



GENERAL CONTEST RULES AND REGULATIONS

1. Eligibility

NO PURCHASE NECESSARY.

This Contest is open to legal residents of Alberta, Canada. VOID WHERE PROHIBITED BY LAW. Employees of Agriculture for Life, Inc. ("Ag for Life") and, where applicable, the Contest Sponsor ("Contest Sponsor"), their respective parents, affiliates, subsidiaries, advertising and promotional agencies, and the immediate family members and those with whom they are domiciled each are not eligible.

Please check each individual Contest entry form and/or Contest announcement for age restrictions and/or special instructions.

2. How to Enter

The Entrant must fill out the appropriate Contest entry form or follow Contest directions in full to be eligible. By entering the Contest, the Entrant consents to the release of his/her name. The Entrant declares to have complied with the Contest Rules. Further, the winner must conform to all directions given by the Contest organizers or his/her participation in the Contest will be denied. All entries become the property of Ag for Life and will not be returned to entrants.

3. Contest Period

All entries must be received by 12:00 p.m. (Mountain standard time) on the advertised deadline date of the Contest.

4. Prize

The prize is neither refundable nor transferable and cannot be extended. Documents once issued in the name of the winner are not transferable or refundable. Note that all applicable taxes and issuance fees are the sole responsibility of the winner. Prize must be accepted as awarded and no cash equivalent is available. NO SUBSTITUTION OF PRIZES IS PERMITTED EXCEPT BY AG FOR LIFE OR CONTEST SPONSOR IN ITS SOLE DISCRETION. AG FOR LIFE/CONTEST SPONSOR RESERVES THE RIGHT TO SUBSTITUTE ANY PRIZES WITH ANOTHER PRIZE OF EQUAL OR GREATER VALUE. PRIZES ARE NON-TRANSFERABLE AND ARE NOT REDEEMABLE FOR CASH OR CREDIT.

5. Winner Selection and Qualification

For random draws:

A random draw will be executed by Ag for Life for the prize, in Calgary, AB, from all eligible entries received on or before the Contest closing date. The odds of winning a prize will depend upon the total number of eligible entries received on or before the applicable Contest closing date. A selected entrant who has not successfully filled all the mandatory fields will be deemed to have forfeited the prize and Ag for Life/Contest Sponsor shall be entitled to select a new name from the qualified entrants. Prize winners will be emailed or phoned and may be required to complete and return a release form in order to redeem their prize. Return of email notification as undeliverable after 3 attempts or return of mailed prize as undeliverable will result in forfeit of prize. By entering this Contest the entrants automatically agree to accept and abide by these General Contest Rules and Regulations.

For judged Contests:

Unless otherwise specified, the judging panel will consist of Ag for Life staff. Judges will look for originality and creativity from all eligible entries. Prize winners will be emailed or phoned and may be required to complete and return a release form in order to redeem their prize. Return of email notification as undeliverable after 3 attempts or return of mailed prize as undeliverable will result in forfeit of prize. By entering this Contest the entrants automatically agree to accept and abide by these General Rules and Regulations.

6. General Terms and Conditions

Contest entrants agree to abide by the terms of these General Contest Rules and Regulations and by the decisions of the judging panel, which are final on all matters pertaining to the Contest. This Contest is governed by the laws of Canada. All federal and local laws and regulations apply. All taxes, fees, and surcharges on prizes are the sole responsibility of the prize winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. By entering, participants release and hold harmless the Contest Sponsors, Ag for Life, and their respective parents, subsidiaries, affiliates, directors, officers, and employees (collectively, "Contest Entities") from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest, or the use or acceptance of any prize won.

Restrictions, conditions, and limitations apply.

BY ENTERING THIS CONTEST, YOU AGREE TO BE BOUND BY THESE GENERAL CONTEST RULES AND REGULATIONS. The rules will be posted at www.agricultureforlife.ca/monthly-contests. Entrants further agree to be bound by the decisions of the judging panel, which shall be final and binding in all respects.

UNLESS OTHERWISE SPECIFIED, USERS CAN ENTER AN UNLIMITED AMOUNT OF ENTRIES. ABUSERS OF THE ENTRY POLICY WILL BE DISQUALIFIED OR RESTRICTED AT CONTEST SPONSOR'S DISCRETION.

7. Limitations of Liability

If, for any reason, the Contest is not capable of running as planned, Ag for Life/Contest Sponsor reserves the right at its sole discretion to cancel, terminate, modify, or suspend the Contest. Except as expressly warranted herein, the Prizes are provided to winners as is without further warranty of any kind.

IN NO EVENT SHALL CONTEST ENTITIES BE RESPONSIBLE HEREUNDER FOR ANY INCIDENTAL, CONSEQUENTIAL, SPECIAL, OR INDIRECT DAMAGES, EVEN IF CONTEST ENTITIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.