

OFFICIAL CONTEST RULES

Sunrise Tofu & Treats Contest

These are the official contest rules and regulations (the “**Official Rules**”) that apply to persons (the “**Entrant**”) who participate in the “Sunrise Tofu & Treats Contest” (The “**Contest**”). By participating in this Contest, you agree to abide by and be bound by these Rules and by any interpretation thereof by Sunrise Soya Foods (the “**Sponsor**”).

- **CONTEST PERIOD.** The Contest begins on August 1, 2021 at 12:00:01 a.m. Pacific Standard Time (PST) and ends on September 30, 2021 at 11:59:59 p.m. PST (the “**Contest Period**”).

- **ELIGIBILITY.** The Contest is open to all Canadian residents (including residents of Quebec) who have reached the age of majority in their province of residence, at the time of participation. The following persons are not eligible to participate in the Contest: (i) employees, agents or representatives of the Sponsor, and its respective subsidiaries, affiliates, advertising/promotional agencies and any other individual(s), entity or entities involved in the development or administration of the Contest; (ii) any member of the immediate family of the persons mentioned in (i); and (iii) any person who resides with any person described in (i) or (ii).

Please keep your original PIN code. In the event you are selected as an eligible winner, you may be required to present your original PIN for verification purposes. Failure to complete any required verification to the complete satisfaction of the Sponsor may result in disqualification.

- **HOW TO ENTER.** During the Contest Period, visit www.sunrise-soya.com/contest (the “**Contest Website**”) and complete the online entry form (the “**Entry Form**”) with all the required information: (i) a unique and valid PIN code legitimately obtained in accordance with these Official Rules; and (ii)

your personal contact information. You must have a valid email address, telephone number, and mailing address to enter the Contest.

Eligible entrants can obtain a unique and valid PIN code via two (2) ways:

- With the purchase of a specially-marked Sunrise Tofu Dessert product ("**Participating Product**"). One (1) PIN code will be printed on the inside of the peel-off sticker on the Participating Product label; which can be viewed after purchase of product. Participating Products are available while supplies last.

of an eligible Sunrise Soya Foods Tofu Dessert product that contains the peel-off Contest

- **NO PURCHASE NECESSARY.** To receive one (1) PIN code, while supplies last, without making a purchase – print your first name, last name, and email address on a plain piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a handwritten 50 word (or more) unique and original essay explaining "Why Sunrise Tofu Desserts are a great treat to eat" to the following address: ***Sunrise Tofu & Treats Contest, PIN Code Request, Unit 200-275 Woodland Drive, Vancouver, BC V5L 3S7 (collectively, the "Request")***. Upon receipt of a valid Request in accordance with these Official Rules, the Entrant will be sent via email one (1) randomly selected PIN code per unique and original Request. To be eligible, a Request must: (i) be received separately in a single envelope bearing sufficient Canadian postage (multiple Requests in the same envelope will be void); and (ii) be post-marked during the contest and received no later than **September 17, 2021** to allow the Sponsor sufficient time to email the PIN code. Proof of your mailing does not constitute proof of receipt. Sponsor is not responsible for lost, stolen, illegible, damaged or late Requests.

Once you have fully completed the Entry Form with all required information and have agreed to the Rules, follow the on-screen instructions to submit your completed Entry Form (each, an **“Entry”** and collectively, the **“Entries”**). Once your Entry is complete, you will automatically be notified on-screen as to whether or not you are an eligible winner.

IMPORTANT NOTE: Each PIN code is unique and can only be used one (1) time in this Contest. Each PIN code will automatically expire after its first use or on September 30, 2021 at 11:59:59 p.m. PST (whichever occurs first). Please retain the original PIN code for your records. All PIN codes submitted are subject to verification in the sole and absolute discretion of the Sponsor. Any PIN code and/or other materials that cannot be verified to the complete satisfaction of the Sponsor, in its sole and absolute discretion, is/are subject to immediate disqualification (in which case any rights to any Prize associated with such PIN will be forfeited in their entirety).

There is no limit of entries per person – but, each entry must relate to a unique and valid PIN code legitimately obtained in accordance with these Official Rules. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) use multiple names, multiple identities, multiple email addresses and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor’s interpretation of the letter and spirit of these Official Rules to enter or otherwise participate in or to disrupt this Contest; (ii) falsely enter a PIN without legitimately obtaining a PIN in accordance with these Official Rules; (iii) re-enter a PIN a subsequent time after its first use; and/or (iv) enter a PIN that has been falsified, manipulated or otherwise altered in any way (all as determined by Sponsor in its sole and absolute discretion); then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. An entry may be rejected if (in the sole and absolute discretion of the Sponsor) the online entry form is not fully completed with all required information (including, but not limited to, providing a unique and valid PIN legitimately obtained in accordance with these Official Rules) and submitted and received in accordance with these Official Rules.

- **PRIZING.** There is a total of one-hundred (100) Instant Win Prizes (each, a “Prize”) available to be won at the onset of the Contest.

Instant Win Prize Description

Approximate Retail Value (CAD)

Quantity Available at Start of Contest Period

Kitchen Aid Ultra Power Stand Mixer

\$450

2

Breville Mini Smart Oven

\$250

2

One-Year Supply of Tofu Desserts

\$150

5

Ninja Professional Blender

\$150

6

\$100 Pre-Paid Gift Card and Sunrise® Tofu Dessert Product Coupons

\$110

10

\$50 Pre-Paid Gift Card and Sunrise® Tofu Dessert Product Coupons

\$60

25

Sunrise® Prize Pack (Branded Portable Blender, Sunrise® Tofu Dessert Product Coupons and Sunrise® Branded Swag Items)

\$40

50

The total approximate retail value of the Prizes is CDN \$7,650.

Prizes are non-transferable and must be accepted as awarded. No substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize for one of equal or greater value should it become unavailable for any reason.

- **ELIGIBLE WINNER SELECTION.** At the start of the Contest, there will be a total of 250,000 unique PIN codes available for distribution, while supplies last, in accordance with these Official Rules. Prior to the Contest Period, the Sponsor will randomly select one-hundred (100) PIN codes to be eligible winning PIN codes from among all available. Once you have submitted an eligible Entry in accordance with these Rules, you will automatically be notified on-screen as to whether or not you are a winner of a Prize. If you are eligible to win a Prize, then you will automatically be notified on-screen with a message indicating that you are eligible to win the applicable Prize (the “Winning Message”). If you are not eligible to win a Prize, then you will automatically be notified on-screen accordingly (the “Non-Winning Message”). Should a predetermined winning PIN code not be used by a participant during the Contest Period, the prize associated with that code will not be awarded.

- **PRIZE CLAIM PROCESS.** All Prize claims are subject to verification. Eligible winners will be contacted by the Sponsor within one to two (1-2) business days using the contact information submitted with the Entry. **NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS THEM AS A WINNER IN ACCORDANCE WITH THESE OFFICIAL**

RULES. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, each selected entrant must answer correctly, without assistance of any kind whether mechanical or otherwise, a mathematical skill-testing question administered by email, telephone, or in the Sponsor's form of declaration and release.

The Sponsor may, in its sole and absolute discretion, require an eligible winner to sign and return the Sponsor's Declaration and Release Form (the "**Release Form**") confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor and its subsidiaries, representatives and employees, directors and shareholders, affiliated and related companies (collectively, the "**Released Parties**") from any liability in connection with any Prize or the Contest. Each eligible winner must properly execute and return the Release Form within thirty (30) days of receipt. Once complete, the Sponsor will contact the confirmed winner and arrange delivery of the Prize within 6-8 weeks.

If the selected entrant cannot be reached within seven (7) business days of the date of being declared a potential winner, fails to complete and submit the Release Form within the time allotted, or fails to correctly answer the skill-testing question, the Sponsor shall conclude that the selected entrant has forfeited the Prize, which may then be awarded to an alternate eligible entrant at the Sponsor's discretion.

The refusal by any potential winner to accept a Prize (or any portion thereof) releases and forever discharges the Released Parties of all obligations related to the Prize.

- **CONDITIONS OF ENTRY.** The Sponsor reserves the right to disqualify any participation in the Contest that it deems, at its sole discretion, to be in violation of these Official Rules.

Without limiting the generality of the foregoing, if the Sponsor has any reason to believe that participation is fraudulent or is an attempt to disrupt, modify or underhandedly influence the Contest competition or the smooth

operation of same, the Sponsor may, at its sole discretion, refuse any and all participation or deem the participation to be invalid or void. The decisions of the Sponsor are final and no correspondence or discussion will be initiated therein.

Any use of automated devices is prohibited. Entries attempted by methods other than those described in these Official Rules shall be deemed void. Any attempt to deliberately damage the Contest website or undermine the legitimate operation of this Contest is a violation of criminal and civil rights and, in the event of such an attempt, the Sponsor fully reserves the right to sue for damages and interest and, where permitted by law, prosecution in criminal venues.

- **LIABILITY.** To the extent where applicable laws permit, all Entrants hold harmless the Released Parties of all and for all claim(s), action(s) and cause(s) of action, trial(s), request(s), loss(es), damage(s) (including all losses and incidental damages), responsibility(ies), failure(s), cost(s) and expense(s) (including all professional and legal fees and expenses, interest, penalty fees, and amounts paid in case of transaction), suffered or incurred cost(s) by the Sponsor or its affiliates or their representatives and employees, their management and shareholders, as a result of, or arising directly or indirectly from, or in connection with, the participation of the Entrant or Winner in the contest or acceptance of a Prize. All Entrants voluntarily accept this legal risk, and hereby expressly waive any and all right(s) of action, and accept any physical risk that may arise from their participation in this Contest or acceptance of a Prize.

The Released Parties will not be liable for: (i) any failure of any website or any platform during or after the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any information or materials whatsoever to be received, captured, recorded or function properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other

device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

- **GENERAL CONDITIONS.** All Entries become the permanent property of the Sponsor. All decisions regarding the Contest remain with the Sponsor. No correspondence will be entered into except with the selected Entrant. The Contest is subject to all applicable federal, provincial/territorial and municipal laws. In addition, the Sponsor reserves the right, in its sole discretion, subject to the approval of the Régie des alcools, des courses et des jeux to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, to withdraw, amend or suspend this Contest (or to amend these Official Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Official Rules, including, without limitation, any error, problem, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to cancel, amend or suspend this Contest, or to amend these Official Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

For Quebec residents: Any litigation respecting the conduct or organization of this advertising Contest may be submitted to the Régie des alcools, des

courses et des jeux ("Régie") for settlement. Any litigation respecting the awarding of a Prize may be submitted to the Régie only for the purpose of assisting the parties to reach a settlement.

By entering this Contest, each Entrant expressly consents that the Sponsor, its agents and/or representatives, may keep, share and use the personal information submitted with his/her participation only for the purpose of administering the Contest in accordance with the Sponsor's privacy policy unless another agreement with the Entrant has been made.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant and/or any other information or materials with these Official Rules, or as a result of any problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, the Contest website(s), French version of these Official Rules, point of sale, television, print or online advertising and/or any instructions or interpretations of these Official Rules given by any representative of the Sponsor, the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To obtain the name of a Prize Winner, please send a request with a sufficiently stamped return envelope to: Sunrise Soya Foods, 'Sunrise Tofu & Treats Contest' Request for list of Winners, Unit 200 - 275 Woodland Drive, Vancouver, BC, V5L3S7. The name of the Winner will be available until September 30, 2021.