

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

**Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.**

**1. KEY DATES:**

The *Van Houtte Magic Mug*<sup>TM</sup> Contest (the “**Contest**”) is brought to you by Keurig Canada Inc. (the “**Sponsor**”) and is being managed and implemented by Mosaic Sales Solutions (hereinafter the “**Representative**”). The contest begins on August 16, 2021 at 12:00 a.m. Eastern Time (“**ET**”) and ends on December 12, 2021 at 11:59:59 p.m. ET (the “**Contest Period**”). For the purposes of these Official Rules and Regulations (the “**Rules**”), a “**Day**” is defined as commencing at 12:00:00 a.m. ET and ending at 11:59:59 p.m. ET on the same day.

**2. ELIGIBILITY:**

Contest is open only to residents of Canada who have reached the age of majority in their province or territory of residence at the time of entry; except employees, representatives, agents, officers or directors (and those with whom such persons are living, whether related or not) of the Sponsor, its divisions, subsidiaries, associated and affiliated entities, bottlers, redemption/recycling centres, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the “**Contest Parties**”).

**3. AGREEMENT TO BE LEGALLY BOUND BY RULES:**

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Rules.

**4. HOW TO OBTAIN A PIN CODE:**

**NO PURCHASE NECESSARY.** At the start of the Contest, there will be a total of approximately two hundred fifty two thousand six hundred (252,600) unique twelve (12)-digit alphanumeric personal identification numbers (each, a “**PIN**” and collectively, the “**PINs**”) available for distribution, while supplies last. There are three (3) ways to obtain a PIN, while supplies last, as follows:

- a. During the Contest Period, you will receive one (1) PIN, while supplies last, with the purchase of any one (1) of the following specially-marked Van Houtte coffee products (each, an “**In-store Participating Product**”) from a participating retailer in Canada:

Van Houtte® K-Cup® pods – Original House Blend – 12 count  
Van Houtte® K-Cup® pods – Colombian Medium – 12 count  
Van Houtte® K-Cup® pods – Vanilla Hazelnut – 12 count  
Van Houtte® K-Cup® pods – Original House Blend – 48 count  
Van Houtte® K-Cup® pods – Colombian Medium – 48 count

Not all In-Store Participating Products are available in all regions or at all participating retailers. Your PIN for In-Store Participating Products will be located on the side panel on the inside of the box.

- b. During the Contest Period, visit [www.VanHoutte.com](http://www.VanHoutte.com) or [www.Keurig.ca](http://www.Keurig.ca) and you will receive by email one (1) PIN with the purchase of any Van Houtte coffee product as so identified on each website referred to herein (each, an “**Online Participating Product**”). NOTE: PINs relating to the purchase of Online Participating Products will be emailed to you by Van Houtte.
- c. **NO PURCHASE NECESSARY.** Alternatively, to obtain one (1) PIN, while supplies last, without making a purchase, print your first name, last name, telephone number, date of birth, complete mailing

address (including postal code) and email address on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a handwritten 100 word (or more) unique and original essay explaining why you would like to win a 2021 Toyota Rav4 Hybrid Limited AWD to the following address: 2075 Robert-Bourassa, Suite #310, Montreal, QC, H3A 2L1 (collectively, the “**Request**”). Upon receipt of a Request in accordance with these Rules, you will receive from the Representative by email one (1) randomly selected PIN per unique and original Request per envelope with sufficient Canadian postage. To be eligible, a Request must: (i) be received separately in a single envelope bearing sufficient Canadian postage (i.e. multiple Requests in the same envelope will be void); and (ii) be received at the above address by Representative no later than November 26, 2021.

The Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “**Released Parties**”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete Requests (all of which are void).

**IMPORTANT NOTE:** Each PIN is unique and can only be used one (1) time in this Contest. Each PIN will automatically expire after its first use or on **December 12, 2021 at 11:59:59 p.m. ET**, the end of the Contest Period (whichever occurs first). Please retain the original PIN for your records. All PINs submitted are subject to verification in the sole and absolute discretion of the Sponsor. Potential winners may also be required to submit their original proof of purchase and/or proof of the PIN obtained in accordance with these Rules) to confirm that the PIN matches their eligible winning Entry in order to be awarded a Prize. Any PIN 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 the Entry associated with such PIN will be declared null and void and any rights to any Prize associated with such PIN will be forfeited in its entirety).

## **5. HOW TO ENTER:**

Once you have a unique and valid PIN legitimately obtained in accordance with these Rules, visit [www.VanHoutte.com/Contest](http://www.VanHoutte.com/Contest) (the “**Website**”) and follow the on-screen instructions to obtain the official Contest entry form (the “**Entry Form**”). Fully complete the Entry Form with all required information, which includes (among other things) a requirement to enter your PIN in the space provided. 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**”). To be eligible, an Entry must be submitted and received in accordance with these Rules during the Contest Period. Once your Entry is complete and duly submitted, you (i) will be eligible to earn one (1) Entry in the random draw for the Grand Prize (See Rule 12); and (ii) will be automatically notified on-screen as to whether you are a potential winner of an Instant Win Prize (See Rule 8).

## **6. ADDITIONAL RULES:**

There is no limit to the number of Entries per person but, each Entry must relate to a unique and valid PIN legitimately obtained in accordance with these 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, identities, 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 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 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) it 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 Rules) and submitted and received in accordance with these Rules. The Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete Entries (all of which are void).

## **7. VERIFICATION:**

All Entries, Requests and PINs 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 and/or eligibility (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 an Entry, PIN, Request and/or other information 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 the Sponsor’s interpretation of the letter and spirit of these Rules. Further, the Sponsor reserves the right to request the original PIN for the purposes of verification. Failure to provide such proof (including, if required, providing the original PIN and/or other materials) to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) used by the Sponsor. Proof of transmission (screenshots or captures etc.) or attempted transmission of an Entry, or of an attempted Entry or of any communication, does not constitute proof of delivery or receipt by the Sponsor.

### 8. INSTANT WIN PRIZES:

At the start of the Contest Period, there will be a total of seventy-five (75) instant win prizes (each, an “**Instant Win Prize**” and collectively, the “**Instant Win Prizes**”) available to be won, as follows:

INSTANT WIN PRIZE DESCRIPTION	Approximate Value (CAD)	Retail	NUMBER AVAILABLE AT THE START OF THE CONTEST PERIOD*
\$1,000 prepaid Visa card		\$1,000	25
Food Themed Prize Bundle including 1x Uber Eats gift card (\$400.00 CAD), 3x Van Houtte® coffee products (ARV: \$50.00 CAD) and 2x Van Houtte® tumblers (ARV: \$50.00 CAD)		\$500	10
Home Themed Experience Bundle including 1x Walmart gift card (\$100.00 CAD), 1x Canadian Tire gift card (\$100.00 CAD), 1x Home Depot gift card (\$100), 1x Keurig® K-Supreme (ARV: \$175.00 CAD) and 2x Van Houtte® coffee mugs (ARV: \$25.00 CAD)		\$500	10
Music Themed Experience Bundle including 1x Spotify gift card (\$198.00 CAD), 1x Sonos Roam Speaker (ARV: \$252.00 CAD) and 2x Van Houtte® tumblers (ARV: \$50.00 CAD)		\$500	10
Explore Themed Experience Bundle including 1x Global Hotel Card by Expedia (\$450.00 CAD) and 2x Van Houtte® tumblers (\$50.00 CAD)		\$500	10
Entertainment Themed Experience Bundle including 1x Netflix gift card (\$200.00 CAD), 1x Amazon Kindle Tablet (\$200.00 CAD), 1x Google Play or iTunes gift card (\$50.00 CAD) and 2x Van Houtte® tumblers (\$50.00 CAD)		\$500	10

*\*The number of Instant Win Prizes available to be won will diminish as they are awarded during the Contest Period.*

Each Instant Win Prize must be accepted as awarded and is not transferable, or assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor’s option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Instant Win Prize (or a component thereof) with a prize of equal or greater retail value, including, without limitation, but at Sponsor’s sole and absolute discretion, a cash award.

**Instant Win Prize limits:** During the Contest Period, there is no limit on Instant Win Prizes, subject to what is

otherwise provided in these Rules.

Without limiting the generality of the foregoing, other specifics of each Instant Win Prize will be at the sole and absolute discretion of the Sponsor and subject to availability.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of an Instant Win Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, each confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from neither the Sponsor nor any of the Released Parties should his/her Instant Win Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt but subject to what is otherwise provided for in these Rules, by accepting an Instant Win Prize, each confirmed winner agrees to waive all recourse against the Released Parties if the Instant Win Prize or a component thereof does not prove satisfactory, either in whole or in part.

## **9. ELIGIBLE INSTANT WIN PRIZE WINNER SELECTION PROCESS:**

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 the eligible winner of an Instant Win Prize. If you are eligible to win an Instant Win Prize, then you will automatically be notified on-screen with a message indicating that you are eligible to win the applicable Instant Win Prize (the “**Winning Message**”). If you are not eligible to win an Instant Win Prize, then you will automatically be notified on-screen accordingly (the “**Non-Winning Message**”). Winning times (each, a “**Winning Time**” and collectively, the “**Winning Times**”) will be randomly generated and randomly seeded for each Day of the Contest Period. The first eligible entrant who submits an eligible Entry in accordance with these Rules on or immediately after a Winning Time will receive a Winning Message and will be eligible to win the Instant Win Prize associated with that Winning Time. If no eligible Entry is submitted on or after a Winning Time before the next Winning Time, the eligible entrant who first submits an eligible Entry following the second Winning Time will be eligible to win only the Instant Win Prize associated with the first Winning Time. The next eligible entrant who submits an eligible Entry following this will then be eligible to win the Instant Win Prize associated with the second Winning Time (and so forth). Any discrepancy between the Instant Win Prize listed in the on-screen notification of a Winning Message (or otherwise) or on the Declaration and Release form (where applicable), will default to the Instant Win Prize listed in the Sponsor’s official Contest database. The odds of winning an Instant Win Prize depend on the number and timing of eligible Entries submitted and received in accordance with these Rules.

## **10. ELIGIBLE INSTANT WIN PRIZE WINNER CONFIRMATION PROCESS**

NO ONE IS A WINNER UNLESS AND UNTIL THE REPRESENTATIVE OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS THE WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS A CONFIRMED INSTANT WIN PRIZE WINNER, each eligible winner will be required to correctly answer a mathematical skill-testing question without mechanical or other aid (which for the Instant Win Prizes may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor’s form of declaration and release). By participating in the Contest and accepting an Instant Win Prize, each eligible winner hereby: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Instant Win Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the applicable Instant Win Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her 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 or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. IMPORTANT NOTE: The Representative may, in its sole and absolute discretion, require an eligible winner to sign and return the Sponsor’s form of declaration and release prior to confirming the eligible winner as a confirmed winner in accordance with these Rules. If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to properly execute and return any required Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the applicable Instant Win Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these 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 Instant Win Prize). Any forfeited or unclaimed Instant Win Prize(s) in the is Contest will NOT be awarded – except in the sole and absolute

discretion of the Sponsor..

## **11. GRAND PRIZE**

There is one (1) Grand Prize (the “Grand Prize”) available to be won in relation to the Contest. The Grand Prize consists of one (1) 2021 Toyota RAV4 Hybrid Limited AWD vehicle with an approximate value of \$60,000 CDN. The Grand Prize includes destination/freight charges and all applicable fees and taxes. Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor’s option; (iii) Sponsor reserves the right at any time to substitute the Grand Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (iv) colour and other specifics of the Grand Prize will be at the sole and absolute discretion of the Sponsor and subject to availability; (v) manufacturer’s standard warranty applies to the Grand Prize; (vi) upon notification, the confirmed Grand Prize winner may, in the sole and absolute discretion of the Sponsor, be required to personally take delivery of the Grand Prize from a location within Canada reasonably close to his/her place of residence in Canada as determined by Sponsor, in its sole and absolute discretion, and will be required to present adequate personal identification (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification); (vii) Grand Prize will not be released unless and until the confirmed Grand Prize winner first shows proof (in a form acceptable to the Sponsor) of having a valid driver’s license (equivalent to a full “5” class license in Quebec) in the province/territory in which he/she resides and proof (in a form acceptable to the Sponsor) of satisfactory insurance; (viii) confirmed Grand Prize winner is solely responsible for all expenses that are not included in the Grand Prize description above, including, but not limited to: registration and license fees, insurance, additional accessories and all other costs associated with: (a) any upgrade or option package(s) that he/she may request (and that may be permitted by Sponsor in its sole and absolute discretion); and/or (b) obtaining a valid driver’s license, license plates, registration, insurance and/or fuel.

THE APPROXIMATE RETAIL VALUE OF THE GRAND PRIZE NOTED ABOVE IS CURRENT AS OF MARCH 1, 2021. UNDER NO CIRCUMSTANCES WHATSOEVER WILL ANY DIFFERENCE BETWEEN THE ACTUAL RETAIL VALUE OF THE GRAND PRIZE AS AT THE TIME OF PRIZE FULFILMENT AND THE APPROXIMATE RETAIL VALUE OF THE GRAND PRIZE NOTED ABOVE BE AWARDED. FOR THE AVOIDANCE OF ANY DOUBT, THE GRAND PRIZE CONSISTS OF THE VEHICLE AND NOT THE ACTUAL VALUE OF THE VEHICLE.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Grand Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, the confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from neither the Sponsor nor any of the Released Parties should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the Grand Prize, the confirmed Grand Prize winner agrees to waive all recourse against the Released Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part.

## **12. ELIGIBLE GRAND PRIZE WINNER SELECTION PROCESS:**

On December 17, 2021 (the “Grand Prize Draw Date”) in Montreal, Quebec, at approximately 2 p.m. ET, one (1) eligible Entrant will be selected by random draw from among all eligible Entries submitted and received in accordance with these Rules. The odds of winning the Grand Prize depends on the number of eligible Entries submitted and received in accordance with these Rules.

## **13. GRAND PRIZE WINNER NOTIFICATION PROCESS:**

The Sponsor or its designated Representative will make a minimum of three (3) attempts to contact the eligible Grand Prize winner (using the information available to the Sponsor) within ten (10) business days of selection as an eligible Grand Prize winner. If an eligible Grand Prize winner cannot be contacted within ten (10) business days of the Sponsor’s first attempted contact, or if there is a return of any notification as undeliverable and/or if any correspondence is not responded to; then he/she may, in the sole and absolute discretion of the Sponsor, be

disqualified (and, if disqualified, will forfeit all rights to the applicable Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible Grand Prize winner in accordance with the applicable procedures as outlined in these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Grand Prize winner).

#### **14. GRAND PRIZE WINNER CONFIRMATION PROCESS:**

NO ONE IS A GRAND PRIZE WINNER UNLESS AND UNTIL THE REPRESENTATIVE OFFICIALLY CONFIRMS HIM/HER AS A GRAND PRIZE WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS THE GRAND PRIZE WINNER OR AN ELIGIBLE GRAND PRIZE WINNER. BEFORE BEING DECLARED AS A CONFIRMED GRAND PRIZE WINNER, each eligible Grand Prize winner will be required to (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and (b) sign and return within ten (10) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the applicable Grand Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the applicable Grand Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her 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 or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. IMPORTANT: If an eligible Grand Prize winner: (a) fails to correctly answer the skill-testing question; (b) fails to properly execute and return any required Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the applicable Grand Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these 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 Grand Prize). In the event that the potential Grand Prize Winner does not have a valid drivers' license, for any reason, that Grand Prize Winner may transfer the Grand Prize to his/her spouse, parent, sibling or child who does have a valid drivers' license and who will then be considered the eligible Grand Prize Winner.

If for any reason whatsoever the Grand Prize that was originally seeded is forfeited or unclaimed in accordance with these Rules, then the Sponsor reserves the right, in its sole and absolute discretion, to attempt to award the forfeited or unclaimed Grand Prize by holding a random draw on January 10, 2022 in Montreal, Quebec from among all eligible Entries (as defined above in Rule 5) submitted and received in accordance with these Rules. For the avoidance of any doubt whatsoever, such a random draw may only be held in the circumstances where the Grand Prize is forfeited or unclaimed in accordance with these Rules. If the Grand Prize is won and claimed in accordance with these Rules, then there will be no random draw. If such a random draw is necessary, then the odds of winning will depend on the number of eligible Entries (as defined above in Rule 5) submitted and received in accordance with these Rules. In any such case, the Grand Prize Winner Confirmation Procedures outlined in this Rule 14 will apply to any randomly selected eligible winner of a Grand Prize.

#### **15. GENERAL CONDITIONS:**

This Contest is subject to all applicable federal, provincial and municipal laws. Subject to what is otherwise provided for in these Rules, the decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME. The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual that it deems to be in violation of these Rules. The Sponsor reserves the right to refuse an Entry and/or Request from any person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. In its sole and absolute 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 Entries and/or Requests.

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.

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 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 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 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 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.*

If due to printing, production, online, internet, computer or other error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Released Parties be liable for more than the number, type and value of Prizes as stated in these Rules.

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 and in accordance with the privacy policy (available at: <https://www.keurig.ca/content/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.

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 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 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 Rules, or for any other reason.

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

The invalidity or unenforceability of any provision of these 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 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 the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Quebec and the federal laws of Canada applicable therein, 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 parties hereby consent to the exclusive jurisdiction and venue of the courts located in Quebec in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.

For a list of Instant Win Prize winners and the Grand Prize winner, send a prepaid, self-addressed stamped envelope to the following address: *Van Houtte Magic Mug*<sup>TM</sup> Contest, c/o Mosaic Sales Solutions, 2075 Robert-Bourassa Boulevard, Suite 310, Montreal, Quebec, H3A 2L1 between January 17, 2022 and February 28, 2022. Winners' names will be available once all winners are verified and confirmed.

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