



“WIN YOUR CANADIAN FAMILY ADVENTURE WITH THE LAUGHING COW” CONTEST

Contest Rules

1. The “Win Your Canadian Family Adventure with The Laughing Cow” Contest is held by Bel Cheese Canada Inc. (the “Contest Organizers”). The Contest runs on the Internet from May 15, 2017 at 12:00:00 a.m. (ET) to August 13, 2017 at 11:59:59 p.m. (ET) (the “Contest Period”). The Contest is divided in two portions: Grand Prize and Instant Prizes.

ELIGIBILITY

2. The Contest is open to residents of Canada who have reached the age of majority in their province or territory of residence at moment of entry. Employees, representatives and mandataries of the Contest Organizers, of any company, corporation, trust, or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, suppliers of materials, products and services related to this Contest, as well as members of their immediate family (brothers, sisters, children, father, mother), their legal or common-law spouse and any individual with whom such employees, representatives and mandataries are domiciled are not eligible. To enter this Contest, your Internet browser must be set to accept cookies.

HOW TO ENTER

3. To enter, proceed as follows:
 - 3.1 Visit the website wedgeofhappiness.ca (the “Website”). On the Website homepage, click “Start my journey”, then “Register”. Fill out the electronic entry form (the “Entry Form”) by entering your name, last name, email address, telephone number including area code, province or territory of residence and the correct answer to the mathematical skill-testing question.
 - 3.2 Enter a password of your choice; it must be at least six characters long;
 - 3.3 Declare that you have read and agreed to the Contest Rules by checking the corresponding box. If you wish, sign up for the Contest Organizers’ newsletter. Finally, click on “Submit”. You will then have the opportunity to enter the “Grand Prize” and “Instant Prizes” portions of the Contest.

You will receive an email confirming that you have filled out the Entry Form and that you can now enter the Contest.



Grand Prize Portion

4. To enter the Grand Prize portion, you must play the game on the Website to finish the 5,000 kilometres separating the house of The Laughing Cow® and the city of Vancouver (the “Game”). You can travel kilometers by entering one or more entry codes, by answering quiz questions and/or by using Contest hints, as described hereinafter.

5. ***Entry Code***

5.1 Obtain an entry code by purchasing specially marked Original or Light The Laughing Cow® products, in packs of 8, 16 or 24 portions, subject to their availability (the “Eligible Products”). Inside the Eligible Products, you will find an entry code (the “Entry Code”). There are 513,722 specially marked products in total;

5.2 Visit the Website by following the steps described in paragraph 3 of these Contest Rules if it is your first visit or the steps described in paragraph 9 if you are already registered in the Contest;

5.3 Enter your Entry Code in the corresponding field;

5.4 If your Entry Code is valid, you will automatically travel 2,500 km and you will also be able to enter the Instant Prizes portion by following the steps described in paragraph 8 of these Contest Rules;

5.5 If you have not completed the 5,000 km journey, you may continue playing the Game in the way described in these Contest Rules to travel the remaining distance and obtain an entry in the Grand Prize portion.

6. ***Quiz Question Answer***

6.1 Visit the Website by following the steps described in paragraph 3 of these Contest Rules if it is your first visit or the steps described in paragraph 9 if you are already registered in the Contest;

6.2 Go to the “Quiz Question” section, answer the question asked and click “Submit”;

6.3 If your answer to the question is valid, you will travel 500 km;

6.4 If you have not completed the 5,000 km journey, you may continue playing the Game in the way described in these Contest Rules to travel the remaining distance and obtain an entry in the Grand Prize portion.

6.5 Each entrant can answer up to five (5) quiz questions during the Contest Period. Any answer to a quiz question beyond this limit will not allow you to travel more kilometres in the Game.



7. **Contest Hint**

- 7.1 Identify one of the six Contest hints given by the Contest Organizers on The Laughing Cow® Facebook page (1 hint) or the newsletter (1 hint) or posted by one of the four bloggers specially identified for the Contest on The Laughing Cow® Facebook page (1 hint per blogger, 4 hints in total);
- 7.2 Visit the Website by following the steps described in paragraph 3 of these Contest Rules if it is your first visit or the steps described in paragraph 9 if you are already registered in the Contest;
- 7.3 Go to the “Hint” section and enter the Contest hint found in the manner described in paragraph 7.1 of these Contest Rules, then click “Submit”;
- 7.4 If the hint that you entered is valid, you will travel 1,500 km;
- 7.5 If you have not completed the 5,000 km journey, you may continue playing the Game in the way described in these Contest Rules to travel the remaining distance and obtain an entry in the Grand Prize portion.

Instant Prizes Portion

8. You can enter the Instant Prizes portion by entering an Entry Code on the Website. To do so, proceed as follows:
 - 8.1 Obtain an Entry Code by following the steps described in paragraph 5.1 of these Contest Rules.
 - 8.2 Visit the Website by following the steps described in paragraph 3 if it is your first visit or the steps described in paragraph 9 if you are already registered in the Contest;
 - 8.3 Enter your Entry Code in the corresponding field on the Website;
 - 8.4 If your Entry Code is valid, your prize for the Instant Prizes portion will be displayed on screen and you will receive a confirmation email to this effect.

Following Entries

9. During your next visits to the Website, sign in on the Website homepage by filling out the corresponding fields and click “Submit”. Follow the steps described in these Contest Rules to enter the Contest according to the entry limits described in paragraph 11 of these Contest Rules.



No purchase necessary

10. To obtain an Entry Code without purchase, legibly write an original handwritten letter of at least fifty (50) words explaining why you would like to win the Grand Prize, along with your last name, name, complete address, including postal code, telephone number including area code, and email address. Sign and send your letter in an envelope with sufficient postage to: "Win Your Canadian Family Adventure with The Laughing Cow" Contest, 85 St-Paul Street W., suite 120, Montreal, Quebec H2Y 3V4, postmarked no later than August 13, 2017. The text of each request for an Entry Code must be different. Upon receipt, your letter will be validated by the Contest Organizers' representative and you will receive an Entry Code by email. In the case of letters received on or after August 11, 2017 a representative of the Contest Organizers will contact you directly by phone to give you an Entry Code.

Limits

11. Entrants must respect the following limits; otherwise, they may be disqualified:
 - 11.1 There is a limit of one (1) entry per person for the Grand Prize portion.
 - 11.2 There is a limit of one (1) email address per person when he or she has more than one.
 - 11.3 To obtain one (1) entry in the Grand Prize portion, the entrant must have played the Game to travel 5,000 km.
 - 11.4 Each entrant may answer up to five (5) quiz questions, as described in paragraph 6.5 of these Contest Rules;
 - 11.5 The total maximum distance that can be travelled in the Game is 5,000 km. No advantage or additional entries will be given if an entrant plays the Game and travels more than 5,000 km;
 - 11.6 Each Entry Code may be used only once in the Grand Prize portion and only once in the Instant Prizes portion;
 - 11.7 One (1) no purchase request for an Entry Code per person per week during the Contest Period.



PRIZES

Grand Prize Portion

12. One (1) Grand Prize is offered, of an approximate value of \$5,128, consisting of:
- Prepaid Visa gift cards totaling \$5,000 applicable to the reservation of accommodations in a network of hotels and for meals, transportation and family activities;
 - One cooler bag of an approximate value of \$50;
 - Thirteen vouchers for free The Laughing Cow® products (each of a maximum value of \$5.99), of a total maximum value of \$78.

Instant Prizes Portion.

13. Six thousand six hundred (6,600) Instant Prizes are offered in total, of an approximate total maximum value of \$23,985, consisting of:
- Five thousand (5,000) \$2 discount coupons valid on purchase of a The Laughing Cow® product;
 - One thousand five hundred (1,500) vouchers for a free The Laughing Cow® product, of a maximum value of \$5.99 each;
 - One hundred (100) cooler bags, of an approximate value of \$50 each.
14. All entrants whose entry in the Instant Prizes portion did not give them an Instant Prize will automatically receive a consolation prize consisting in a \$1 discount coupon valid on purchase of a The Laughing Cow® product, provided that their entry is indeed valid.

Conditions Applicable to Prizes

15. **Gift cards and coupons.** The following terms and conditions apply to the gift cards and coupons:
- 15.1 They must be presented at time of purchase and are applicable only on products and services that are specifically mentioned on the gift cards or coupons or by Contest Organizers;
 - 15.2 They are non-refundable and non-exchangeable for their cash value;
 - 15.3 In case of loss, theft, damage, alteration or non-authorized use, they will not be refunded or replaced;
 - 15.4 They cannot be combined with another offer or promotion, unless otherwise specified by the supplier of the applicable product or service;



- 15.5 Any expense or costs exceeding the value of the gift card or coupon is at the winner's and/or his or her guests' expense;
- 15.6 They are subject to all other applicable terms, conditions and restrictions indicated on them or that may be communicated to the winners by the Contest Organizers or, in the case of gift cards, by the card issuer.

ODDS OF WINNING

16. **Grand Prize.** The odds of an entry in the Grand Prize portion being selected for the Grand Prize depend on the number of entries registered during the Contest Period.
17. **Instant Prizes.** Instant Prizes are awarded based on an algorithm that determines at random which prize an entry wins. The odds of winning an Instant Prize will therefore vary during the Contest Period based on the number of entrants and time of entry so that the Instant Prizes are awarded throughout the Contest. The number of Instant Prizes will decrease as they are awarded.

GRAND PRIZE DRAW

18. At 11 a.m. (ET) on August 15, 2017, at the offices of the agency in charge of the conduct of the Contest located in Montreal, a random draw of one (1) eligible entry will be held among all entries registered for the Grand Prize portion during the Contest Period.

AWARDING OF THE PRIZES

Grand Prize Portion

19. To be declared a winner, an entrant selected for the Grand Prize must:
 - 19.1 Be reached by phone or email by the Contest Organizers' representatives within ten (10) days following the draw.
 - 19.2 Complete and sign the declaration and release form (the "Declaration Form") that the Contest Organizers will provide him or her by email to the effect that he or she has fulfilled all the requirements of these Contest Rules, and return it to the Contest Organizers according to the instructions for them to receive it within ten (10) business days of its receipt;
 - 19.3 have correctly answered the mathematical skill-testing question asked on the Entry Form on the Website homepage;
 - 19.4 Upon request and in a timely manner, provide an identification card with photograph.



20. Failure to comply with one of the conditions mentioned in these Contest Rules or to accept the prize will cause the selected entrant to be disqualified. In such a case, for the Grand Prize, the Contest Organizers may, at their sole discretion, cancel the prize or hold a new draw until an entrant is selected and declared a winner.
21. Within thirty (30) days following receipt by the Contest Organizers of the duly completed and signed Declaration Form, they will deliver to the winner his or her prize by mail or inform the winner how to claim his or her prize.

Instant Prizes Portion

22. To be declared a winner, an entrant selected for an Instant Prize must:
 - 22.1 have correctly answered the mathematical skill-testing question asked on the Entry Form on the Website homepage;
 - 22.2 claim his or her Instant Prize by following the steps given on the confirmation page that is displayed (described in paragraph 8.4) to complete the online claim form and check the box confirming that the entrant has complied with all terms and conditions set forth in these Contest Rules (the "Online Claim Form");
 - 22.3 Upon request and in a timely manner, provide an identification card with photograph.
23. Failure to comply with one of the conditions mentioned in these Contest Rules or to accept the prize will cause the selected entrant to be disqualified. In such case, the Instant Prize shall be cancelled. Unclaimed Instant Prizes will be cancelled.
24. 2\$ discount coupons and 1\$ consolation prizes shall be sent to entrants selected for these prizes by email through a secured hyperlink within ten (10) days following the receipt by the Contest Organizers of the Online Claim Form. Coupons for free products and cooler bags shall be sent to winners by mail within thirty (30) days following receipt by the Contest Organizer of the Online Claim Form.

GENERAL CONDITIONS

25. **Verification.** All document allowing entry into the Contest, the Online Claim Forms and the Declaration Forms are subject to verification by the Contest Organizers. Any document which is, as the case may be, incomplete, illegible, mutilated, fraudulent, registered or submitted late, bearing an invalid email address or phone number, not bearing the correct answer to the mathematical skill-testing question or otherwise noncompliant shall be rejected and will not entitle to an entry, an Entry Code or a prize, as the case may be.
26. **Disqualification.** The Contest Organizers reserve the right to disqualify a person or to cancel one or several entries of a person who enters or tries to enter this Contest by using methods that do not comply with these Contest Rules or that are unfair to other



entrants (e.g. entries exceeding the authorized limit). Such person may be reported to the appropriate legal authorities.

27. **Conduct of the Contest.** Any attempt to deliberately damage the Contest Website or sabotage the legitimate conduct of this Contest constitutes a violation of civil and criminal laws. Should such an attempt be made, the contest organizers reserve the right to reject the entry forms of the entrant and seek damages to the extent permitted by law.
28. **Acceptance of Prize.** Prizes must be accepted as described in these Contest Rules and may not, in any case, be in whole or in part transferred to another person, replaced by another prize or exchanged for cash, except as provided in the portion below.
29. **Substitution of Prize.** In the event where it would be impossible, difficult and/or more costly for the Contest Organizers to award a prize (or a portion thereof) as described in these Contest Rules, they reserve the right to award a prize (or portion thereof) of the same kind and of equivalent value or, at their sole discretion, the cash value of a prize (or portion thereof) as indicated in the Contest Rules.
30. **Liability Limit: Use of the Prize.** By entering the Contest, any entrant selected for a prize releases and holds harmless the Contest Organizers, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, representatives and mandataries (the "Released Parties") from and against any damage resulting from the acceptance or use of the prize.
31. **Prize Warranty.** Any entrant selected for a prize acknowledges that the only warranty applicable to any merchandise prize awarded in the Contest is the standard manufacturer warranty, if applicable.
32. **Website.** The Contest Organizers do not warrant that access to or use of the Contest Website will be uninterrupted during the contest period, operational or error-free.
33. **Liability Limit: conduct of the Contest.** The Released Parties disclaim all liability for any of the following that may limit or prevent any entrant's participation in the Contest: malfunctioning of any computer component, software or communications line; loss or lack of a communications network; or any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network. The Released Parties also disclaim all liability for any damages or loss that may be caused, directly or indirectly, in whole or in part, by the downloading of any web page or software or by the transmission of any information related to participation in the Contest.
34. **Defective Eligible Products.** Subject to the foregoing, if an Eligible Product has a manufacturing defect (i.e. it does not have the essential characteristics outlined in these Contest Rules and does not allow the entrant to enter the Contest), the Contest Organizers' responsibility is limited to issuing an Entry Code in accordance with the procedure set forth in paragraph 10 for the no purchase requests for Entry Codes.



35. **Contest Modification.** The Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, modify or suspend this Contest in whole or in part, should human intervention or an event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules, subject to approval by the Régie des alcools, des courses et des jeux of Quebec, if required.
36. **Termination of Participation in the Contest.** In the event that the computer system cannot register all Contest entries during the Contest Period for whatever reason, or if participation in the Contest must be terminated in whole or in part before the closing date provided in these Contest Rules, the Contest Organizers may, at their sole discretion, proceed with the draw among the entries duly registered during the Contest Period or, as the case may be, up to the date of the event ending participation in the Contest to award the prizes not yet awarded.
37. **Prize Limit.** In no event shall the Contest Organizers be required to award more prizes than indicated in these Contest Rules or to award a prize otherwise than in compliance with these Contest Rules.
38. **Liability Limit: Contest Participation.** Persons who enter or try to enter this Contest release the Released Parties from any liability for damage these said persons may incur as a result of their entry or their attempt to enter the Contest.
39. **Authorization.** All winners selected for a prize authorize the Contest Organizers and their representatives to use, if required, his/her name, photo, likeness, voice, place of residence and/or statement regarding a prize for publicity purposes, without any form of compensation.
40. **Communication with Entrants.** No communication or correspondence related to this Contest shall be exchanged with entrants except as provided for in these Contest Rules or at the Contest Organizers' initiative.
41. **Personal Information.** Entrants' personal information collected for the purpose of the Contest will only be used to administer the Contest. No commercial or other communications unrelated to the Contest will be sent to entrants unless they have otherwise agreed to receive such communications.
42. **Property.** Declaration Forms and no purchase requests for Entry Codes are the property of the Contest Organizers and shall not be returned to the entrants.
43. **Entrant identification.** For the purposes herein, the entrant is the person whose name appears on the entry form; it is to this person to whom the prize will be awarded if he or she is declared a winner.
44. **Contest Organizers' Decision.** Any decision by the Contest Organizers or their representatives regarding this Contest is final and without appeal, subject to a ruling by the Régie des alcools, des courses et des jeux of Quebec (the "Régie") on any issue under its jurisdiction.



45. **Litigation.** For Quebec residents, any litigation respecting the conduct or organisation of a publicity contest may be submitted to the Régie for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie for the purpose of helping the parties reach a settlement.
46. **Unenforceability.** If a paragraph of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that portion shall be considered invalid, but all unaffected portions will be applied within the limits of the law.
47. **Language.** In case of any discrepancy between the French and English versions of these Contest Rules, if a French version is available, the French version shall prevail.