

CRAVE DENIS AND ME LAUNCH CONTEST RULES

THE CRAVE DENIS AND ME LAUNCH CONTEST (THE “**CONTEST**”) WILL BE CONDUCTED IN CANADA ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “**CONTEST RULES**”).

1. ELIGIBILITY.

1.1. To be eligible for this Contest, an individual must:

- (a) be a legal resident of Canada; and
- (b) be of the age of majority in his/her province or territory of residence or older at the time of entry. Any entrant under the age of majority must have a parent or legal guardian sign on their behalf all necessary documentation in respect of this Contest, including releases.

1.2. The following people are not eligible to enter the Contest:

- (a) Employees of Denis & Me Productions 1 Inc., its parent, affiliates, subsidiaries, related companies, successors and assigns (the “**Sponsor**”);
- (b) Employees of Bell Media Inc., WOW! Unlimited Networks Inc., their affiliates, subsidiaries, related companies, successors and assigns;
- (c) Employees of Denis Kopotun, his affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies; and
- (d) The household members of any of the parties listed in Section (a) to (c) above.

1.3. The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant should such an entrant at any stage supply information that does not meet these requirements.

2. **CONTEST PERIOD.** The Contest begins December 04, 2020 at 9:00 a.m. Eastern Standard Time (“**EST**”) and ends on December 18, 2020 at 11:59 p.m. EST after which time the Contest will be closed and no further entries shall be accepted.

3. HOW TO ENTER.

3.1. There is no purchase necessary to enter the Contest. Enter online by sending your full name, complete mailing address, daytime telephone number, and age at the time of entry to denisandmecontest@gmail.com. No entries will be accepted by any other means.

3.2. Limit of one (1) entry per person during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.

3.3. Entries must be received no later than the end of the Contest Period. Entries will be declared

invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Unless otherwise set out herein, no communication or correspondence will be exchanged with entrants except with those selected as a potential winner.

- 3.4. Entries shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry. For the purpose of the Contest Rules, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any entrant may be required to provide the Sponsor with proof that they are the authorized account holder of the e-mail address associated with their entry.

4. PRIZES.

- 4.1. **Grand Prizes.** There are two (2) grand prizes (each a "**Grand Prize**", together the "**Grand Prizes**") available to be won by the Grand Prize winners (each a "**Grand Prize Winner**", together the "**Grand Prize Winners**") consisting of one (1) of the following *Denis and Me* merchandise prize packs:

- (a) One (1) SMAL Onesie and one (1) Back to School box bundle; or

- (b) One (1) SMAL Onesie and one (1) Fun in the Sun box bundle.

- 4.2. Each Grand Prize has an approximate retail value of one hundred Canadian dollars (CDN \$100.00).

- 4.3. **Secondary Prizes.** There are three (3) secondary prizes (each a "**Secondary Prize**", collectively the "**Secondary Prizes**") available to be won by the Secondary Prize winners (each a "**Secondary Prize Winner**", collectively the "**Secondary Prize Winners**"), consisting of one (1) of the following *Denis and Me* merchandise prize packs:

- (a) One (1) SMAL backpack and one (1) *Denis and Me* show poster; or

- (b) One (1) SMAL Backpack and one (1) Denis lunchbox; or

- (c) One (1) Denis Stuffie, one (1) Denis poster, and Sir Meows A Lot pins.

- 4.4. Each Secondary Prize has an approximate retail value of eighty Canadian dollars (CDN \$80.00).

- 4.5. Grand Prizes and Secondary Prizes are hereafter collectively referred to as "**Prize**" or "**Prizes**". Grand Prize Winners and Secondary Prize Winners are hereafter collectively referred to as a "**Winner**" or "**Winners**".

- 4.6. Winners are not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.

- 4.7. The Sponsor and/or the Sponsor's representatives will contact the Winners to coordinate the provision of the Prizes within thirty (30) days once each Winner has been successfully contacted and notified of his/her Prize and fulfilled the requirements set out herein.

5. PRIZE CONDITIONS.

- 5.1. Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsor. Any unused, unclaimed or declined portion of the Prize will be forfeited, have no cash value and the Sponsor shall have no obligation to provide either an alternative or value-in-kind. The Sponsor reserves the right, in its sole discretion, to

substitute a prize of equal or greater value if the Prize (or any portion thereof) cannot be awarded for any reason.

- 5.2. Shipped Prizes shall not be insured, and the Sponsor shall not assume any liability for lost, damaged or misdirected Prizes.

6. WINNER SELECTION.

- 6.1. Five (5) Winners shall be selected as follows:

- (a) On or about December 22, 2020 in Toronto, Ontario, two (2) Grand Prize Winners and three (3) Secondary Prize Winners will be selected by a random draw from all eligible entries received during the Contest Period. Each entrant shall be eligible to win only one (1) Prize. The odds of being selected as a potential Winner are dependent upon the number of eligible entries received by the Sponsor. Before being declared a Winner, each selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail, to comply with the Contest Rules and to sign and return the Release (described below).

- (b) EACH SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE OR E-MAIL NO LATER THAN DECEMBER 23, 2020 AT 8:00 P.M. EST AND MUST RESPOND WITHIN FIVE (5) BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone or e-mail (as specified in the notification) to the contact number or e-mail address provided no later than the indicated deadline set out in the Contest Rules and/or the notification. If the selected entrant does not respond accordingly, he/she will be disqualified and will not receive a Prize and another entrant may be selected in the Sponsor's sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsor is not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsor to receive a selected entrant's response.

- (c) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Prize claimants after the Contest's closing date to award the correct number of Prizes.

7. **RELEASE.** Potential Winners will be required to execute a legal agreement and release ("**Release**") that confirms each potential Winner's: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of the Sponsor and each of its employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the "**Releasees**") from any and all liability for any loss, harm, damages, costs or expenses arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsor of the unrestricted right, in the Sponsor's discretion, to produce, reproduce, display, publish, convert, post, serve, broadcast, exhibit, distribute, adapt and otherwise use or re-use the Winner's name, statements, image, likeness, voice, and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within five (5) business days of the date indicated on the accompanying letter of notification or the verification as a Winner or the selected entrant will be disqualified, and the Prize forfeited.

8. **INDEMNIFICATION BY ENTRANT.** By entering the Contest, each entrant releases, indemnifies and holds Releasees harmless from 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, resulting in whole or in part, directly or indirectly, from (a) their participation in the Contest or any Contest-related activity; (b) the acceptance, use, or misuse of any Prize; or (c) any breach of the Contest Rules. Each entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the entrant's participation in the Contest, without limitation.
9. **LIMITATION OF LIABILITY.** The Sponsor assumes no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including reasons beyond the control of the Sponsor, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest and/or the Contest microsite.
10. **CONDUCT.** By participating in the Contest, each entrant is deemed to have executed and agrees to be bound by the Contest Rules, which will be posted at the Contest microsite and made available at www.denisandme.com/contest throughout the Contest Period. Each entrant further agrees to be bound by the decisions of the Sponsor, which shall be final and binding in all respects. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest and/or the Contest microsite or any related promotional website; (c) violating the terms of service, conditions of use and/or general rules or guidelines of Sponsor's property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsor or any other person. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST MICROSITE OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.
11. **PRIVACY / USE OF PERSONAL INFORMATION.**
 - 11.1. By participating in the Contest, each entrant: (i) grants to the Sponsor the right to use his/her name, mailing address, age of majority confirmation, telephone number, and e-mail address (collectively the "**Personal Information**") for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners and coordinating the provision of the Prizes; (ii) grants to the Sponsor the right to use his/her Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledges that the Sponsor may disclose his/her Personal Information to third-party agents and service providers of the Sponsor in connection with any of the activities listed in (i) and (ii) above.
 - 11.2. Sponsor will use the entrant's Personal Information only for identified purposes.
12. **INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations,

slogans and representations is owned by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

- 13. TERMINATION.** Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, the Sponsor reserves the right, in its sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.
- 14. LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario 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.
- 15. DISCREPANCY.** In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control. In the event of any discrepancy or inconsistency between the English language version and the French language version of the Contest Rules, the English version shall prevail, govern and control.
- 16. FOR RESIDENTS OF QUEBEC.** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
- 17. SOCIAL MEDIA.** This Contest is in no way sponsored, endorsed or administered by any social media platforms on which the Contest may have been promoted and/or publicized. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor.