been selected as a Potential Top 4 Finalist. In the event that a Potential Top 4 Finalist cannot be contacted for any reason within 7 business days after the Top 4 Selection Date, such Potential Top 4 Finalist may be disqualified and the Administrator may select the Entry that obtained the next highest score as an alternate Potential Top 4 Finalist, at their sole discretion. Proof of identification must be provided upon request.

In order to be declared a Top 4 Finalist (defined below) and proceed to the voting round, and

subsequently a Prize Winner (defined further below), a Potential Top 4 Finalist, or in the case of a minor, his/her parent or legal guardian, must: (1) first correctly answer, unaided, a time limited mathematical skill testing question administered by Administrator; and (2) must sign and return within the time stipulated by Administrator a full release and indemnity form stating that, among other things, he/she: (i) has read and agreed to be bound by these Official Rules; (ii) agrees to be available and to participate in publicity and/or promotions related to the Competition and/or the Sponsors and/or similar matters; (iii) authorizes the Sponsors to broadcast, publish, disseminate and otherwise use his/her name, city/town/village and province/territory of residence, photograph, likeness, sobriquet, voice and all other indicia of personality and the Entry provided in his/her Entry in connection with the execution of the Competition as contemplated herein and any promotion and/or publicity, and/or for general news, entertainment and/or information purposes at no additional compensation, beyond winning the respective Prize and the opportunity to participate as a Top 4 Finalist; (iv), if awarded, accepts the respective Prize as offered; and (v) releases the Promotion Parties from any and all liability of any kind arising out of the Sponsors' use of the Entry and/or his/her participation in this Competition and receipt and use of a Prize (one "**Top 4 Finalist**" or "**Top 4 Finalists**").

In the event that a Potential Top 4 Finalist does not comply with all the provisions and requirements contained in these Official Rules, the Administrator shall have the right to disqualify the Potential Top 4 Finalist, the Potential Top 4 Finalist will forfeit all rights to a Prize and to participate as a Top 4 Finalist, and the Administrator may select the Entry that obtained the next highest score as an alternate Potential Top 4 Finalist, at its sole discretion.

The Top 4 Finalists will be announced in broadcasts on TSN and RDS on dates/times to be chosen by TSN and RDS at their sole discretion. See Rule 12 – Broadcast and Rule 13 – Publicity for more information.

7) VOTING: After the Top 4 Finalists have been determined, the Top 4 Finalists will be available for voting on the Competition Websites. Legal residents of Canada who are 13 years of age and older can begin voting for their favourite Top 4 Finalist for a period beginning on October 13, 2018 at approximately 8:00pm EDT following live announcement on TSN and RDS and closing on October 19, 2018 at 11:59pm EDT ("**Voting Period**"). Voters who are between the ages of 13 and the age of majority within the province or territory of which they reside as at the date of voting are eligible to vote provided they have obtained parental or legal consent and that the parent or legal guardian of the voter accepts these Official Rules, the terms and conditions hereof for and on behalf of such voter. Voting is unlimited during the Voting Period. One vote is registered with each "click to submit" on either of the Competition Websites. At its sole and absolute discretion, the Administrator reserves the right to disqualify any vote deemed to be fraudulent, made by any means contrary to these Official Rules, unfair to other Top 4 Finalists, or that would otherwise undermine the integrity of this Competition. Votes that have been tampered with, reproduced, falsified, or altered are void. Voting is unlimited during the Voting Period and subject to verification at any time. Use of mechanical or automated programs to submit votes or voting by any means contrary to these Official Rules, or which would be unfair

to the other Top 4 Finalists may result in the disqualification of those votes and/or the Top 4 Finalist, in the sole and absolute discretion of the Administrator.

Obtaining votes by any fraudulent or inappropriate means, including offering prizes or other incentives to members of the public, is prohibited. The Administrator reserves the right to request proof (in a form acceptable to the Administrator – including, without limitation, government issued photo identification) for any votes entered, or purportedly entered, to be considered valid for the purposes of this Competition. Where requested, failure to provide such proof to the satisfaction of the Administrator may result in a disqualification of votes and/or the Top 4 Finalist associated with such votes at the Administrators' sole discretion. If it is discovered that attempts were made to: (i) use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other systems(s)/program(s) to submit votes; (ii) engage in any form of proxy voting scheme and (iii) engage in any behaviours deemed to be in violation of the spirit of these Official Rules, the Administrator reserves in its sole and absolute discretion, the right to disqualify the Top 4 Finalist and/or some or all votes submitted for such Top 4 Finalist.

8) DECLARING THE WINNERS: After the end of the Voting Period, the Administrator will calculate all eligible votes received during the Voting Period for each Top 4 Finalist in accordance with these Official Rules (as determined by the Administrator in its sole and absolute discretion) and the Top 4 Finalist that received the most eligible votes during the Voting Period will be deemed the **Grand Prize Winning Community** for the Competition. The remaining **Top three (3) Finalists** will be determined as the three (3) **Second Prize Winning Communities**. In the event of a tie, tied Entries will be re-judged by the Judging Panel to select the Grand Prize Winning Community or Second Prize Winning Communities, as applicable, from the tied Entries.

Grand Prize Winner announcement date will be shared on or before October 20, 2018 on kraftheinzprojectplay.com.

9) ODDS: The odds of winning a Prize depend upon the number of eligible Entries received during the Competition Entry Period, the application of the Judging Criteria and the number of eligible votes received during the Voting Period.

10) PRIZES/APPROXIMATE RETAIL VALUES:

GRAND PRIZE: There is one (1) Grand Prize available to be won. The Grand Prize Winning Community will win \$250,000 towards an upgrade to the Community Project nominated within the Entry.

SECOND PRIZES: There will be a total of three (3) Second Prizes available to be won. The three (3) Second Prize Winning Communities that come in second place will each receive \$25,000 to upgrade the Community Project as nominated within the applicable Entry.

The Grand Prize and Second Prizes shall be collectively referred to herein as the “Prizes” and each, a “Prize”. Total approximate value of all Prizes combined is \$325,000.

The Administrators’ representatives will coordinate with each Prize Winner to coordinate details of Prize fulfillment. If the whole or any part of any Prize is cancelled or unavailable, each Prize Winner agrees to accept alternative prize(s) which have the approximate value equal or greater to the cancelled or unavailable Prize(s) or portion(s) thereof in and as full satisfaction thereof and the Prize Winners agree that they shall have no claim against the Promotion Parties or any other person in respect of the cancelled or unavailable Prize(s) or portion(s) thereof.

The Promotion Parties will have no liability to an Entrant who is unable to attend or take part in any part of the Competition or participate in a Prize for any reason whatsoever. There is no obligation on the part of Sponsors to record or broadcast the appearance or participation of any particular Prize Winner in connection with the Competition.

11) CONSENT OF COMMUNITY REPRESENTATIVE: Prize Winners will need to obtain the permission of the appropriate Community Project representative(s) for the facility to be eligible to receive the Prize. In the event that such permission cannot be obtained, the Prize Winner will be disqualified from the Competition and the Prize will be forfeited. Disqualification as a result of such failure to obtain permission or where permission is revoked by the appropriate Community Project representative(s) can occur at any point in the Competition, including after Prize Winners have been selected. In the event that a Prize Winner is so disqualified, an alternate Prize Winner may be selected at the discretion of the Administrator. The Administrator has full and sole authority to determine if the Community Project entered in the Competition is eligible to participate, and if the appropriate authorizations can be obtained.

12) BROADCAST: The Top 4 Finalists will be announced in broadcasts on TSN and RDS on dates/times to be chosen by TSN and RDS at their sole discretion. Further, the Sponsors may celebrate a Prize Winner’s win with broadcast coverage from the Prize Winner’s Community on a date specified by Sponsors.

13) PUBLICITY: During the Competition, the Sponsors, Promotion Parties and their agencies, in their sole discretion, may, in person or other means, photograph, audio record, video record, interview or otherwise capture and document the stages and events related to the Competition, including the Entrants, Top 4 Finalists, Prize Winners, Communities, Community Projects, including biographical information, history, stories, likeness, stages of upgrades to winning Community Projects after Competition, and other information for the purposes of advertising and publicity of the Competition and other commercial and promotional purposes, in any manner, in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law (“Publicity”). Publicity may include broadcasting; see Rule 12 – Broadcast for more information. At the Sponsors sole and absolute discretion, Publicity may continue after the Competition and up to October 31, 2019 in order to capture upgrades to winning Community Projects and for other commercial and promotional purposes. It is a condition of Entry in the Competition that

Entrants (and their parent or legal guardian, as applicable) make themselves available to participate in the Publicity, free of charge, in all stages of and all activities related to the Competition and agree to sign and abide by all applicable release forms and these Official Rules, including, without limitation any revisions.

14) DECLARATION AND RELEASE: All potential winning Entrants, or in the case of a minor, his/her parent or legal guardian, will be required to execute and return a Declaration and Release within three (3) days of the date of the notification, as further described in Rule 6.

The return of any Prize/Prize notification as undeliverable, the late return of any documents or noncompliance with these Official Rules may result in disqualification and at the Administrators' sole and absolute discretion, selection of an alternate Entry.

15) LIMITATION OF LIABILITY: By entering the Competition, each Entrant, accepts and agrees to these Official Rules and the decisions of Administrator and Judging Panel, which shall be final and binding in all matters. By accepting a Prize, each Prize Winner agrees to hold the Promotion Parties harmless against any and all claims and liability arising out of use or redemption of the Prize or participation in the Competition. Sponsors are not responsible for lost or late Entries or release forms, or for any typographical, or other error in the printing of the offer, administration of the Competition, online voting processes, or announcement of the Prizes, or for technical, hardware, or software malfunctions, computer virus, bugs, tampering, unauthorized intervention, fraud, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Competition, or by any human error which may occur in the processing of the Entries or votes in this Competition, or any other cause beyond the reasonable control of Sponsors that interferes with the proper conduct of the Competition as contemplated by these Official Rules. If, in the Administrator's opinion, there is any suspected or actual evidence of tampering with any portion of the Competition, or if technical difficulties or any other factor including accident, printing, administrative, or any error of any kind compromises the integrity, administration, or conduct of the Competition, the Administrator reserves the right, with consent of the *Régie des alcools, des courses et des jeux*, to modify, cancel, or suspend this Competition without prior notice or obligation, if legally required. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Competition is a violation of criminal and civil laws and should such an attempt be made, the Administrator reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Administrator reserves the right to disqualify a person if he/she enters the Competition or tries to do so by any means contrary to these Official Rules or which would be unfair to other Entrants or where Entries or votes are generated by any mechanical or automated means. Entry materials that have been tampered with, reproduced, falsified, or altered are void. In the event a dispute arises as to the identity of a potential Entrant, Entries will be declared by the name provided on the Entry form.

Currency is in Canadian dollars unless otherwise stipulated. Each Prize must be accepted “as is” and may not be exchanged, bartered, sold, raffled, substituted, or transferred. Each Prize will be delivered only to the Community Projects of the confirmed Prize Winners. The Administrator will determine the appropriate recipient within each Community in order to contribute to the Prize Winner’s Community Project.

Refusal of Prize Winner to accept a Prize releases the Promotion Parties of all responsibility and obligations toward the Prize Winner, the Community Project, and the Community of such Prize Winner. In no event shall the Administrator be responsible to award more prizes than are mentioned in these Official Rules or to award prizes other than in compliance with these Official Rules.

Administrator and Promotion Parties shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation unforeseeable or beyond their control, including but not limited to force majeure, a strike, lockout, or any other labour dispute at their location or the locations of the businesses whose services are used to hold this event.

The Administrator can amend these Official Rules with consent of the *Régie des alcools, des courses et des jeux* or terminate the Competition at any time without any liability to any Entrant. The Administrator can replace at its discretion any Entrant who for any reason fails or is disqualified from or unable to participate in any aspect of the Competition, as determined by the Administrator in its sole discretion, with another Entrant, notwithstanding that such replacement may have been previously eliminated from the Competition.

The Administrator will have no liability to an Entrant who is unable to attend or take part in any part of the Competition for whatever reason, as determined by the Administrator in its discretion.

The Administrators’ and Judging Panel’s decisions are final and binding and Entrants acknowledge that the interests of the Competition shall override those of any Entrant.

Any on-line Entry or other materials used in this Competition that have been tampered with, altered, reproduced, not legitimately obtained, or which contain or reflect any error will be void. In the event of any dispute concerning the operation of any element of the Competition or these Official Rules, the decision of the Administrator and Judging Panel will be final and binding.

16) LANGUAGE DISCREPANCY: In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

17) CONDITIONS OF ENTRY: Entry into this Competition and acceptance of a Prize constitutes permission for the Sponsors, and their agencies to use Winners’ names, Community Project names, facility names, cities and provinces/territories of residence and likenesses, and other

information for purposes of advertising and publicity in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law. See Rule 13 – Publicity for more information.

All information requested by and supplied by each Entrant must be truthful, accurate, and in no way misleading. Administrator reserves the right to disqualify any Entrant from the Competition in its discretion, should the Entrant at any stage supply untruthful, inaccurate, or misleading details and/or information or should the Entrant be ineligible for the Competition pursuant to these Official Rules.

18) PROVINCE OF QUEBEC: Any litigation respecting the conduct or organization of the Competition may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a Prize in the Competition may be submitted to the *Régie* only for the purpose of helping the parties reach a fair settlement.

19) PRIVACY: Kraft Heinz Canada ULC, 95 Moatfield Drive, Don Mills, ON M3B 3L6, respects the Entrants' right to privacy. Entrants' names, age, mailing addresses, telephone numbers e-mail addresses and other personal information are gathered for the purpose of administering this Competition and conducting publicity about this Competition. By entering this Competition, Entrants consent to such collection, use, and disclosure of personal information for these purposes. Your consent may be withdrawn at any time. Should you withdraw your consent, your Entry into this Competition will be invalid. For a copy of Kraft Heinz's Privacy Promise, please call 1-800-567-KRAFT or visit www.kraftcanada.com.

20) YOUTUBE: YouTube is not a sponsor or in any way affiliated with the administration of the Competition. Any and all questions, comments or complaints regarding the Competition must be directed only to Kraft Heinz and not to YouTube.

21) TSN, RDS, AND BELL MEDIA INC.: The Competition is not run, administered, or managed by TSN, RDS, or Bell Media Inc. Any and all questions relating to the Competition should be directed to Kraft Heinz. By entering the Competition, Entrants agree to indemnify and release TSN, RDS, and Bell Media Inc. of any and all liability with respect to the administration and execution of the Competition including, without limitation, the collection and handling of personal information from Entrants.

22) OFFICIAL RULES: These Official Rules are available on the Competition website at www.kraftheinzprojectplay.com and/or www.placeauxjeuxkraftheinz.com.