



Official Contest Rules: Chance to Win Contest

- 1. Eligibility:** The Chance to Win Contest (the "Contest") is open to legal residents of Canada (excluding Quebec) who are of majority age or older at the time of entry. Employees of Purity Factories Limited and its affiliates, subsidiaries, advertising and promotion agencies, and their immediate family members are not eligible to participate.
- 2. Contest Period:** The Contest begins on April 15, 2024 at 12:01am and ends on March 29, 2025 at 11:50pm (the "Contest Period"). All prizes must be redeemed by June 30, 2025.
- 3. How to Enter:** To enter the Contest, purchase a specially marked package of Purity Products sold in Canada (excluding Quebec) during the Contest Period. Look for the Golden Ticket inside the package. Visit purity.nf.ca/100years and follow the instructions to claim your prize using the unique numerical code. To claim your prize, you will have to answer the skill testing question $(4 \times 20) + 100 / 5 = \underline{\hspace{2cm}}$. No purchase necessary. To enter using the No Purchase Necessary Form, please complete the form along with skill testing question and send a self-addressed stamped envelope to Purity Factories Limited, 96 Blackmarsh Road, St. John's, NL A1E 1S8 to receive one entry. Limit one entry per person per week.
- 4. Prize(s):** (I) 1 of 4 Yeti Tundra 65 Hard Coolers (approx. retail value of \$500); (II) 1 of 3 Weber Spirit SP-335 3-Burner Propane BBQS in stainless steel with side burner (approx. retail value of \$1,000); (III) 1 of 2 Pelican Axiom 100XP Kayaks with paddle (approx. retail value of \$750); and (IV) 1 of 1 2024 Yamaha Kodiak 450 ATV – YF45KRL (approx. retail value of \$9,750). No cash or other prize substitution permitted. Prize is non-transferable.
- 5. Winner Selection:** Golden tickets (prizes) will be randomly picked and placed in specially marked packages of Purity products during the contest period. No purchase necessary entrants will be entered into a random draw for a chance to win a randomly selected prize.
- 6. Winner Notification:** It is the responsibility of the winner to contact Purity Factories Limited on receipt of a Golden Ticket. In the case of no purchase necessary Purity Factories Limited will contact the winner by means of the contact information on the No Purchase Necessary Form.
- 7. General Conditions:** Purity Factories Limited reserves the right to cancel, suspend, or modify the Contest if fraud, technical failures, or any other factor beyond its reasonable control impairs the integrity of the Contest. By participating, entrants agree to be bound by these Official Rules and the decisions of Purity Factories Limited, which are final and binding in all matters related to the Contest.
- 8. Release of Liability:** By participating in the Contest, entrants agree to release and hold harmless Purity Factories Limited and its affiliates, subsidiaries, advertising and promotion agencies, and their respective officers, directors, employees, and agents from and against any

claim or cause of action arising out of participation in the Contest or receipt or use of the prize. The prize is awarded “as is” with no warranty or guarantee, either express or implied.

9. Publicity Release: Acceptance of the prize constitutes permission for Purity Factories Limited to use the winner's name, likeness, and entry for promotional purposes without further compensation, unless prohibited by law.

10. Governing Law: The Contest is governed by the laws of Newfoundland and Labrador, Canada and is subject to all applicable federal, provincial, and local laws and regulations.
