

Shreddies Double Your Good Fortune Contest
OFFICIAL RULES AND REGULATIONS

**THIS CONTEST IS OPEN ONLY TO RESIDENTS OF CANADA
AND IS GOVERNED BY CANADIAN LAW**

NO PURCHASE NECESSARY. By entering this Contest, entrants agree to abide by these Official Rules. The decisions of the independent contest organization with respect to all aspects of the Contest are final.

1. SPONSOR & CONTEST PERIOD:

The Shreddies Double Your Good Fortune Contest (the "**Contest**") is sponsored by Post Foods Canada Inc. (the "**Sponsor**"). The Contest entry period begins at 12:00:01 AM Eastern Time ("ET") on February 1, 2021 and ends at 11:59:59 PM ET on April 25, 2021 (the "**Contest Period**").

2. ELIGIBILITY:

The Contest is open to all Canadian residents over the age of majority in the province in which they reside at time of entry, who are not employees, representatives or agents of the Sponsor, the independent contest organization or any of their affiliated and related companies and, if applicable, their respective advertising or promotional agencies (collectively, the "**Contest Parties**"), or members of the immediate family of, or a person domiciled with, any of the above. In these Official Contest Rules and Regulations (the "**Official Rules**"), "immediate family" means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse.

3. HOW TO ENTER THE CONTEST:

No purchase necessary. There are two ways to enter this Contest:

1. During the Contest Period, visit www.doubleshreddies.ca (the "**Contest Website**") and fully complete the entry form including your full name, email address, province of residence, phone number and age range (optional). You will then be required to upload a photo of a "double Shreddies" found within a box of Shreddies cereal (a "**Photo**"), which must comply with the requirements set out in these Official Rules (including the Photo Requirements set out in section 4 below), and confirm that you have read and agree to these Official Rules including the license to use the Photo. Photos must be submitted in one of the following formats: .jpg, .jpeg, or .png, with a max file size for 20 MB. Once you click on "Submit", you will receive one (1) entry into the Weekly Prize Draw for the Weekly Prize Period (as defined in the table in section 6 below) in which you entered the Contest, and one (1) entry into the Grand Prize Draw.

Bonus Entry: Once you submit the entry, you will be given the opportunity to share information about the Contest on social media. When you choose to share by clicking on either the Facebook,

or Twitter button provided, you will automatically receive one additional entry into the applicable Weekly Prize Draw and into the Grand Prize Draw. You will then be given some suggested language to post, which you may edit, and you may choose to post the share. To share on either of the social platforms, you must have a valid account for that platform. Sharing on both platforms will not increase the number of bonus entries available. Please note that there may be other opportunities on the Website to share your Photo on either Facebook or Twitter; these opportunities are provided for your convenience and will not result in bonus entries.

2. To obtain an entry without making a purchase, legibly hand write your full first and last name, complete street address, and valid e-mail address and an original essay (minimum 50 words) on why you love Shreddies cereal and mail it to: Shreddies Double Your Good Fortune Contest, 20440 Simcoe St., Seagrave, Ontario L0C 1G0. Limit of one (1) entry per outer envelope bearing sufficient postage. Mail-in entries must be postmarked during the Contest Period and received by April 30, 2021. Mail-in entries will not be returned. Mail-in entries must be original and hand-written. No mechanical reproductions are allowed. Mail-in entries will receive one (1) entry and one (1) bonus entry into both the Grand Prize Draw and the Weekly Prize Draw for the week in which they are received, and those received between April 25th and April 30th at noon ET will be included in the Weekly Prize Draw #12.

There is a limit of one (1) entry and one (1) bonus entry per person per Weekly Prize Period (as set out in the table in section 6) regardless of the method of entry. 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) exceed any of the limits stated in these Official Rules; and/or (ii) use multiple names, multiple identities, multiple e-mail addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt the Contest; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. The Contest Parties and each of their respective officers, agents, employees, directors, successors, and assigns (collectively, the “**Releasees**”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible entries (all of which are void). An entry may be rejected if, in the sole and absolute discretion of the Sponsor: (i) the entry (including, but not limited to, the Photo) is not submitted and received in accordance with these Official Rules; and/or (ii) the Photo is not in compliance with these Official Rules (as determined by Sponsor in its sole and absolute discretion).

4. PHOTO REQUIREMENTS:

BY SUBMITTING A PHOTO, YOU AGREE THAT THE PHOTO COMPLIES WITH ALL CONDITIONS STATED IN THESE OFFICIAL RULES. THE RELEASEES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR PHOTO; (II) PARTICIPATION IN ANY CONTEST-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED A WINNER, THE PRIZE (INCLUDING ANY USE OR MISUSE OF THE PRIZE). THE RELEASEES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE OFFICIAL RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR AWARDING OF ANY PRIZES.

By participating in the Contest, you hereby warrant and represent that any Photo that you submit:

- i. does not contain images or likenesses of brands or products which are competitors of the Sponsor;
- ii. is/are original to you and that you have obtained all necessary rights in and to the Photo for the purposes of entering such Photo in the Contest;
- iii. does not violate any law, statute, ordinance or regulation;
- iv. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence;
- v. will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party; and
- vi. is/are not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor (e.g. any clothing worn and/or products appearing in your Photo must not contain any visible logos, trade-marks or other third party materials unless the appropriate consents have been obtained --- note: all identifiable third party products, trade-marks, brands and/or logos for which consent has not been obtained by the entrant must be blurred out so as to be unrecognizable); conduct or other activities in violation of these Official Rules; and/or any other materials that are or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor reserves the right, in its sole discretion, to disqualify any entrant they find, to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest and/or Contest Website; (b) violating the Official Rules; or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other persons. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY 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 DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

5. LICENSE:

By entering the Contest and submitting a Photo, you hereby: (i) grant to the Sponsor and those acting on its behalf (including those sharing socially from the gallery on the Contest Website), in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use your Photo, in whole or in part, for advertising or promoting the Contest or for any other reason, including on the Contest Website, and on social media pages; (ii) waive all moral rights in and to your entry materials (and each component thereof including the Photo) in favour of the Sponsor (and anyone authorized by the Sponsor to use such entry materials); and (iii) agree to release and hold harmless the Releasees from and against any and all

claims, damages, liabilities, costs, and expenses arising from use of your entry materials (including the Photo), including, without limitation, any claim based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action whatsoever. You may receive an email from Sponsor or its representative notifying you that your Photo has been included in the Contest Website gallery. Photos posted on the Contest Website gallery will be shareable on social media by visitors to the Contest Website.

6. PRIZES:

Grand Prize: There is one grand prize (the “**Grand Prize**”) available to be won consisting of a double prize of five thousand dollar (total Grand Prize value of \$10,000 CAD), payable by cheque.

Weekly Prizes: There are twelve (12) weekly prizes (each a “**Weekly Prize**”) available to be won, one (1) for each Weekly Prize Period (as defined below), as set out in the table below:

Weekly Prize Period	Begins at 12:00:00 a.m. ET	Ends at 11:59:59 p.m. ET	Weekly Prize Draw Date	Weekly Prize Description
1	02/01/21	02/07/21	02/09/21	Double \$500 CAD prize (total value \$1000) payable by cheque
2	02/08/21	02/14/21	02/16/21	Two (2) Fit Bit Sense smart watches, ARV \$858
3	02/15/21	02/21/21	02/23/21	Two \$500 gift cards to Amazon.ca, ARV \$1000
4	02/22/21	02/28/21	03/02/21	Double \$500 CAD prize (total value \$1000) payable by cheque
5	03/01/21	03/07/21	03/09/21	Two (2) Fit Bit Sense smart watches, ARV \$858
6	03/08/21	03/14/21	03/16/21	Two \$500 gift cards to Amazon.ca, ARV \$1000

7	03/15/21	03/21/21	03/23/21	Double \$500 CAD prize (total value \$1000) payable by cheque
8	03/22/21	03/28/21	03/30/21	Two (2) Fit Bit Sense smart watches, ARV \$858
9	03/29/21	04/04/21	04/06/21	Two \$500 gift cards to Amazon.ca, ARV \$1000
10	04/05/21	04/11/21	04/13/21	Double \$500 CAD prize (total value \$1000) payable by cheque
11	04/12/21	04/18/21	04/20/21	Two (2) Fit Bit Sense smart watches, ARV \$858
12	04/19/21	04/25/21 [and includes mail-ins received by noon ET on 04/30/21]	04/30/21	Two \$500 gift cards to Amazon.ca, ARV \$1000

Choice of colour of Fit Bit Sense smart watches prizes will be determined by the Sponsor in its sole discretion.

Amazon Gift Cards are subject to the terms and conditions of their issuer.

The Grand Prize and Weekly Prizes are collectively referred to as the “**Prizes**”. Each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except for the cheques or as may be specifically permitted by Sponsor in its sole and absolute discretion). The Sponsor reserves the right to substitute a Prize in whole or in part in the event that all or any component of such Prize is unavailable with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award. All characteristics and features of each Prize, except as otherwise explicitly stated above, are at the Sponsor’s sole and absolute discretion. Prizes may not be as illustrated. Each Prize winner is solely responsible for all costs not expressly described herein.

THERE IS A LIMIT OF ONE (1) WEEKLY PRIZE PER PERSON IN THIS CONTEST.

7. WINNER SELECTION PROCESS:

A random draw will take place on April 30, 2021 at 1:00 pm ET in Seagrave, ON to select one potential Grand Prize winner from all eligible entries and bonus entries received during the Contest Period (the “**Grand Prize Draw**”). The odds of winning the Grand Prize will depend on the number of eligible entries received in accordance with these Official Rules during the Contest Period.

A random draw will take place at 12:30 pm ET in Seagrave, ON on each of the Weekly Prize Draw dates set out in the table to Section 6 above, to select one potential Weekly Prize winner from all eligible and bonus entries received during the applicable Weekly Prize Period. The odds of winning a Weekly Prize will depend on the number of eligible entries received in accordance with these Official Rules during the applicable Weekly Prize Period.

8. WINNER NOTIFICATION AND CONFIRMATION:

The Sponsor or its designated representative will make a minimum of two (2) attempts to contact each potential Prize winner via the email address included on their entry within seven (7) business days of the draw date. If a potential winner cannot be contacted within seven (7) business days of the draw date, or if there is a return of any notification as undeliverable, then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate potential Prize winner from among the remaining eligible entries submitted and received in accordance with these Official Rules during the applicable Period (in which case the foregoing provisions of this section shall apply to such newly selected potential winner).

To be declared a winner, each potential winner must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question included on the Release Form (described below). Each potential winner will also be required to sign and return within seven (7) business days of notification the Sponsor's Declaration and Release Form (the “**Release Form**”), which (among other things): (a) confirms compliance with these Official Rules; (b) acknowledges acceptance of the Prize as awarded; (c) releases the Releasees from any and all liability in connection with this Contest, the potential winner’s participation therein and/or the awarding and use/misuse of a Prize or any portion thereof; and (d) agrees to the publication, reproduction and/or other use of the potential winner’s name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet.

If a potential winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Release Form within the specified time; (c) cannot accept (or is unwilling to accept) a Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Official Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate potential Prize winner in accordance with the procedure outlined above, with the necessary amendments (in which case the foregoing provisions of this section shall apply to such newly selected potential winner).

9. GENERAL:

By entering the Contest, entrants agree to abide by the Official Rules and the decisions of the independent contest organization with respect to all aspects of the Contest, which are final. All entries become the permanent property of the Sponsor and none will be returned. No correspondence will be entered into except with the potential winners and those entrant's whose Photos are displayed on the Contest Website gallery.

All entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity, eligibility or compliance with these Official Rules (in a form acceptable to the Sponsor – including, without limitation, government-issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Official Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor.

The Contest Parties accept no responsibility for loss, damage or claims caused by or resulting from the Contest or the Prize. By agreeing to participate in the Contest, each entrant agrees that his/her/their name, address (city and province/territory) and/or photograph can be used without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest, and further agrees to be contacted by the Sponsor to discuss the possibility of same.

The Contest Parties will not be liable for any failure of the Contest Website, do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software, or any combination thereof. The use of an invalid email address will disqualify the entry. The sole determinant of the time for the purposes of a valid online entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right (subject to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec) to terminate or suspend this Contest or to amend the Official Rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned – for example, as a result of tampering or infection by a computer virus – the Sponsor reserves the right (subject to the approval of the Régie in Quebec) to cancel the Contest and select the potential winners from the from all previously received eligible entries received by the date of cancellation. The Sponsor and the independent contest organization shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

As a condition of participating in this Contest, each entrant agrees, to the fullest extent permissible by law: (1) under no circumstances will the participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket expenses as set forth in subsection 3 below, and any and all rights to have damages multiplied or otherwise increased; (2) this Contest is governed by the laws of the Province of Ontario, and the laws of Canada applicable therein without regard to its conflicts of law principles and any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively before a court of competent jurisdiction located within the city of Toronto; (3) any and all claims, judgments and awards shall be limited

to actual out-of-pocket costs incurred in participating in this Contest and in no event will the participant be entitled to receive legal fees, or any other costs; and (4) the participant shall be bound by these Official Rules. For Quebec residents: Any litigation respecting the conduct or organization 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 board only for the purpose of helping the parties reach a settlement.

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials (including, but not limited to the entry form online, print or online advertising or the French version of these Official Rules), the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

11. PRIVACY:

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Contest, including notifying the entrant if his/her Photo is posted on the Contest Website gallery, and in accordance with Sponsor's privacy policy (available at: <https://www.postconsumerbrands.ca/privacy-policy/>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

This Contest is in no way sponsored or endorsed by any social media platforms on which the Contest may have been promoted or publicized, nor is it sponsored or endorsed by any of the companies that manufacturer or distribute the Contest prizing.

Mini Rules

No purchase necessary. Contest begins on February 1, 2021 at 12:00:01 AM ET and ends on April 25, 2021 at 11:59:59 PM ET. Open to Canadian residents who are over the age of majority in their province/territory of residence. Enter online with a photo of a Double Shreddies. 1 Grand Prize of \$10,000 and 12 weekly prizes ranging in value from \$858 to \$1000. Odds of winning a prize will depend on the total number of eligible entries received during each entry period. Correct answer to skill-testing question required. Limit one entry per person per contest week. Visit www.doubleshreddies.ca to enter and for contest rules including mail-in entry details.