

SCHNEIDERS® BLUE JAYS™ SUMMER CONTEST (the “Contest”)

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. SPONSOR: The sponsor of this Contest is Maple Leaf Foods Inc., 6897 Financial Drive, Mississauga, Ontario, L5N 0A8 (“**Sponsor**”).

2. ELIGIBILITY:

- (a) The Contest is open only to residents of Canada, excluding Quebec, who are of age of legal majority in the province/territory in which they reside at the time of entry.
- (b) The following individuals and their household members (whether or not related) are not eligible to enter the Contest: employees, officers, directors, shareholders, agents, representatives, successors and assigns of each of (i) Sponsor, (ii) Rogers Blue Jays Baseball Partnership (“**RBJBP**”), owner of the *Toronto Blue Jays*™ Major League Baseball team (the “**Team**”), (iii) the MLB Entities (defined below), (iv) each of their respective parents, affiliated companies, and subsidiaries, and (v) any and all other companies associated with the Contest. The “**MLB Entities**” shall mean the Office of the Commissioner of Baseball (the “**BOC**”), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. (“**MLBAM**”), Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (the “**Clubs**”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC, and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities.
- (c) Sponsor and RBJBP shall have the right at any time to require proof of identity and/or eligibility to enter the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. Sponsor and RBJBP reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

3. HOW TO ENTER:

- (a) The Contest period begins at 10:00 a.m. Eastern Time (“**ET**”) on Monday, August 24, 2026, and ends at 11:59 p.m. ET on Monday, September 14, 2026 (the “**Entry Period**”).
- (b) There are two (2) ways to enter the Contest: (i) by entering an Eligible Code (defined below); or (ii) by email. No other method of entry will be accepted.
 - i. **By Uploading a Proof of Purchase.** To enter the Contest, during the Entry Period, go to www.bluejays.com/SchneidersSummerContest to access the online entry form for the Contest (the “**Entry Form**”), complete the Entry Form as instructed, including the upload of your Proof of Purchase to the Entry Form, and submit the completed Entry Form. By successfully transmitting a completed Entry Form with a Proof of Purchase, you will be entered into the Contest (the “**Proof of Purchase Entry**”);

OR

- ii. **By Email:** Entrant can enter the Contest if they send an email to tjcontest@bluejays.com during the Entry Period that: (A) has as its subject line “Schneiders Blue Jays Summer Contest”; (B) includes the entrant’s full name, email address, address, city, province, postal code, age, and day and evening telephone numbers; and (C) include a maximum fifty (50)-word description stating why they would like to win the Contest (the “**Email Entry**”). The literary quality of the maximum fifty (50)-word description will not be judged and will have no effect on the entrant’s chance of winning the Contest.

For the purposes of these Official Rules:

- A “**Participating Product**” means any Sponsor products listed in Schedule “A” to these Official Rules sold by a retailer of such product in Canada.
- A “**Proof of Purchase**” means an official receipt or other form of proof of purchase received from the Canadian retail location evidencing the purchase of a Participating Product, which includes the type and quantity of Participating Product purchased and the date on which the Participating Product was purchased.

Proof of Purchase Entry and Email Entry are hereinafter collectively referred to as “**Entries**”.

Limit of one (1) Entry per person/email address, per day, regardless of which method of obtaining Entries is chosen. By way of illustration, if two (2) or more otherwise eligible persons share a single email address, only one (1) of them may obtain one (1) Entry per day. If one (1) person has two (2) or more email accounts, that person may obtain one (1) Entry once per day and only the first entry received from such person on such day will be considered. **Use of multiple email accounts to enter the Contest in the same day may result in the entrant’s disqualification from the Contest.**

- (c) MLBAM’s computer shall be the official clock of the Contest with respect to Entries submitted online. Free access to the Internet is available at most public libraries. Entrants are solely responsible for Internet connectivity, software and/or hardware that may be required in order to create and/or submit any Entry. Entries generated by macro, script, robotic, or any programmed or other automated means are prohibited and will be disqualified. All entries become property of the Sponsor upon receipt and will not be returned.
- (d) By entering this Contest, each entrant consents to the collection, use, and disclosure of his/her personal information for the purposes and in the manner described herein. All information submitted by entrants on bluejays.com is being collected by MLBAM and is subject to, and will be treated in a manner consistent with, MLBAM’s Terms of Use accessible at: mlb.com/tou and Privacy Policy accessible at: mlb.com/privacy. Information submitted by entrants on bluejays.com will be provided to RBJBP and treated in accordance with RBJBP’s Privacy Policy available at www.bluejays.com/privacy, subject to the entrants’ stated preferences from time to time. Limited information submitted by entrants on bluejays.com, such as email addresses of those entrants who have opted in to receive commercial electronic messages (such as emails) from Sponsor, or contact information that will be used to facilitate prize delivery may be provided to Sponsor, and will be treated in accordance with Sponsor’s Privacy Policy available at www.mapleleaffoods.com/privacy-policy/, subject to the entrants’ stated preferences from time to time. Online entrants may be given the option to receive commercial electronic messages (e.g., emails) and/or other communications from MLBAM, RBJBP, and/or Sponsor; however, eligibility to participate in the Contest is not dependent upon an entrant’s consent to receive such messages and communications and consenting to receive such messages and communications will

not impact an entrant's chances of winning. All information submitted by entrants via email is being collected by RBJBP, and will be treated in accordance with RBJBP's Privacy Policy, available at www.bluejays.com/privacy, subject to the entrants' stated preferences from time to time. Limited information submitted by entrants via email, such as contact information that will be used to facilitate prize delivery may be provided to Sponsor, will be treated in accordance with Sponsor's Privacy Policy available at www.mapleleaffoods.com/privacy-policy/, subject to the entrants' stated preferences from time to time.

4. PRIZE DESCRIPTION:

One (1) prize will be awarded, consisting of the following (the "**Prize**"):

- (a) Two (2) admission tickets (total) for the winner and one (1) guest (collectively, the "**Prize Participants**") to attend the Team's regular season baseball game scheduled to be played in Toronto (the "**Destination**") at *Rogers Centre*TM stadium (the "**Stadium**") on Saturday, September 26, 2026 (the "**Game**"). Seating for the Game will provide access to a Stadium premium club. Specific ticket location will be determined by RBJBP and Sponsor in their sole discretion;
- (b) VIP experience at the Stadium for the Prize Participants, including a tour of the Stadium and, in the event that the Team participates in batting practice prior to the start of the Game, the opportunity for the Prize Participants to observe the Team's batting practice (collectively, the "**VIP Experience**");
- (c) One (1) hotel room (standard double occupancy) for two (2) nights in the Destination (the "**Hotel Accommodations**") on Friday, September 25, 2026 and Saturday, September 26, 2026 in a hotel to be determined by Sponsor (the "**Hotel**");
- (d) Two (2) Team-branded hooded sweaters;
- (e) Two (2) Team-branded shirts;
- (f) Two (2) Team-branded hats; and
- (g) Subject to subsection 5(a) of these Official Rules,
 - (i) Round trip economy air transportation for the Prize Participants from the international airport within Canada closest to the winner's residence (as determined in the sole discretion of Sponsor) to the Destination, departing on Friday, September 25, 2026 and returning on Sunday, September 27, 2026, or on such other travel dates as may be determined by Sponsor (the "**Airfare**") (estimated retail value of CAD \$2,000); and
 - (ii) Return ground transportation (via a single vehicle) for the Prize Participants from the Destination airport to the Hotel (the "**Ground Transportation**") (estimated retail value of CAD \$300).

The total estimated retail value of the Prize is CAD \$3,510 (inclusive of Airfare and Ground Transportation). Actual retail value of the Prize will depend on whether the winner resides within 300 kilometres of the Stadium (in which case Airfare and Ground Transportation will not be provided, as more particularly set out in subsection 5(a) of these Official Rules, below) and, if the winner resides further than 300 kilometres of the Stadium, on the winner's departure city (the

estimated retail value of the Airfare is based on the departure city of Ottawa). Any difference in value will not be awarded.

5. PRIZE CONDITIONS:

- (a) If the winner resides within 300 kilometres of the Stadium, Airfare and Ground Transportation will not be awarded, and the Prize Participants will be solely responsible for all costs of transportation (and no additional compensation or substitution will be awarded for any difference in Prize value).
- (b) Notwithstanding anything to the contrary herein, the winner must be available to attend the Game. Should the winner be unable to attend the Game, the Prize will be forfeited in its entirety and may be awarded to an alternate winner in accordance with these Official Rules.
- (c) The Prize must be accepted as awarded and may not be transferred, resold, commercially traded, assigned, or redeemed for cash except at Sponsor's and RBJBP's sole and absolute discretion. Sponsor and RBJBP reserve the right to substitute any stated Prize (or portion thereof) with an alternate prize of comparable or greater value at their sole and absolute discretion, for whatever the reason. The Prize may not be exactly as advertised, and except as expressly warranted herein, any Prize is provided "as is" without further warranty of any kind.
- (d) All prize details, including Airfare times, if applicable, the location of the Hotel, and the Game seat locations, will be determined in the sole discretion of Sponsor and/or RBJBP. Some restrictions may apply. If the winner is entitled to Airfare, travel arrangements must be made through Sponsor's agent on a carrier of Sponsor's choice and tickets will be subject to those terms and conditions specified by the ticket issuers. In addition, if the winner is entitled to Airfare, the Prize Participants must travel together on the same itinerary and are responsible for ensuring they have all necessary travel documents (e.g., valid passport). RBJBP, Sponsor and the MLB Entities are not responsible in the event any Prize Participant is refused boarding at any time by any airline or airport security. Any unused portion of the prize will be forfeited. Each Prize Participant must be of age of legal majority in their jurisdiction of residence, unless accompanied by a parent or legal guardian. The winners are fully responsible for any and all applicable federal, provincial, and municipal taxes (including income and withholding taxes).
- (e) Use of any Major League Baseball game/event/exhibition ticket is subject to standard terms, conditions, and health and safety policies applicable to the ticket; see bluejays.com/ticketterms for details. Major League Baseball game, event and exhibition dates and times are determined in the sole discretion of the BOC and/or the applicable Club, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of each prize will govern in the event a legal game, event or exhibition, as defined by Major League Baseball, is not played or held, as applicable, due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. The winners and their guests agree to comply with all applicable stadium and venue, as applicable, regulations in connection with the prize; see bluejays.com/ticketterms for details. The applicable MLB Entities reserve the right to remove or to deny entry to any winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the Game, event or exhibition. The Released Parties (defined below) will not be responsible for acts of God, acts of terrorism, civil disturbances, work stoppages, epidemic, pandemic, or any other issue concerning public health or safety, or any other event outside of their control that may cause the cancellation or postponement of any Major League Baseball game, event or exhibition. Major League Baseball game, event and exhibition tickets awarded as part of each prize may not be resold or offered for resale or used for any

commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and prize forfeiture, and may invalidate the licence granted by the game, event or exhibition tickets.

- (f) Any and all additional costs and expenses associated with prize acceptance and use not specified herein as being provided, including, but not limited to, travel and health insurance, transportation costs (including checked baggage fees, excess baggage fees, meals, gratuities and other expenses incurred by the winners (and any guests) in claiming, accepting and/or using the prize are the sole responsibility of each individual winner.

6. **RANDOM DRAW:** At approximately 10:00 a.m. ET on Wednesday, September 16, 2026 (the “**Draw Date**”), a RBJBP representative, or other person designated by RBJBP will select by random draw one (1) potential winner from among all eligible Entries received. Odds of winning depend on the number of eligible Entries received.

7. **NOTIFICATION:** The potential winner selected in accordance with the previous section will be contacted by a RBJBP representative by telephone at the telephone number indicated in their Online Entry to determine if they are eligible in the sole discretion of the RBJBP representative. In the event that the potential winner does not respond to such notification within two (2) days, incorrectly answers the skill testing question (described in more detail below), as determined by Sponsor or RBJBP in its sole discretion, or declines a prize for any reason, they will be disqualified, the Prize will be forfeited and, at Sponsor’s discretion and time permitting, an alternate potential winner may randomly selected from among all remaining eligible Entries.

8. **DECLARING A WINNER:**

- (a) To be declared the winner and claim the Prize awarded, the potential winner must: (i) be eligible according to these Official Rules; (ii) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill testing question which will be administered by telephone at a mutually agreeable time; and (iii) sign a duly completed Liability and, except where prohibited by law, Publicity Release form, and any other documentation as may reasonably be required by Sponsor and/or RBJBP, and return same to Sponsor (or if directed, RBJBP) by the date specified on the applicable documentation.
- (b) If all required documents are not properly executed and returned within the specified period of time, or the potential winner otherwise fails to comply with these Official Rules, a disqualification will result, and the Prize will be forfeited and, at Sponsor’s sole discretion and time permitting, an alternate potential winner may be randomly selected from among all remaining eligible Entries. The Prize winner’s guest must also sign a duly completed Liability and, except where prohibited by law, Publicity Release form and return same to Sponsor (or, if directed, RBJBP) by the date specified in order to participate in the Prize.

9. **WAIVER OF LIABILITY/PUBLICITY RELEASE:**

- (a) By participating in the Contest and submitting an Entry, each entrant (i) agrees to be bound by these Official Rules, including all Entry requirements, (ii) agrees that the decisions of Sponsor and RBJBP are final and without appeal, (iii) remises, releases and forever discharges Sponsor, RBJBP, the other MLB Entities, Meta Platforms, Inc. (formerly, Facebook, Inc.) (“**Facebook**”), Instagram, Inc. (“**Instagram**”), X, Corp. (“**X**”), each of their respective parents, affiliated companies and subsidiaries, any and all other companies associated with the Contest (including prize suppliers and suppliers of materials or services related to the Contest), and all of their

respective employees, directors, officers, shareholders, agents, representatives, successors and assigns (collectively, the “**Released Parties**”) from any and all actions, causes of actions, suits, debts, dues, accounts, claims, damages, liability, losses, harm, costs or expenses, including without limitation any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, arising out of, or in any way related to, directly or indirectly, the Contest, including without limitation the entrant’s participation in the Contest, any breach of these Official Rules, the awarding, receipt, possession, use and/or misuse of any Contest prize (or any portion thereof), and any travel or activity that is related to the receipt or use of any Contest prize, and/or the violation or infringement of any intellectual property rights or of any publicity, personality or privacy rights, and agrees to fully indemnify the Released Parties, Instagram, X, and Facebook from any and all claims by third parties relating to the foregoing.

- (b) By accepting the Prize, the winner authorizes Sponsor, RBJBP, MLBAM, the other MLB Entities and each of their respective designees to use in any related publicity, such winner’s name, city and province/territory of residence, photograph, image, likeness, voice, and any statements he/she may make regarding such prize for advertising and promotional purposes worldwide in perpetuity and in any form of media now or hereafter devised worldwide (including the Internet), without limitation and without additional compensation or consideration, notification or permission, unless prohibited by law; and waives any rights that may exist in respect of materials produced pursuant to the foregoing.

10. GENERAL CONTEST TERMS AND CONDITIONS:

- (a) The Released Parties are not responsible for (i) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, postage-due or garbled entries, transmissions, email or mail; (ii) lost, interrupted or unavailable network, cable, satellite, server, Internet Service Provider, website, or other connections including those through and/or by any website; (iii) availability or accessibility or miscommunications or failed computer, satellite, telephone, cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (iv) failures or malfunctions of phones, phone lines or telephone systems, (v) any error, omission, interruption, defect or delay in transmission, processing, or communication; (vi) non-delivery of any communication or Entry; (vii) misdirected, blocked, or delayed email notifications; (viii) printing, typographical or other errors appearing within these Official Rules, in any Contest-related advertisements or other materials; (ix) any other errors, problems or difficulties of any kind whether human, mechanical, electronic, network, computer, telephone, mail, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of Entries, the announcement of any prize in any Contest-related materials, or the cancellation or postponement of any Major League Baseball game, event or exhibition, (x) any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest; or (xi) any injury or damage to the computer or device of any entrant or other person related to or resulting from participating in this Contest or downloading materials from or use of any website. If due to a printing, production or other error, more prizes are claimed than are intended to be awarded for any prize category, the intended prizes will be awarded in a random drawing from among all verified and validated prize claims received for that prize category. In no event will more than the stated number of prizes be awarded.

- (b) Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsor's or RBJBP's representatives or who are in violation of these Official Rules, as solely determined by Sponsor and/or RBJBP, will be disqualified and all associated Entries will be void. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor, RBJBP, MLBAM and/or their respective agents. Sponsor and RBJBP shall have the sole right to disqualify any entrant for violation of these Official Rules or any applicable laws relating to the Contest, and to resolve all disputes in their sole discretion. The Released Parties (i) make no warranty, guaranty or representation of any kind concerning any prize, and (ii) disclaim any implied warranty. The failure of Sponsor, RBJBP or MLBAM to enforce any term of these Official Rules shall not constitute a waiver of that provision. All disputes will be resolved in the Province of Ontario under applicable Ontario and Federal laws.
- (c) Sponsor, RBJBP and MLBAM reserve the right, in their sole discretion, to cancel, suspend or otherwise modify the Contest (or any portion thereof) and/or to amend these Official Rules at any time and in any way, without prior notice, for any reason, including, but not limited to, incidents where a virus, bug, unauthorized human intervention, or other causes corrupt the administration, security, fairness, integrity or proper operation of the Contest (or any portion thereof). In the event of cancellation, Sponsor and RBJBP may elect to identify winners and award the Prize by way of random drawing from among all non-suspect, eligible Entries received up to the time of such cancellation.
- (d) **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY ENTRANT RESPONSIBLE FOR THE ATTEMPT, AND SPONSOR, RBJBP, MLBAM AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING LEGAL FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**
- (e) All Online Entries must include a valid email address for the entrant. In the event of a dispute as to the identity or eligibility of any potential winner based on an Online Entry, the winning Entry will be declared made by the Authorized Account Holder (defined below) of the email address submitted at the time of entry, provided such Authorized Account Holder is eligible according to these Official Rules. A potential winner may be required to provide proof, upon request of Sponsor and/or RBJBP, that they are the applicable Authorized Account Holder, the sufficiency of such proof to be determined in the absolute discretion of Sponsor and/or RBJBP. The "**Authorized Account Holder**" is defined as the natural person to whom the applicable Internet Service Provider or other organization (such as a business or educational institution) has assigned the email address for the domain associated with the submitted email address.
- (f) All entry data provided via an entrant's Entry is provided to Sponsor, RBJBP and/or MLBAM, as applicable, and not to Facebook, Instagram, or X. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram, or X. Any questions, comments or complaints regarding the Contest should be directed to Sponsor and not to Facebook, Instagram, or X.

(g) The Contest is subject to all applicable federal, provincial and municipal laws, rules and regulations.

(h) TO THE FULLEST EXTENT ALLOWED BY LAW, ALL PARTICIPANTS AGREE THAT ALL CLAIMS BY PARTICIPANTS IN CONNECTION WITH THE CONTEST, SHALL BE ADJUDICATED ON AN INDIVIDUAL BASIS ONLY AND SHALL NOT BE CONSOLIDATED OR JOINED WITH, OR INCLUDED IN ANY OTHER PROCEEDING INVOLVING A CLAIM OF ANY OTHER PARTY.

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SCHEDULE “A”

PARTICIPATING PRODUCTS

Note: Participating Products are available nationally wherever the Participating Products are sold.

SCHNEIDERS® PRODUCTS	
PARTICIPATING PRODUCT DESCRIPTION/TYPE	Universal Product Code (UPC)
Schneiders® Original Recipe All Beef 375g	63100115852
Schneiders® Original Recipe All Beef BBQ Size 450g	62000001562
Schneiders® Juicy Jumbos® All Beef 375g	63100183943
Schneiders® Juicy Jumbos® All Beef Party Size 750g	63100269128
Schneiders® Juicy Jumbos® All Beef 375g	63100183943
Schneiders® Juicy Jumbos® Hot & Spicy 450g	62000158228
Schneiders® Loaded Juicy Jumbos® 3 Cheese jalapeno 375g	63100269586
Schneiders® Loaded Juicy Jumbos® Bacon & Cheddar 375g	63100294762
Schneiders® Loaded Juicy Jumbos® Cheddar 375g	63100269579
Schneiders® Juicy Jumbos® Original 450g	62000158068
Schneiders® Juicy Jumbos® Original 450g	62000158068
Schneiders® Juicy Jumbos® Original Party Size 900g	63100830618
Schneiders® Juicy Jumbos® Original 2 x 900g (1.8kg)	63100136109
Schneiders® Frozen Wieners 1.5kg	62000224305
Schneiders® Original Recipe Party Size 900g	63100240257
Schneiders® Red Hots® Red Hots 375g	63100484033
Schneiders® Red Hots® Party Size 900g	62000132433
Schneiders® Red Hots® Original 375g	62000132419
Schneiders® Original Recipe All Pork 375g	63100284497
Schneiders® Cheddar Smoked Sausage 375g	62000138701
Schneiders® Original Smoked Sausage 375g	62000138893
Schneiders® Savoury Garlic & Honey Smoked Sausage 375g	63100240097
Schneiders® Oktoberfest® Smoked Sausage 375g	62000138039
Schneiders® Smokies Original 900g	63100240110
Schneiders® Smokies Cheddar 900g	63100240103
Schneiders® Spicy 3 Cheese Jalapeno Smoked Sausage 375g	63100341572
Schneiders® Honey Garlic Smokies 900g	63100240301
Schneiders® Bacon Cheddar Smoked Sausage 375g	63100328740
Schneiders® Farmer Smokies 900g	63100134747