

Kraft Heinz 2017 Big Game Giveaway
(the “Contest”)

Official Contest Rules

1) WELCOME: The Contest is sponsored and administered by Kraft Heinz Canada ULC, 95 Moatfield Drive, Don Mills, ON M3B 3L6 (the “**Sponsor**”).

2) CONTEST PERIOD: This Contest begins on Wednesday, March 1st, 2017 at 12:01 am Eastern Standard Time (EST) and closes on Sunday, April 30th, 2017 at 11:59 pm Eastern Daylight Time (EDT) (the “**Contest Period**”).

3) ELIGIBILITY: Contest is open to: legal residents of Canada (excluding Quebec) who have reached the age of majority in the province or territory of which they reside at the time of entry (an “**Entrant**” or “**Entrants**”).

Specifically excluded from entering the Contest are: (a) employees, officers and directors of the Sponsor, the National Hockey League (“**NHL**”), its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P. NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC, (the foregoing NHL entities collectively, the “**NHL Entities**”), the National Hockey League Players’ Association (“**NHLPA**”), its members and Hockey Ventures (Canada) Inc., and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, (collectively, “**Promotion Parties**”), representatives or agents, as applicable, and (b) the immediate family members (regardless of where they live) of a person excluded under (a) or domiciled (whether related to that person or not). For the purposes of these Official Contest Rules, “immediate family” includes husband, wife, spouse, partner, mother, father, brothers, sisters, sons, and/or daughters.

4) HOW TO ENTER: NO PURCHASE NECESSARY.

To enter the Contest, you must have internet access, and have a valid email address.

ENTER ONLINE: To enter, an Entrant must, during the Contest Period:

- a) Obtain a PIN by one of the following two methods:
 - i. *Restaurant PIN:* Visit a participating Wild Wing, Ricky’s All Day Grill, Ricky’s Country, Jungle Jim’s, Smitty’s and/or Turtle Jack’s restaurant (the “**Restaurant**”) and order one (1) or more specially-marked Kraft Heinz Hockeyville items from the Restaurant’s menu and receive one (1) unique PIN code (see Rule 16 to find nearest participating Restaurant); **or**

- ii. *No Purchase Necessary PIN:* To obtain a PIN without purchase an Entrant must request a PIN by mail. On a plain piece of paper clearly print your full name, full address including postal code, daytime phone number, date of birth, and include an original, hand-written essay no more than 1000 words, no less than 500 words telling us why you feel you should attend a 2017 Stanley Cup® Final game along with a self-addressed, stamped envelope and mail it with sufficient postage to: *Kraft Heinz 2017 Big Game Giveaway c/o Kraft Heinz Foodservice Marketing, 95 Moatfield Drive, Don Mills, ON M3B 3L6*. Essay may not be combined in the same envelope with another person's essay. Once mail-in request has been received, you will be mailed a PIN in order to enter the Contest on-line as described above. Entrant's mail-in request for a PIN must be received no later than April 14, 2017 in order to allow sufficient time to receive PIN and enter online within the Contest Period.

- b) Log on to www.khv2017.ca/stanleycupcontest, and follow the onscreen instructions to:
 - i. Complete an entry form with the required information including your name, email address, email confirmation, telephone number, and which participating Restaurant you visited (if applicable);
 - ii. Enter your PIN code; and
 - iii. Agree to the Official Contest Rules and confirm you are the age of majority within the province or territory of which you reside.

Once the above is completed, click "Submit" and you will be entered into the Contest (one "Entry" or "Entries

To be eligible, the Entry must be received, including the entering of the PIN code online, within the Contest Period.

5) ENTRY LIMITS, CONDITIONS AND VERIFICATION: Entries are unlimited per person, per unique PIN code.

All Entries are subject to verification at any time. 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) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

Any attempt by any Entrant to submit an Entry or participate in any fashion not sanctioned by the Official Contest Rules will void that individual's Entry and eligibility to win a Grand Prize and the Entrant will be disqualified from the Contest, at the sole discretion of the Sponsor.

All Entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Official Contest Rules may be disqualified by the Sponsor. Proof of submission does not constitute proof of receipt. Your Entry will be rejected if (in the sole and absolute discretion of the Sponsor) the Entry is not fully completed and/or submitted during the Contest Period, or if the same or similar essay submitted to obtain a PIN has been used more than once. The Releasees (defined below) are not responsible for late, lost, misdirected, delayed, damaged, stolen, incomplete or incompatible Entries or mail-in requests for PINs. Entries and essays become property of the Sponsor and will not be acknowledged or returned.

6) RANDOM DRAW AND WINNER SELECTION: A random draw will be conducted by the Sponsor's representative on May 1st, 2017 at 12pm (EDT) in Toronto, Ontario. Three (3) Entries will be randomly selected from all eligible Entries received during the Contest Period ("**Potential Winner**" or "**Potential Winners**"). Potential Winners will be notified by Sponsor by the email provided in his/her Entry no later than May 2nd, 2017.

In order to be declared a winner, the selected Potential Winners of the Grand Prizes (as defined below) will have seven (7) days to: (a) correctly answer a time-limited mathematical skill-testing question without assistance or mechanical or electronic aid and (b) sign and return a standard Declaration and Release form ("**Declaration**") confirming (among other things); (i) compliance with the Official Contest Rules; (ii) releasing the Sponsor and NHL Entities from any and all liability in connection with the Contest and/or the awarding and use/misuse of the Grand Prize; (iii) acceptance of the Grand Prize as awarded; and (iv) confirmation of compliance with these Official Contest Rules (a "**Winner**" or "**Winners**"). The Guest of each Potential Winner will also be required to sign a Liability and Publicity Release.

If a Potential Winner cannot be contacted within seven (7) business days of May 1st, 2017, or fails to answer or incorrectly answers the skill-testing question, or fails to return the Declaration within the specified time, or is found to be ineligible for any reason, at Sponsor's discretion, another Entrant may be selected by random draw.

7) ODDS: The odds of winning a Grand Prize depend upon the number of eligible Entries received during the Contest Period. Limit of one (1) Grand Prize per household.

8) GRAND PRIZES/APPROXIMATE RETAIL VALUES (ARVs):

GRAND PRIZE: There are a total of three (3) grand prizes available to be won ("**Grand Prize**" or "**Grand Prizes**"). Each Grand Prize consists of:

- A) Two (2) tickets for the Winner and one (1) guest (“**Guest**”) to attend one (1) 2017 Stanley Cup® Final game on a date, and location, to be determined by the Sponsor, with the game occurring no later than June 30th, 2017 (the “**Game**”).;
- B) \$500.00 in spending money (awarded to Winner). Retail Value of \$500.00;
- C) One (1) round-trip flight (coach class) for the Winner and his/her Guest, to be used exclusively for the purpose of attending the Game (“**Flights**”). Flights shall be between the major Canadian airport nearest to the Winner’s residence and the major airport nearest to the Game, as selected by the Sponsor. Total approximate retail value of Flights is \$1,400, based on sample departure from Toronto, ON to Vancouver, BC for Winner and Guest. Actual value will vary depending on point of departure of Winner and Guest and location of Game;
- D) A maximum of two (2) nights’ accommodation for Winner and his/her Guest in a standard hotel selected by the Sponsor (one room, double occupancy) for the sole purpose of attending the Game (“**Hotel**”). Approximate retail value of Hotel is \$500; and
- E) Subject to availability, the opportunity for the Winner and Guest to attend one (1) Stanley Cup® Final team practice and arena tour on the day prior to the Game (“**Pre-Game Tour**”).

The approximate retail value of one (1) Grand Prize is \$3,300 and the total approximate retail value of all three (3) Grand Prizes is \$9,900, based on sample Flights, value and availability of Pre-Game Tour. Actual retail value will vary depending on Flights, airfare fluctuations and availability of Pre-Game Tour. Approximate retail values of Grand Prize based on supplier estimate thirty (30) days prior to Contest Period.

GRAND PRIZE CONDITIONS AND EXCLUSIONS: Winner and his/her Guest must travel on the same itinerary for Grand Prize.

Return ground transportation between the destination airport and selected Hotel, as well as between the Winner’s residence and the departure airport will not be provided. Meals and any other transportation expenses are not included.

If the Winner’s residence is situated within a 160km radius of the Game, or otherwise in a location where Flights to reach the Game are not required or available, Sponsor in its sole discretion may make alternative arrangements for travel, including but not limited to awarding ground transportation in lieu of Flights, and no compensation or substitution will be provided for difference in prize value of Flights.

If the Guest of the Winner is a minor in the province or territory where he/she resides, and where the Winner is not the parent/legal guardian of said minor, the minor’s parent(s)/legal guardian(s) must provide written consent as required by the Sponsor to permit the minor to travel as a Guest of the Winner.

If the Winner cannot travel for any reason whatsoever, including but not limited to: inadequate travel documentation, cannot travel within the specified travel times provided, inability to travel, etc., at the Sponsor's discretion, another eligible Entrant may be selected.

The Winner and Guest will be responsible for all other expenses not specified herein, including but not limited to: travel and medical insurance, baggage check, gratuities, meals and transportation costs not specified or provided in the Grand Prize, telephone calls, in-room charges, applicable taxes (including Airport Improvement Taxes, if collected at the time of departure), incidentals, and any and all other expenses not specified in the description of the Grand Prize.

The Winner should have a valid major credit card to present to the Hotel upon check-in. Winner and Guest will be held solely responsible for any damages caused to the Hotel room provided, including physical or material damages, as well as infractions involving smoking. Winner and Guest will also be solely responsible for any and all additional charges incurred, including but not limited to food, beverage, and in-room entertainment. Winner and Guest must comply with any Hotel requirements and rules. The Winner and Guest are responsible for ensuring that all travel papers (passports, visa, etc., if applicable) are in good order, and are valid prior to, and for the entire duration of the Grand Prize.

Travel and accommodation arrangements are at the sole discretion of the Sponsor. Absolutely no changes to travel dates or passenger names are permitted once the booking has been made and the Winner has submitted the name of his/her Guest and all related booking information to Sponsor.

Currency is in Canadian dollars unless otherwise stipulated.

GRAND PRIZE SUBSTITUTION: Grand Prizes must be accepted as awarded. No substitutions or transfers of Grand Prize by Winner permitted. Sponsor reserves the right, in its sole discretion, in the event that the Grand Prize or any component of any Grand Prize cannot be awarded as described for any reason, to substitute and/or modify the Grand Prizes or component with (a) prize(s) of equal or greater value, without liability.

The Winner and Guest are not entitled to monetary difference between actual Grand Prize value and stated approximate Grand Prize value, if any. If the Winner elects to travel through other means not specified herein, no additional compensations will be awarded.

Resale of NHL® game/event tickets is prohibited. Winners and Guests must abide by all venue policies and game/event ticket terms and conditions. Sponsor reserves the right to revoke the full or partial Grand Prize from any Winner or Guest who Sponsor or venue personnel deem, in their sole discretion, may be intoxicated, be a safety risk, have violated any venue policy or law, or bring the NHL Entities into disrepute. Sponsor is not responsible if an NHL® game or event is cancelled or postponed for whatever reason.

9) LIMITATION OF LIABILITY: By entering Contest, the Entrant accepts and agrees to these Official Contest Rules and the decisions of Sponsor, which shall be final in all matters. Releasees (as defined below) are not responsible for lost or late Entries, mailed PIN codes or Declaration, or for any typographical, or other error in the printing of the offer, administration of the Contest, or announcement of the Grand Prize, 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 Contest, or by any human error which may occur in the processing of the Entries in this Contest, or any other cause beyond the reasonable control of Sponsor that interferes with the proper conduct of the Contest as contemplated by these Official Contest Rules.

The Sponsor and NHL Entities extend absolutely no representations or warranties in respect of any Grand Prizes and accepts no liability arising in respect of such Grand Prizes or in the use thereof.

10) RELEASES AND DISCLAIMERS:

CONTEST RELEASE: By entering the Contest, Entrant agrees to forever release, discharge and hold harmless, Sponsor, Promotion Parties, their affiliates, subsidiaries, their advertising and promotional agencies and their respective directors, officers, members, employees, representatives, successors, assigns and agents, parent and related companies, licensors, licensees (the “**Releasees**”), from and against any and all damages, claims, injuries, death, loss and/or liability to person or property, due in whole or in part, whether directly or indirectly, by the entering and participation in the Contest including any travel related thereto.

PRIZE RELEASE: If an Entrant wins a Grand Prize and accepts the Grand Prize, such acceptance shall mean full satisfaction of the entitlement as an Entrant and Winner in the Contest and the Entrant fully discharges and forever releases the Releasees, of and from any and all claims, demands, losses, damages, actions or causes of action whatsoever, whether known or unknown, whether at law or in equity which they or their heirs, executors, administrators, successors or assigns may now or hereafter have against any of the Releasees in connection with the use, misuse or otherwise of the Grand Prize.

Entrant also acknowledges, without limiting the generality of the foregoing, that the Releasees will not be responsible for any injury, accident, death or dismemberment, or any other loss, damage or expense in connection with the participation in the Grand Prize.

Refusal to accept a Grand Prize releases the Releasees of all responsibility and obligations toward the Entrant of such Grand Prize.

In no event shall Sponsor be held to award more prizes than what is mentioned in these Official Contest Rules or to award prizes otherwise than in compliance with these Official Contest Rules.

11) RIGHTS OF SPONSOR: If, in the Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, 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 Contest, the Sponsor reserves the right to modify, cancel, or suspend this Contest without prior notice or obligation.

Any attempt to deliberately damage any website or other component, or to otherwise undermine the legitimate operation of this Contest is 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, including criminal prosecution.

Sponsor reserves the right to disqualify a person if he/she enters the Contest or tries to do so by any means contrary to these Official Contest Rules or which would be unfair to other entrants or where Contest entries are generated by any mechanical or automated means, including the supply of untruthful, inaccurate, or misleading details and/or information. Entry materials that have been tampered with, reproduced, falsified, or altered are void. In the event a dispute arises as to the identity of an online Potential Winner, Entries made by internet will be declared by the name on the associated online entry form.

All federal, provincial, and local laws and regulations apply. This Contest and the Official Contest Rules shall be governed by, and construed in accordance with, the laws of the Province of Ontario.

12) PUBLICITY: Entering this Contest and by accepting a Grand Prize (if applicable) constitutes permission for the Sponsor and its agencies to use the Entrants', Winners' (and Guests'), as applicable, names, cities and provinces/territories of residence, biographical information, Entry information, Grand Prize information, video, recording, voice, photograph, statements and likenesses 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 otherwise prohibited by law.

13) PRIVACY: Sponsor respects Entrants' right to privacy. Personal information collected from Entrants (including but not limited to names, age, mailing addresses, telephone numbers, and email addresses) will only be used for the purpose of administering this Contest and conducting publicity about this Contest. By entering this Contest, Entrants consent to Sponsors' collection, use, and disclosure of their personal information for these purposes. For a copy of Kraft Heinz's Privacy Promise, please call 1-800-567-KRAFT or visit www.kraftcanada.com/privacypromise.

14) TAX: All federal, provincial/territorial, local, and other taxes on the Grand Prize, if any, are the sole responsibility of the Winner.

15) OFFICIAL CONTEST RULES: These Official Contest Rules are available on the Contest website at www.khv2017.ca/stanleycupcontest.

NHL, the NHL Shield, the word mark and image of the Stanley Cup and the Stanley Cup Final logo are registered trademarks of the National Hockey League. © NHL 2017. All Rights Reserved.

NHLPA, National Hockey League Players' Association and the NHLPA logo are registered trademarks of the NHLPA and are used under license. © NHLPA. All Rights Reserved.

16) PARTICIPATING RESTAURANTS:

Click below to find the Restaurant nearest you, including business hours. We recommend calling the particular Restaurant to confirm they are participating in the Contest:

Restaurant	Website
Wild Wing	http://www.wildwingrestaurants.com/
Jungle Jim's	http://www.junglejims.ca/
Ricky's All Day Grill / Ricky's Country	http://gotorickys.com/
Smitty's	https://smittys.ca/
Turtle Jack's	https://turtlejacks.com/