



MY DUX TIP CHALLENGE

Rules and Regulations

The sponsor of the Contest is Edikom (Edikom"" or the "Sponsor").

Please read these contest rules ("Contest Rules") in their entirety before entering the MY DUX TIP CHALLENGE (the "Contest") presented by Edikom. Do not enter the Contest unless you agree to these Contest Rules. Participation in the Contest constitutes unconditional agreement and acceptance of these Contest Rules which are final on all matters relating to the Contest. By entering this Contest you agree to be bound by the decisions of contest judges which are final and binding in all respects.

1. **CONTEST PERIOD:** MY DUX TIP CHALLENGE runs from July 2, 2018 08:00, until August 6, 2018, 23:59 (the "Contest Period"). There are 2 phases to the Contest. The first phase is Entry phase, which will run until July 16, 2018, 23:59. The second phase is online Public Voting which will run from July 17 to August 6, 23:59. The winner will be announced on August 7, 2018.
2. **ELIGIBILITY:** This contest is for any Canadians aged older than 18 years old (it could be a child if the parent is there). No limit of participation per person. Employees (people living with employees) of sponsors, its linked businesses, agents, advertising agencies and employees of the business in charge of the management of the contest cannot enter the contest.
3. **HOW TO ENTER: NO PURCHASE NECESSARY.** To enter contestants must:
 - A) Be commenting the Facebook post (on facebook.com/duxmieuxmangermieuxvivre) explaining his/her DUX TIP for a healthy BBQ. Such texts (and picture is applicable) will become contest entries.
 - B) Before entering the Contest participants must accept to assign their rights on the text and agree to these Contest Rules. Before entering the contest, contestants must accept that they give all the rights of their text and picture (if applicable) to Edikom.
 - C) A panel of Sponsor judges will choose the entries that will be submitted to the public's vote, in their sole and absolute discretion, based on the following criteria:

Contest criteria MY TIP DUX CHALLENGE:

1. **Be simple, fast and easy to reproduce**

2. Help to eat better
3. Use products accessible to all (geographically and financially)
4. Be inspiring, attractive and make people want to share it on the Web
5. Be easy to understand for the general public (popularized, clear and precise language and writing)

D) The selected entries will be presented on the Sponsor website (programmedux.com) for the voting period, which runs from July 17 to August 6.

4. ASSIGNMENT OF RIGHTS OF TEXT AND PICTURE SUBMISSION

All Photo/Text Entries shall become the property of the Sponsor and will not be returned nor copy provided to the contestant. By agreeing to submit a Photo/Text Entry, the entrant grants to the Sponsor and/or its subsidiaries, and/or any of their licensees, agents and promotional agencies, the right to use the Photo/Text Entry including an entrant's name, image, likeness or voice or any part thereof, for any purpose whatsoever, whether for internal or external communications in any marketing material whether in print, radio, television, interactive media, or any other media throughout the world in all languages, in perpetuity in connection with this contest.

Contestants agree that all rights to the Photo/Text Entry or other submissions, including copyright and moral rights, will be irrevocably assigned to Edikom, to be used by Edikom for any purpose it deems appropriate.

5. PRIZE(S):

Grand prize: The person whose tip will have gotten the most votes will receive a BBQ (a value of \$500)

Drawn among public's vote participants: a 3-nights stay in a national park of the SEPAQ will be draw among all participants to the public's vote. (a value of 620\$). The winner will have one year to use its prize.

6. PRIZE AWARDS:

The winner of the BBQ will be contacted on Facebook. The winner of the public's vote prize will be contacted by email by Edikom at email address provided by the contestant at the time of entry. If the potential winner did not contact us within ten (10) business days of the initial contact date, the entry will be disqualified, and the video/text entry with the next highest number of votes will be contacted until the prize has been awarded.

The potential winner will be required to sign a standard Declaration of Compliance with Rules, Publicity and Liability Release form and consent in the form and manner provided, consenting to the use of their name, city or province/territory and/or video or photograph, without further compensation, in any publicity carried out by the Sponsor and/or its subsidiaries, advertising and promotional agencies relating to this contest, including consent to post such to a website, including but not limited to third party websites such as YouTube and Facebook and releasing the Sponsor, the contest organizer and independent contest organization, promotional agencies and their respective affiliates, directors, officers, employees and agents, from any liability relating to this contest or any prizes.

If a potential winner fails to sign and return the required documents within forty eight (48) hours of receiving it by fax or email, the Sponsor reserves the right to void that entry and select the next

eligible entrant until the prize has been awarded. Prize must be accepted by the winner as awarded, and is non-transferable. If not accepted as awarded, prize will be forfeited. Any substitution of the prize will be at the sole discretion of the Sponsor. Any taxes, fees or incidental charges applicable to any prize shall be the sole responsibility of the winners of that prize.

7. CONSENT TO MARKET TO ENTRANTS:

By entering this Contest, each entrant permits the Sponsor, its agents, promotional agencies, representatives and contest judges to collect the information submitted with your entry and to use it to administer the Contest. You also permit us to use and share this information with other Edikom companies to promote to you products and services that may be of interest to you, unless prohibited by law. We and Edikom companies may communicate with you through various channels, including telephone, computer or mail, using the contact information you have provided. You acknowledge that as a result of such sharing they may advise us of those products or services provided. We will respect your preferences otherwise recorded with us.

8. ADDITIONAL TERMS:

All entries become the property of the Sponsor who assumes no responsibility for garbled, inaudible, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, effect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. In the event of a dispute over email entries, the winner will be deemed to be the holder of the email account.

If for any reason, in the opinion of the Sponsor, in its/their sole discretion, the Contest, the YouTube video functionality is not capable of running as originally planned, or if the administration, security, fairness, integrity or the property conduct of the Contest is corrupted or adversely affected, including but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes, the Sponsor reserves its/their right, without need of individual notice, subject to the approval of the Regie in Quebec, to cancel, terminate, modify, amend, extend or suspend the Contest in whole or in part, including, without limitation, canceling any method of entry, and/or selecting a winner from previously received eligible entries. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest, Facebook or YouTube or to be acting in violation of the Contest Rules or otherwise in a disruptive manner. Any attempts to deliberately damage any website, video or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such attempt be made the Sponsor reserves its right to seek remedies and damages to the fullest extent of the law. Contest Sponsors shall not be held responsible for any errors, malfunction, interruption, deletion or negligence that may arise or occur in connection with the Contest, Facebook or YouTube including any damage to an entrant's computer equipment, system software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest website, where applicable.

Contestants acknowledge and agree that the Facebook and YouTube websites are not owned or operated by the Sponsor. Contestants acknowledge that the videos for the Contest will be stored and hosted by YouTube. The Sponsor does not make any express or implied warranties or representations with respect YouTube, Facebook, Facebook's and/or to comments or postings made on Facebook, as applicable. The Sponsor shall not be held liable or responsible for any modification, tampering or management of the video entries and/or on any outcomes that this may have on the Contest. The Sponsor does not endorse and is not responsible or liable for damages relating to Facebook or YouTube, its respective privacy policies or practices, links or any other content. Edikom reserves the right to request that Facebook remove any offensive or inappropriate comments from Facebook.

9. For residents of Québec: Any litigation in regards to the conduct or organization of this publicity contest may be submitted to the Régie des alcools, des courses et des jeux ("Regie") for a ruling. Any litigation in regards to the awarding of the prize may be submitted to the Régie, only for purposes of helping the parties reach a settlement.
10. This contest is subject to all Federal, Provincial and Municipal laws and regulations applicable in Canada. This contest is void where prohibited or otherwise restricted by law.