

2021 NEEDS SPIN TO WIN CONTEST

OFFICIAL RULES

The "Needs Spin to Win Contest" (the "**Contest**") will be held at Needs Convenience Stores, each a "**Participating Needs**" and collectively the "**Participating Needs Stores**" and is sponsored by Sobeys Group Inc., ("the **Contest Sponsor**") and is administered by WSP International Limited ("the **Administrator**"). The Contest Sponsor, the Participating Needs Stores and the Administrator are collectively referred to herein as "**Contest Entities**". The Contest begins on **November 4, 2021 at 12:00:01 AM** Eastern Time ("**ET**"), (the "Contest Start Date") and ends on **December 15, 2021 at 11:59:59 PM** ET or at your Participating Needs Store's closing time (the "Contest End Date"). The period between the Contest Start Date and the Contest End Date is known as the "**Contest Period**."

1. ELIGIBILITY:

TO BE ELIGIBLE TO PARTICIPATE IN THE CONTEST, you must:

- Be a resident of New Brunswick, Newfoundland and Labrador, Nova Scotia or Prince Edward Island
- Have reached the age of majority in their Province of residence at the time of Contest entry.

EXCLUSIONS: The employees, agents and /or representatives of the Contest Sponsor, its affiliates, Participating Needs Stores, employees of Contest Sponsor and Administrators, advertising and promotion agencies or any party involved in the administration of the Contest (the "**Affiliated Parties**"), as well as, respectively, any person with whom an Excluded Participant is domiciled with or any other member of their immediate family (each an "**Excluded Participant**") are excluded and not allowed to participate in the promotion. For the purposes of the Contest Rules (the "**Rules**"), the term "immediate family" includes the father, mother, brother, sister, child, husband, wife or common-law partner of an Excluded Participant.

For the sake of clarity, an Eligible Participant who is not an Excluded Participant is hereinafter referred to as a "**Participant**". Each Participant must enter exclusively on their own behalf and act for their sole personal benefit.

2. GENERAL CONTEST INFORMATION:

This Contest includes two online Spin Wheels: a) Free Spin Wheel and b) Grand Prize Spin Wheel. You can earn a chance at the Free Spin Wheel simply by entering your mobile phone number at www.NeedsSpinToWin.ca. See below for full details plus ways to enter the Free Secondary Weekly Contest portion of the Contest. You can earn a chance at the Grand Prize Spin Wheel, when you visit any Participating Store, purchase any size Van Houtte® Coffee, scan the Contest QR code found on the Contest Poster in each store and enter your mobile phone number. Any questions, concerns or comments regarding the Contest can be emailed to support@NeedsSpinToWin.ca or by sending a self-addressed, stamped envelope to: "Needs Spin to Win, P.O. Box 3009 M.I.P., Markham, ON, L3R 6G4".

3. HOW TO ENTER WITHOUT PURCHASE: – NO PURCHASE REQUIRED

a.) MAIL-IN ENTRY:

To participate in the Contest without making a purchase, you must send a self-addressed, stamped envelope together with your Name, Address, Province, Postal Code, Phone Number, Email Address and mobile phone number clearly printed or typed on a 3" x 5" card or piece of paper to: "Needs Spin to Win, No Purchase Request P.O. Box 3009 M.I.P., Markham, ON, L3R 6G4" (the "**No Purchase Request**"). All No Purchase requests must be received no later than the last day of the Contest Period. Given the variability of the mail delivery schedule, the time of receipt for No Purchase Request will be determined at the sole discretion of the Contest Sponsor. Limit of one (1) no purchase request per Participant, per household per day. You will receive a reply by email with a link to enable you to one (1) Spin on the Grand Prize Spin wheel.

b.) FREE SPIN WHEEL ENTRY:

Go to www.NeedsSpinToWin.com and simply enter your mobile phone number to register. One registration per Participant per mobile phone number. Once you have successfully registered, you will receive one (1) spin on the "Free" Spin Wheel. To Spin to Win ("**Spin or Spins**"), simply click on the spin to win button shown on your screen, and you could instantly win one of our Secondary Prizes. See Section 5 Prizes, Table 1 below for a list of all available Secondary Prizes and details. If you do not win a Secondary Prize you will receive five (5) entries into our Free Secondary Weekly Contest Draws for a chance to win one of sixty (60) fifty dollar (\$50.00) Sobeys Gift Cards. See Section 5 Prizes, Table 2 below for a list of all draws and details. Maximum 1 FREE SPIN per person per mobile phone number per day.

4. HOW TO ENTER WITH PURCHASE:

GRAND PRIZE SPIN WHEEL ENTRY

Throughout the Contest Period, Participants must visit any Participating Store and purchase any size Van Houtte® Coffee. Then scan the Quick Response ("QR") code found on the Contest poster in each Participating Store to earn a Spin on the Grand Prize Spin Wheel. The QR code will take you to our online Contest page at www.NeedsSpinToWin.ca and you will be asked to enter your mobile phone number. To Spin to Win, simply click on the spin to win button shown on your screen, and you will receive 5, 10, 15, 25, 50 or 100 entries into our Grand Prize Draw for a chance to win twenty five thousand (25,000) AIR MILES® Reward Miles. Maximum of one (1) Grand Prize Spin Entry per Participant per day. Official Contest Rules are provided online at www.NeedsSpinToWin.ca and at any Participating Store at the customer service counter.

5. PRIZES:

GRAND PRIZE

There will be one (1) Grand Prize available to be won in the Contest (the “**Grand Prize**”). The Grand Prize is twenty five thousand (25,000) AIR MILES® Reward Miles. The approximate retail value (“ARV”) of the AIR MILES® Reward Miles prize depends on the chosen method redemption, available Reward options at the time of redemption, and the set preference between AIR MILES Cash and AIR MILES Dream Accounts. If redeemed with AIR MILES Cash, 95 Cash Miles can be used in-store for \$10 towards purchases at participating AIR MILES Partners or 95 Cash Miles can be used online for eVouchers for \$10 worth of value at participating Reward Partners. If redeemed for flights (1200 Reward Mile minimum required for flight redemption), value depends on destination chosen, date of travel and use of multiple carriers or suppliers. For example, one return economy flight in low season departure from Toronto, Ontario to Winnipeg, Manitoba is 2000 AIR MILES Reward Miles and has an approximate value of \$525.00 (Canadian) excluding taxes. Winner must pay applicable taxes, related transportation fees, governmental levies, excess baggage and other non-ticket costs. ARV of AIR MILES® Reward Miles redeemed for non-flight Reward options depends on Reward options in effect at the time of redemption. AIR MILES Reward Miles prize is subject to the terms and conditions of the AIR MILES Reward Program as amended from time to time. AIR MILES Reward Miles prize is not transferable or convertible to cash and must be accepted as awarded.

SECONDARY PRIZES

There will be a total of five thousand and sixty-nine (5,069) secondary prizes available to be won (each a “**Secondary Prize**”).

Table 1 - The following are offered as Secondary Prizes on the FREE Spin Wheel:

Prize Description	Type / Varieties	Approximate Retail Value Ea.	Quantity Available
Van Houtte® Coffee	Small size	\$1.69	5,000
Fitbit Versa 2		\$229.95	3
Acer Chromebook Spin 311		\$354.95	3
Bose SoundLink Around Ear Wireless Headphones II		\$269.00	3
Sobeys Gift Cards		\$50.00	60
TOTAL PRIZES:			5,069

Total retail value for all Secondary Prizes is \$14,014.79. The Secondary Prizes will be awarded directly to the winners at the checkout or service desk of the Participating Needs store. See Section 6 below - AWARDING OF PRIZES for complete information.

The Grand Prize and Secondary Prizes are collectively referred to as the “**Prize**” or the “**Prizes**.”

ADDITIONAL SECONDARY PRIZE INFORMATION:

Fitbit Versa 2, premium health and fitness smartwatch includes 6+ day battery life, Amazon Alexa Built-in, new sleep tools, fitness features, apps and more. Full details at <https://www.fitbit.com/global/en-ca/products/smartwatches/versa>.

Acer Chromebook Spin 311, details at: <https://www.acer.com/ac/en/CA/content/model/NX.HKKA008>

Bose SoundSport wireless headphones, details at https://www.bose.ca/en_ca/products/headphones/over_ear_headphones/soundlink-around-ear-wireless-headphones-ii.html#v=soundlink_ae_headphones_ii_black.

Retail values shown are manufacturer’s suggested list prices and some retailers may sell for less. In the event that none of the Fitbit Versa, Chromebook Spin 311 or Bose SoundLink Headphone prizes are not won, there will be a Second Chance Contest Draw to award such prizes.

Van Houtte® Coffee prize is awarded at checkout at Participating Needs store. Small size only.

FREE SECONDARY WEEKLY CONTEST PRIZES DRAWS: As stated above, if you do not win a Secondary Prize when you Spin the Free Spin Wheel, you will receive five (5) entries into our Free Secondary Weekly Contest for one of sixty (60) Fifty dollar (\$50.00”) Sobeys Gift Cards.

Table 2 – Free Secondary Weekly Contest Draws will be held following this schedule:

Prize	Draw Date	# Prizes	From Entries Received Through:
\$50.00 Sobeys Gift Cards	Thursday, November 11, 2021	10	Wednesday, November 10, 2021
\$50.00 Sobeys Gift Cards	Thursday, November 18, 2021	10	Wednesday, November 17, 2021
\$50.00 Sobeys Gift Cards	Thursday, November 25, 2021	10	Wednesday, November 24, 2021
\$50.00 Sobeys Gift Cards	Thursday, December 2, 2021	10	Wednesday, December 1, 2021
\$50.00 Sobeys Gift Cards	Thursday, December 9, 2021	10	Wednesday, December 8, 2021
\$50.00 Sobeys Gift Cards	Thursday, December 16, 2021	10	Wednesday, December 15, 2021
	TOTAL	60	

Total retail value for all Free Secondary Weekly Contest Prizes is \$3,000.00 in gift cards. For each prize, one (1) winner will be randomly selected from among all Participating Stores’ eligible entries received by the Administrator in their offices in Markham, ON. Prizes will be awarded at Participating Stores or mailed to the provided address of the winner. Maximum one (1) prize per person per household. See Section 6 below for information on what to do if you are selected as any Spin Wheel Contest winner.

Gift cards have no value until activated. Gift cards are valid at participating Sobeys stores across Canada. Gift cards may be used for purchases of any item in store, unless prohibited by law. Sobeys Gift cards have no expiration date and there are no inactivity fees or other fees associated with them. You can check your card balance in store or by calling 1-800-832-0717. Protect gift cards as if they were cash. A gift card's balance cannot be replaced if it is lost, stolen, damaged or used without your consent. Gift cards cannot be exchanged for cash, except where required by law. For more details, please visit <https://www.sobeys.com/en/gift-cards-every-occasion/>.

PRIZE NOTES

GENERAL INFORMATION. Prizes may differ from the photos and images used in advertising and promotional materials for the Contest, including print, website and electronic banner advertising. Each Prize must be accepted (i) "AS AWARDED," WITHOUT ANY WARRANTY OF ANY KIND, either express or implied, and (ii) may not be modified, transferred, assigned or exchanged for cash (unless expressly authorized by the Contest Sponsor at its sole discretion). The Prize will be awarded only to the individual whose mobile phone number appears on the registration. In the event of a dispute as to who owns the mobile phone number the Contest Sponsor's decision will be final. No substitution will be permitted, except at the discretion of the Contest Sponsor.

6. AWARDING OF PRIZES:

WHAT TO DO WHEN YOU SPIN and REVEAL A SECONDARY PRIZE MESSAGE: Your Secondary Prize message will consist of a full description of the Instant Prize that you have won, plus a coloured photo of the prize ("prize coupon"). Follow the instructions on the screen.

FOR VAN HOUTTE® COFFEE PRIZES

If you are randomly chosen as an Instant Spin to Win Van Houtte® prize winner, you will be notified onscreen. You can redeem your prize coupon on your next visit to your selected Participating Store, or you can redeem your prize at any time through close of business on December 15, 2021. For easy prize redemption, follow the instructions on screen and enter your mobile phone number to send yourself a SMS message with your winning Instant Prize coupon. Bring your winning prize coupon into your Participating Store on your mobile device. Pick up your Van Houtte® Coffee and take it to the checkout for verification and to claim your prize. You must show your winning prize coupon to the cashier to redeem your prize. There is a five (5) minute timer on your prize coupon and once you start the redemption process, the coupon will VOID after 5 minutes. No cash value or cash back. All Instant Win Prizes MUST be redeemed before close of business on December 15, 2021. Not all Instant Win Prizes may be claimed or redeemed.

FOR FITBIT VERSA, CHROMEBOOK AND BOSE HEADPHONE PRIZES

If you are randomly chosen as a winner of any of the Fitbit Versa, Chromebook or Bose Headphone prizes, you will also be notified onscreen. Follow the instructions to complete the Compliance, Release and Indemnity Form online. See CONTACTING POTENTIAL WINNERS below for details. Online submissions must be received on or before 11:59:59 PM ET December 15, 2021. You are not a winner until your online claim has been verified and your eligibility confirmed by the Administrator. Once verified, prizes will be shipped by prepaid delivery to (or redeemed at) the Participating Store closest to winner's valid disclosed address. Allow approximately four (4) to eight (8) weeks for shipment of prizes following verification.

SECOND CHANCE SECONDARY PRIZE DRAWS - FITBIT VERSA, CHROMEBOOK AND BOSE HEADPHONES

In the event that any of the Fitbit Versa, Chromebook or Bose Headphone prizes are NOT claimed as Secondary Prizes, then a Second Chance Draw will be held to award any such unclaimed prizes. Administrator will combine all eligible non-winning entries received and conduct Second Chance Draws on December 20, 2021 at their offices in Markham, ON to award any unclaimed prizes.

GRAND PRIZE DRAW

The Grand Prize Draw will be held at 2:00 pm Eastern Time on Thursday, December 16, 2021 at the Administrator's offices located at 350 Esna Park Drive, Markham, ON L3R 1H5. Potential winner will be selected electronically and randomly from among all eligible entries received from the Grand Prize Spin Contest entries only.

All prize claims are subject to verification and eligibility by Administrator or authorized personnel at the Participating Store at which the prize claim is presented and surrendered for redemption. All prizes will be shipped to or redeemed at the Participating Store closest to winner's valid disclosed address by prepaid delivery, unless otherwise specified. Allow approximately four (4) to eight (8) weeks for shipment of prizes to Participating Stores following verification.

Prizes may not be transferred or assigned except as provided herein. No prize substitutions are allowed, except as provided herein. Contest Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value for reasons that may include, but are not limited to: unavailability; or production delays caused by labor disruptions, adverse weather conditions or other unforeseen events.

7. CONTACTING POTENTIAL WINNERS:

FOR ALL POTENTIAL CONTEST WINNERS; FITBIT VERSA AND CHROMEBOOK INSTANT SPIN PRIZEWINNERS:

If you have been selected as a potential winner in any of the Contests described above, or if you are a potential winner of any Fitbit Versa or Chromebook Secondary Prize the Contest Sponsor or Administrator will notify you via the mobile phone number provided during registration. Each Participant is responsible for ensuring that their information is correct. The Contest Sponsor and Administrator cannot be held liable for invalid or inaccurate telephone numbers. Each selected Participant will be contacted by SMS communication or voice communication, the potential winner will

receive and complete a release form (the "**Release Form**") and must provide photo identification and proof of identity and return it to the agent. As a condition of awarding the prize, winner must have signed and returned the Release Form, within forty-eight (48) hours, failing which they will be disqualified. Response time will be determined solely by the Contest Sponsor's clock.

BEFORE BEING CONFIRMED AS A PRIZE WINNER, the potential winner must:

- Correctly answer, unaided, a mathematical skill-testing question;
- Duly complete and sign the Prize Release Form, and return the Release Form within forty-eight (48) hours of receipt of the aforementioned Form, in accordance with the instructions provided by the Contest Sponsor or Administrators;
- Consent to their name, address, voice, image, statements in connection with the Contest, and any photograph, video, audio and/or video recording, being published, reproduced or otherwise used by or on behalf of the Contest Sponsor for publicity purposes or other promotional or commercial use by or on behalf of the Contest Sponsor, in any media, future or existing, including print, broadcast, television and the Internet, without further notice, additional compensation or right of inspection;
- Provide photo identification upon request.

If a potential winner refuses or fails to timely return the required documents with proof of identity, in accordance with these Official Rules, or is found to have violated the Official Rules of the Contest in any way, or is deemed ineligible to receive a prize for any reason, or if any prize or prize notification from Contest Sponsor or Administrator is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. For all prizes except the Grand Prize, Administrator will hold a maximum of three (3) re-draws to attempt to select an alternate prize winner from among the pool of eligible entries received. A minimum of three (3) attempts will be made to contact each alternate to arrange for pickup of the prize. Prizes that are not claimed within thirty (30) days of the third attempt to contact, will be deemed forfeited and such forfeited prizes will not be awarded. For the Grand Prize, alternate winners will be contacted until the prize is duly awarded.

8. ODDS OF WINNING:

Odds of winning a Secondary Prize on the Free Spin Wheel will vary based on the number of Spins taken. For the Secondary Prize Draws, the odds of winning depend on the number of entries received during the Contest Period. For the Grand Prize Draw, the odds of winning depend on the number of entries received per participant and depend on if that same participant receives 5, 10, 15, 25, 50 or 100 entries per spin toward the Grand Prize Draw during the Contest Period, in accordance with these Rules.

9. TERMS AND CONDITIONS:

The Contest is subject to all applicable federal, provincial and municipal laws and regulations. The decisions of the Contest Sponsor are final and binding in all matters related to this Contest, including any decision on the validity or disqualification of Entries or Participants. By entering this Contest, you agree to be legally bound by the terms and conditions of these Rules. **ANYONE FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON MAY BE SUBJECT TO DISQUALIFICATION AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSOR AT ANY TIME.** Any attempt made by a Participant or other individual or entity, to deliberately damage, manipulate or undermine the legitimate operation of the Contest, including but not limited to any fraudulent claims, is a violation of the law. The Administrator and Sponsor reserve the right to seek remedies and damages from any such individual or entity which makes any such attempt. Any entrant who, in the opinion of the Administrator, is determined to be engaging in any of the foregoing activities will be immediately disqualified from the Contest.

By participating in the Contest, you agree to release and hold harmless the Contest Sponsor, Affiliated Parties as well as their respective affiliates, officers, directors, employees, brokers, agents, representatives, successors and assigns (collectively, the "**Releasees**") for i) your participation in the Contest; ii) any failure of a website during the Contest, iii) any problem or technical failure related to telephone lines or networks, online computer systems, servers, access providers, or computer equipment or software; iv) any fraudulent call; v) any delay or inability to act as a result of any event or situation beyond the control of the Releasees including, but not limited to, a strike, lock-out or any other labour dispute, vi) any Entry not received for any reason, including due to technical problems or an Internet network or website overload, vii) any damage to the computer or any other device belonging to the Participant or to a third party as a result of participation in the Contest; viii) the awarding, use or misuse of any Prize or portion thereof, ix) any Prize lost or damaged during transport and shipping, x) any situation that may limit or prevent any person from reading the entry rules and xi) any combination of the foregoing.

Furthermore, by accepting a Prize, the winner, if applicable, releases the Releasees from any liability, obligation, claim, suit, charge or any other claim for damages, regardless of cause, arising from or related to participation in the Contest or acceptance or use of a Prize, including, but not limited to, and subject to any limits required by law, in the event of injury, death, damage or loss of property. Upon acceptance of the Prize, the obligations relating to it are the responsibility of the service providers and the Releasees are fully released from all liability.

The Contest Sponsor reserves the right to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest (at the Contest Sponsor's sole discretion) is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsor, reserves the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of any accident, printing error, administrative error or other error of any kind, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Sponsor reserves the right, at its sole discretion, to administer another proficiency test, as it deems appropriate based on the circumstances and/or to comply with applicable law.

The Contest Sponsor reserves the right, at its sole and absolute discretion, to change, without notice, the Contest deadline or any of the dates set out in these Rules, to the extent necessary, for purposes of verifying the compliance of any Participant or Entry in accordance with these Rules, or due to technical problems or under any circumstances that, in the view of the Contest Sponsor and at its sole discretion, may affect the proper administration of the Contest in accordance with these Rules, or for any other reason.

By entering this Contest, each Participant consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with their Entry through the information contained in the Entry Form for the sole purpose of administering the Contest and awarding the Prize, including, but not limited to, contacting the Participant about the Contest and their Entry. You may also receive additional communications from the Contest Sponsor and/or third-party partners (if applicable) about their products, services, upcoming contests and promotional offers if you consent to receive such communications on the Contest Website. You may, at any time during or after the Contest, withdraw your consent to receive additional communications by following the unsubscribe instructions included in these communications. Please visit https://www.iga.net/en/utilities/privacy_policy for details about Sobeys' Privacy Policy regarding the use of personal information.

You have the option, but are NOT required to, enter the Contest by following the instructions provided above using a compatible mobile device. Standard data use and service rates apply and may vary according to your mobile device package and mobile service provider. Please contact your mobile service provider for details before participating in this Contest using a compatible mobile device.

By entering this Contest, each Participant consents to the Contest Sponsor, its agents and/or representatives storing, sharing and using the personal information submitted with their participation and /or through the information gathered electronically for the sole purpose of administering the Contest and awarding the Prize, including, but not limited to, contacting the Participant about the Contest and their participation. You may also receive additional communications from the Contest Sponsor and/or third party partners (if applicable) about their products, services, upcoming contests and promotional offers if you consent to receive such communications on the Contest Website. You may, at any time during or after the Contest, withdraw your consent to receive additional communications by following the unsubscribe instructions included in these communications. Please visit https://www.iga.net/en/utilities/privacy_policy for details about Sobeys' Privacy Policy regarding the use of personal information. These contest rules can be found at www.NeedsSpinToWin.ca or at the service counter of a Participating Needs. The names of the contest winners will be available at support@tNeedsSpinToWin.ca after December 30, 2021, for a minimum period of three (3) months. In the event of a discrepancy or inconsistency between the terms and conditions of the French version of these Rules and any disclosures or other statements contained in any Contest-related materials, including the Entry Form, the Website, the English version of these Rules and/or television, print or online advertising at the point of sale, the terms and conditions of the English version of these Rules will prevail to the fullest extent permitted by law.

The contest is sponsored by Sobeys Group Inc., and administered by WSP International Limited.

This Contest is not managed or sponsored by <https://www.needs.ca> or LoyaltyOne, Co. Any questions, comments or complaints regarding the Contest should be directed to support@NeedsSpinToWin.ca or by sending a self-addressed, stamped envelope to: "Needs Spin To Win, P.O. Box 3009 M.I.P., Markham, ON, L3R 6G4". The Contest Sponsor, Administrators and its affiliates, directors, officers, agents and employees are not responsible for any claims arising from or related to the Contest Sponsor. By participating in this Contest, all Participants agree to abide by the terms and conditions of use, contracts, other policies and/or guidelines governing the www.NeedsSpinToWin.ca platform and release the Contest Sponsor and any company, corporation, trust or other legal entity controlled by or affiliated with them, their advertising and promotional agencies, and their employees, agents and representatives from any liability for damages they may incur as a result of using this platform.

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