

#TheOneAndOnlyBeefContest: OFFICIAL RULES AND REGULATIONS

1. CONTEST PERIOD

The "One & Only Beef" Contest (the "Contest") is run by Canada Beef's ThinkBeef.ca program (the "Administrator") and will take place in all Canadian provinces excluding Québec – English language only contest. The grand prize entries will be accepted from March 18, 2020 at 12 a.m. (ET) to December 31, 2020 at 11:59 p.m. (ET) (the "Grand Contest Period"). Monthly prize entries will be accepted from the first day of each month at 12 a.m. (ET) to the last day of each month at 11:59 p.m. (ET) (the "Monthly Contest Period"), from March 2020 through to December 2020.

2. CONTEST GROUP

For the purposes of the Contest, the "Contest Group" is composed of the Administrator, together with advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest is held, as well as their respective officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Contest is open to all individuals who:

- (a) reside in Canada, excluding Quebec; and
- (b) have reached the age of majority in their province of residence.

Employees, agents and other representatives of the Contest Group, as well as any person with whom they reside, are not eligible to enter the Contest.

4. METHODS OF ENTRY

4.1.

No purchase necessary. To enter the Contest, you will need to log in to your personal Instagram account (the "Account"). You may only use one (1) Account to participate in this Contest. If you do not have an Account, you may sign up. Signing up for an Account is free. To sign up for an Account, visit www.instagram.com and follow the onscreen instructions. To enter the Contest, you must "follow" Canadian Beef's Instagram profile located at www.instagram.com/lovecdnbeef (the "Profile") and, during the Contest Period, you must create an Instagram post using a photo of a beef dish you created or are eating. The post must use the hashtag "#TheOneAndOnlyBeefContest", and you must tag "@lovecdnbeef" in the caption in order to qualify as an entry. An account can only win one (1) time for the Monthly Prize Pack over the course of the contest. All entries received throughout the course of the Monthly Draws will automatically qualify for the Grand Prize Draw. Your Instagram profile must be set to "Public", as submissions from Private accounts will not be counted as entries.

4.2.

Although online access is required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers. Prospective entrants may create a free Instagram account at www.instagram.com. You will

#TheOneAndOnlyBeefContest: OFFICIAL RULES AND REGULATIONS

require an email address to create an account— a number of Internet service providers and other companies offer free e-mail accounts, such as Gmail and Outlook.

4.3.

Each entrant must comply with Instagram's Terms of Service available at www.instagram.com. Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. All entries and entrants are subject to verification for compliance with these Rules. In the event of a dispute, entries shall be deemed to be submitted by the "Authorized Account Holder" of the Account that submitted the applicable entry. "Authorized Account Holder" is defined as the person who is assigned to an Account by www.instagram.com. An entrant may be required to provide proof that he/she is the Authorized Account Holder of the Account that submitted the applicable entry. No sexual explicit, disparaging, or racial slanderous content will be accepted; this includes any content that does not comply with Instagram's terms of use: <https://help.instagram.com/581066165581870>. If deemed by the Administrator to be a breach of the contest terms, the entry and post will be disqualified and considered ineligible for the contest.

If you opt to enter this Contest via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Contest), standard text messaging and/or data rates may apply according to the terms and conditions of your services agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest. Participation in this Contest by mobile device means that you understand that you may receive additional messages by mobile device relating to this Contest, including notifying you if you are the potential Prize winner (if applicable), which may be subject to charges pursuant to your carrier's rate plan. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions before entering the Contest via your wireless mobile device.

5. PRIZE(S)

5.1.

Monthly Prize Draw: There are nine (9) ThinkBeef merchandise prize packs, each of which includes the following items: one (1) t-shirt, one (1) apron, one (1) hat, one (1) Laguiole 6-piece steak knife set, one (1) recipe booklet, one (1) sticker, one (1) car decal, three (3) buttons; three (3) temporary tattoos.

Grand Prize Draw: There is one (1) Grand Prize which consists of a ThinkBeef merchandise prize pack which includes the following items: one (1) \$500 Costco Gift Card, one (1) t-shirt, one (1) apron, one (1) hat, one (1) Laguiole 6-piece steak knife set, one (1) recipe booklet, one (1) sticker, one (1) car decal, three (3) buttons, as well as three (3) temporary tattoos.

Monthly Prize has a total approximate retail value of up to \$225 CAD (maximum value), while Grand Prize has a total approximate retail value of up to \$725 CAD (maximum value).

6. DRAW

#TheOneAndOnlyBeefContest: OFFICIAL RULES AND REGULATIONS

On the first business day of each month between April 2020 to December 2020, at 9:00 a.m. (ET) in Mississauga, Ontario, at the office of BTI Brand Innovations (302 Queen Street S, Mississauga ON

L5M 1M2), the advertising agency in charge of the Contest's administration, one (1) entry will be randomly drawn from all eligible entries received during the recently completed Monthly Contest Period. The first (1st) entry drawn will be eligible to win the Prize. The Administrator, acting reasonably, will attempt to contact potential Prize winner within two (2) business days after the draw to notify potential winner that he or she has been selected as Prize win qualifier– 6 attempts to contact the winner will be made (within and outside of business hours ET). In the event that the potential Prize winner cannot be contacted within two (2) business days after the draw, he or she will be disqualified and an alternate winner will be drawn at the Administrator's sole discretion. Proof of identification must be provided upon request.

On the first business day of January 2021, at 9:00 a.m. (ET) in Mississauga, Ontario at the office of BTI Brand Innovations (302 Queen Street S, Mississauga ON L5M 1M2), the advertising agency in charge of the Contest's administration, one (1) entry will be randomly drawn from all eligible entries received during the completed Grand Contest Period. The first (1st) entry drawn will be eligible to win the Prize. The Administrator, acting reasonably, will attempt to contact potential Prize winner within two (2) business days after the draw (3 attempts each day, within and outside of business hours) to notify potential winner that he or she won the Prize. In the event that the potential Prize winner cannot be contacted within two (2) business days after the draw, he or she will be disqualified and an alternate potential winner will be randomly drawn again by the Administrator'. Proof of identification must be provided upon request.

7. ODDS OF WINNING

The odds of winning will depend on the total number of eligible entries received during the Grand Contest Period and/or each Monthly Contest Period.

8. AWARDING OF PRIZE

8.1.

To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, first: be reached by Instagram Direct Message by the Administrator or its representatives within two (2) days immediately following the selection of the Entry; have correctly answered a mathematical skill-testing question; sign and have witnessed the declaration and release documentation and return it to the address indicated in the documentation for it to be received within seven (7) days following its delivery by the Administrator or its representatives. The declaration form can mailed or can be scanned and returned to info@canadabeef.ca.

8.2.

Disqualification: If any one of the conditions mentioned in the Rules is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner or to cancel the prize.

#TheOneAndOnlyBeefContest: OFFICIAL RULES AND REGULATIONS

8.3.

Delivery of Prize: Following receipt of the selected entrant's correctly answered a mathematical skill-testing question, signed declaration and release documentation, the Administrator will send the prize to the winner. Please allow four (4) to six (6) weeks for delivery. Shipped prize shall not be insured and the Administrator shall not assume any liability for a lost, damaged or misdirected prize.

9. GENERAL TERMS AND CONDITIONS

9.1.

Verification of Entries: The validity of any Entry is subject to verification by the Administrator. Any entries that are illegible, incomplete, fraudulent or otherwise non-compliant with the Rules, will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.

9.2.

Acceptance of Prize: Prize must be accepted as described in these Contest Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in Rule 9.3.

9.3.

Substitution of Prize: The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award.

9.4.

Number of Prizes/Winners: By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice.

9.5.

#TheOneAndOnlyBeefContest: OFFICIAL RULES AND REGULATIONS

Other Changes to Contest Rules: Without limiting the provisions of Rule 9.4 above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

9.6.

Release and Exclusion of Liability:

By the Entrants: By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: (i) to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the prize. Any entrant selected for a prize acknowledges that upon awarding of the prize, the obligations typically borne by the provider of services or goods become that provider's responsibility; and (ii) if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving his/her prize. The Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9.7.

Name/Image of Winners: By entering the Contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

9.8.

Personal Information: Unless the entrant has otherwise authorized the Administrator or another entity related to the Contest to contact him or her, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Canada Beef's privacy policies (available at <https://canadabeef.ca/privacy-policy/>) and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator. Any inquiry

#TheOneAndOnlyBeefContest: OFFICIAL RULES AND REGULATIONS

concerning the personal information held by the Contest Sponsor should be addressed to Privacy Officer, Canada Beef, 2550 Argentia Road, Suite 210, Mississauga, ON, Canada L5N 5R1, info@canadabeef.ca.

9.9.

Identity of the Entrant: For the purposes of these Contest Rules, the entrant is the person who is the holder of the Instagram account used to enter the Contest. It is to this individual that the Prize will be awarded if selected and declared as the winner.

9.10.

The Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram or Costco. The entrant provides personal information to the Administrator, not to Instagram. Instagram is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Administrator and not to Instagram.