

ASTRO – “Seriously Simple” CONTEST OFFICIAL RULES AND REGULATIONS (“OFFICIAL RULES”)

Astro –Seriously Simple Contest (the “Contest”) is sponsored by Lactalis Canada Inc. (the “Sponsor”). The Contest starts on Monday April 17 2023 at 10:00 AM (ET), (the “Contest Opening Date”). The Contest closes on June 12, 2023 at 11:59 PM (ET) (the “Contest Closing Date”). The “Contest Period” runs from the Contest Opening Date to the Contest Closing Date.

1. ELIGIBILITY

The Contest is open to all individuals who are residents of Canada and located in Canada at the time of entry and have reached the age of majority in the province they currently reside.

The Contest is not open to the Sponsor or its parents, related and affiliated companies, advertising and promotional agencies, or employees, officers, directors, representatives, agents, successors or assignees thereof (collectively the “Contest Group”), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial and territorial laws and regulations. The Contest is void where prohibited by law.

2. HOW TO ENTER

NO PURCHASE NECESSARY.

For a chance to win the Grand Prize and/or Weekly Prize, before the Contest Closing Date, visit seriouslysimple.ca and complete the online entry form by entering your required information (ex. Name, age, mailing address, telephone number, valid email address, etc.). To obtain one (1) entry to both the Grand Prize and Weekly Prize, the entrant shall click on the “Submit” button and complete the online entry form (“Entry”).

Bonus Entries

There are two (2) options to obtain three (3) Bonus Entries for both the Grand Prize and Weekly Prize:

1. **With Purchase.** To receive 3 (three) Bonus Entries, select “Upload Receipt” box of the online entry form to upload a photo of your product purchase receipt showing at least one (1) eligible purchase of any participating Astro yogurt product from a Canadian retailer (an “Eligible Receipt”). For a list of participating Astro yogurt products see Section 8 below. Receipts must be submitted in one of the following formats: .jpg, .jpeg, .png, or .pdf, with a max file size of 20 MB. You will receive three (3) Bonus Entries for every Eligible Receipt submission. **Note:** One Eligible Receipt = (3) Bonus Entries, regardless of the number of participating Astro products on the Eligible Receipt.

2. **Without Purchase.** To receive three (3) Bonus Entries without Purchase, select the "Upload story" box to upload an original 50-word explanation of how you enjoy your Astro yogourt. Stories must be submitted in doc, docx or pdf. format. You will receive three (3) Bonus Entries for each unique story.

You must have a valid email address, phone number, and mailing address to enter the Contest. Only one (1) email address account and one (1) telephone number may be used by any person to enter the Contest. Proof of sending an online entry is not proof of receipt by the Sponsor.

Limit of one (1) Entry and (3) Bonus Entries per person per day during the Contest Period.

Note: For Weekly Prizes, an Entry & Bonus Entries will count towards the week of entry and will ***not*** carry over into subsequent Weekly Draw Periods (as such term is defined below).

If any entrant attempts to obtain more than the specified number of entries, the Sponsor may, in its sole and absolute discretion, disqualify the entrant from the Contest and disqualify all of that entrant's entries.

Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Should it be discovered that an entrant is using the aid of computer software programs to auto-fill entries in an unauthorized manner, that entrant will be immediately disqualified from the Contest. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by the Sponsor without further notice.

3. PRIZING

All Prizes must be accepted as awarded without substitution and are not transferable.

The Sponsor reserves the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value without liability.

If the selected entrant of a Prize forfeits the Prize, it will be re-awarded at the option of the Sponsor, subject to, among other things, time availability.

GRAND PRIZE: One (1) Grand Prize is available to be won consisting of Groceries for a Year for \$13,000 (CAD), payable by cheque. Sponsor's agency will contact the Prize winner directly and help with prize fulfillment.

Grand Prize must be accepted as awarded and is not transferable. No substitutions except at Sponsor's option.

Odds of Winning: The odds of winning the Grand Prize depend on the total number of eligible entries during the Contest Period.

WEEKLY PRIZES: There are, in total, eight (8) Weekly Prizes available to be won during the contest period (one for each Weekly Draw Period as defined in section 5 below), each consisting of a \$250(CAD) Grocery Gift Card. Weekly Prizes must be accepted as awarded and are not transferable. No substitutions except at Sponsor's option. Sponsor's agency will contact the Prize winner directly and help with prize fulfillment.

Odds of Winning: The odds of winning a Weekly Prize depend on the total number of eligible entries during the Weekly Draw Period, as described below.

Limit: No limit on the number of Weekly Prizes that an individual can win.

4. GRAND PRIZE DRAWS

A random draw for one (1) Grand Prize will be held on Wednesday, June 14, 2023, at 10:00 AM. (ET) in Toronto, ON, by an independent contest organization from among all eligible entries received by the Contest Closing Date. The odds of winning the Grand Prize will depend on the total number of eligible entries received during the Contest Period.

Three (3) attempts will be made to contact the selected entrant at the email address, and two (2) attempts at the phone number provided on their entry form between 9:00 AM. and 5:00 PM. (ET) during seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, they will be considered to have forfeited the Prize and will be disqualified. Another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

5. WEEKLY PRIZE DRAWS

A random draw for each Weekly Prize will be held each Monday beginning on April 24, 2023, until June 5, 2023, with the final weekly draw taking place on Tuesday, June 13, 2023, at 1:00 PM (ET) in Toronto, ON, by an independent contest organization from among all eligible entries received during the preceding Weekly Draw Period as set out in the table below. The odds of winning a Weekly Prize will depend upon the total number of eligible entries received during the Weekly Draw Period. In the event that no eligible entries are received for a Weekly Prize during a Weekly Draw Period ("No Entry Week"), then on the next Weekly Draw Period following the No Entry Week, two (2) random draws will take place, provided that on the said following Weekly Draw Period has at least two (2) eligible entries. For clarity, for Weekly Prizes, an Entry & Bonus Entries will count towards the week of entry and will ***not*** carry over into subsequent Weekly Draw Periods.

For the purposes of this Contest, there will be eight (8) Weekly Draw Periods that will run as follows:

Week Draw Period 1	Starts at 10:00 AM (ET) on	April 17, 2023	And ends at 12:00 PM (ET) on	April 24, 2023
Week Draw Period 2	Starts at 12:01 PM (ET) on	April 24, 2023	And ends at 12:00 PM (ET) on	May 01, 2023
Week Draw Period 3	Starts at 12:01 PM (ET) on	May 01, 2023	And ends at 12:00 PM (ET) on	May 08, 2023
Week Draw Period 4	Starts at 12:01 PM (ET) on	May 08, 2023	And ends at 12:00 PM (ET) on	May 15, 2023
Week Draw Period 5	Starts at 12:01 PM (ET) on	May 15, 2023	And ends at 12:00 PM (ET) on	May 22, 2023
Week Draw Period 6	Starts at 12:01 PM (ET) on	May 22, 2023	And ends at 12:00 PM (ET) on	May 29, 2023
Week Draw Period 7	Starts at 12:01 PM (ET) on	May 29, 2023	And ends at 12:00 PM (ET) on	June 05, 2023
Week Draw Period 8	Starts at 12:01 PM (ET) on	June 05, 2023	And ends at 11:59 PM (ET) on	June 12, 2023

Three (3) attempts will be made to contact the selected entrant at the email address, and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following the draw. If the selected entrant cannot be contacted within seven (7) days, by either email or phone, they will be considered to have forfeited the Prize and will be disqualified, and another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

6. CLAIMING YOUR PRIZE

All Prize claims are subject to verification. To be declared a winner, each selected entrant must answer correctly, without the assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by email at the address provided during registration for the Contest. Each selected entrant will also be required to sign a 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, the Contest Group, the independent contest organization and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies,

successors and assigns (collectively, the “Released Parties”) from any liability in connection with any Prize or the Contest.

Each selected entrant must return a signed Release Form within thirty (30) days of receipt, or they will be disqualified from receiving the Prize, and another entrant may be selected from the remaining eligible entrants until such time as a winner is chosen or there are no more eligible entrants, whichever comes first. The Sponsor will contact each Prize winner within thirty (30) days of receiving their signed Release Form to arrange delivery of the Prize. For the Prizes, please allow up to 6 to 8 weeks to deliver the Prize from the end of the Contest Period.

The refusal by any potential winner to accept a Prize releases and forever discharges the Released Parties of all obligations related to the Prize, including delivery. If a potential winner is found to be ineligible, declines to accept the Prize, or in the event that the Prize confirmation or Prize itself is returned undeliverable, the Prize will be forfeited, and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor’s sole discretion.

7. GENERAL

Official Rules Govern

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of the Sponsor regarding the Contest, these rules shall prevail. 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 registration form, point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

Indemnification

By submitting an entry into this Contest, each entrant confirms their understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest without any limitation whatsoever.

Limitation of Liability

Incomplete, damaged, illegible, or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries, which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors.

None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications (regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical,

electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For the avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including, without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

Contest Administration

All entries are the property of the Sponsor, and none shall be returned. All decisions regarding the Contest remain with the Sponsor. 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 (the "RACJ"), to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security, or legitimate operation of the Contest is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future Sponsor contests. In its sole determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's associated entries. In its sole discretion, the Sponsor reserves the right to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of Sponsor corrupt the security, proper play, operation, or administration of the Contest.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder in whose name the email account is registered, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an email address and/or telephone number by an Internet access provider, online service provider, telephone service provider, or other organization responsible for assigning email addresses for the associated domain with the submitted email address.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the RACJ. Any litigation respecting the awarding of a prize may be submitted to the RACJ only for the purpose of helping the parties reach a settlement.

Privacy and Publicity Rights

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use their name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events, product news or special offers from the Contest Group. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at www.lactalis.ca

Governing Law & Other General Provisions

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between an entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario, including procedural provisions, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

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 their terms as if the invalid or illegal provision were not contained herein.

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

8. PARTICIPATING PRODUCTS

	UPC	DESCRIPTION
1	68200347448	ASTRO BIOBEST LACTOSE REDUCED 1% PLAIN 750 GM
2	68200442877	ASTRO ORIGINAL BALKAN 3.25% BANANA CREAM 650GM
3	68200442884	ASTRO ORIGINAL BALKAN 3.25% CHERRY 650GM
4	68200442846	ASTRO ORIGINAL BALKAN 3.25% LEMON 650GM
5	68200442600	ASTRO ORIGINAL BALKAN 3.25% MAPLE 650GM

6	68200442839	ASTRO ORIGINAL BALKAN 3.25% STRAWBERRY DELIGHT 650GM
7	68200442822	ASTRO ORIGINAL BALKAN 6% CAPPUCINO 650GM
8	68200442501	ASTRO ORIGINAL BALKAN LF 6% PLAIN 650GM
9	57825750085	ASTRO ORIGINAL BALKAN NATURALLY FLV 1% FRNCH VAN 750GM
10	68200315904	ASTRO ORIGINAL BALKAN ST RSP/STR/BLK CHRY/NEC 12X100GM
11	68200315478	ASTRO ORIGINAL BALKAN STRWBRY/VNIL/PCH/BLUBRY12X100GM
12	68200315911	ASTRO ORIGINAL BALKAN STYL PCH/FLDBRY/STR/BRY 12X100GM
13	68200443065	ASTRO ORIGINAL BALKAN STYLE 3.25% VANILLA 650 GM
14	68200750156	ASTRO ORIGINAL BALKAN STYLE 6% PLAIN 750 GM (68200)
15	68200366050	ASTRO ORIGINAL BALKAN STYLE ASST P/FB/SB/BB 24X100GM
16	57825175130	ASTRO ORIGINAL BALKAN STYLE FIRM 4.5% FRNCH VAN 175GM
17	57825175123	ASTRO ORIGINAL BALKAN STYLE FIRM 4.5% CAPPUCINO 175GM
18	57825175048	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% BLUEBERRY 175GM
19	57825175031	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% PEACH 175GM
20	57825175024	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% RASPBERRY 175 GM
21	57825175017	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% STRAW 175GM
22	57825750078	ASTRO ORIGINAL BALKAN STYLE PLAIN 0.3% FAT FREE 750GM
23	57825175116	ASTRO ORIGINAL BALKAN STYLE PLAIN 6% 175 GM
24	57825750030	ASTRO ORIGINAL BALKAN STYLE PLAIN YOGOURT 1% 750 GM
25	57825750023	ASTRO ORIGINAL BALKAN STYLE PLAIN YOGOURT 2% 750 GM
26	57825750016	ASTRO ORIGINAL BALKAN STYLE PLAIN YOGOURT 3% 750 GM
27	68200315447	ASTRO ORIGINAL BALKAN VANCN STRWBERRY DELIGHT 12X100GM
28	68200325750	ASTRO ORIGINAL MANGO-VANILLA 6x625GM
29	68200325774	ASTRO ORIGINAL PEACH COBLER 6x625GM
30	68200325767	ASTRO ORIGINAL RASPBERRY WHITE-CHOCOLATE 6x625GM
31	68200326009	ASTRO SMOOTH 'N FRUITY BLUEBERRY 12x(4x100GM)
32	68200346724	ASTRO SMOOTH N FRUITY STIRRED 1% BLUEBERRY 650 GM
33	68200346717	ASTRO SMOOTH N FRUITY STIRRED 1% FRENCH VANILLA 650GM
34	68200346748	ASTRO SMOOTH N FRUITY STIRRED 1% PEACH 650 GM
35	68200346755	ASTRO SMOOTH N FRUITY STIRRED 1% STRAWBERRY 650 GM
36	68200326016	ASTRO SMOOTH 'N FRUITY STRAWBERRY 12x(4x100GM)
37	68200315898	ASTRO SMOOTH N FRUITY STRD 1% STR/BLU/CHR 12X100GM
38	68200315881	ASTRO SMOOTH N FRUITY STRD 1% VAN/RAS/PCH 12X100GM
39	68200316208	ASTRO SMOOTH N FRUITY STRD 1% VANILLA/STRAWBRY12X100GM
40	68200326078	ASTRO SMOOTH 'N FRUITY VANILLA 12x(4x100GM)

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