

EXHIBIT A
CONTEST RULES

COTTONELLE CONTEST
OFFICIAL CONTEST RULES (“RULES”)

1) SPONSOR: The COTTONELLE Contest (the “Contest” or “contest”) is brought to you by Loblaws Inc. (the “Sponsor”).

2) CONTEST PERIOD: This Contest begins at 12:00 a.m. Eastern Time (“ET”) on November 8TH, 2024 and ends at 11:59 P.M. ET on DECEMBER 31ST, 2024 (the “Contest Closing Date”) (collectively the “Contest Period”).

3) ELIGIBILITY: The Contest is open only to Canadian resident PC Optimum™ members (“Members”), who are at least 14 years of age or older at the time of entry. The Member is the individual in whose name the *PC Optimum* account has been established. *PC Optimum* membership is free. If you are not already a *PC Optimum* member, you may become a member by following the instructions to participate available at: <https://accounts.pcid.ca/create-account>.

Employees, officers, directors, agents or representatives (and those with whom such persons are living, whether related or not) of the Sponsor, its divisions, subsidiaries, associated and affiliated entities, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the “Contest Parties”) are not eligible to enter the Contest.

4) HOW TO ENTER: There are two (2) ways to enter:

Entry Option A – Scanning your PC Optimum Card at the time of eligible purchase:

[MULTIPLE ELIGIBLE PRODUCTS PURCHASE (IN-STORE and ONLINE): You will receive one (1) entry into the Contest when you buy any TWO participating COTTONELLE products (a list of the participating products is included in Schedule A) in a single transaction at any participating LOBLAWS BANNER and scan your *PC Optimum* APP at the time of purchase during the Contest Period or online at <https://www.pcexpress.ca/pcocontest-cottonelle> and enter your *PC Optimum* card number at the time of checkout during the Contest Period. For the avoidance of doubt, provided that your *PC Optimum* card number provided at the time of purchase, one (1) entry will be given per eligible transaction and regardless of whether such purchase earns any *PC Optimum* points.]

Entry Option B - NO PURCHASE NECESSARY:

[MAIL IN: No Purchase Necessary. To enter without making a purchase, print your first name, last name, telephone number, date of birth and your *PC Optimum* account number (which you can find by clicking on “Card” on the *PC Optimum* App) on a plain white piece of paper along with a handwritten fifty (50) word (or more) unique and original essay explaining “What I would do with *PC Optimum* points”, and mail it (in an envelope with sufficient Canadian postage) to the following address: [INSERT ADDRESS]. Upon eligible

receipt, you will receive one (1) Entry into the Contest. To be eligible, a no purchase mail in request must: (i) be received separately in a single envelope bearing sufficient Canadian postage (multiple requests in the same envelope will be void); and (ii) be post-marked during the Contest Period and received by no later than the Contest Closing Date.]

To be eligible, an entry must be submitted and received in accordance with these Rules during the Contest Period (the “**Entry**”). Once your Entry is complete, you will receive one (1) Entry into the Contest.

[LIMIT OF ONE FOR DURATION OF CONTEST: There is a limit of one (1) Entry per *PC Optimum* account number during the Contest Period, regardless of method of entry used. Selecting one entry option over another does not increase the odds of winning.]

5) ADDITIONAL ENTRY RULES: All Entries must be received during the Contest Period and are subject to verification at any time and for any reason. The Sponsor reserves the right to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) for any reason the Sponsor deems necessary to administer this Contest. Failure to provide such proof within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

Participation in the Contest constitutes each entrant’s full and unconditional acceptance and agreement of these Rules and the decisions of the Sponsor, and its contest administrators and judges, which are final and binding in all matters related to the Contest.

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 and will not be accepted in lieu of its verification process. Any entry that occurs after a system failure is deemed a defective entry and is void and will not be honoured. All entries become the property of the Contest Sponsor and will not be returned.

If it is discovered by the Sponsor (using any evidence or other information made available to the Sponsor) that: (a) any person has attempted to use multiple accounts, 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 this Contest; (b) acts in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. In the event a dispute arises as to the identity of a potentially winning entrant, entries will be deemed to have submitted by the authorized *PC Optimum* account holder associated with the Entry. A selected entrant may be required to provide proof that they are the authorized account holder associated with the selected Entry. An Entry may be rejected if (in the sole and absolute discretion of the Sponsor) it is not fully completed with all required information and submitted and received in accordance with these Rules.

The Sponsor, 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 entries (all of which are void).

Sponsor reserves the right in its sole discretion to disqualify an entrant if the entrant: a) violates these official Rules and/or the general rules/guidelines of any online property, Contest website or service of the Sponsor; b) enters the contest by any means contrary to these Rules or which would be tampering with the entry process or the operation of the contest, unfair to other entrants or where contest entries are generated by any mechanical or automated means including, without limitation, robotic or form-filling software; and/or c) acts in a fraudulent, unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Entry materials that have been tampered with, reproduced, falsified, or altered are void.

6) PRIZES/APPROXIMATE RETAIL VALUES (ARVs): There is ONE [1] prize (each, a “Prize” or “prize” and collectively, the “Prizes” or “prizes”) available to be won in relation to this Contest, as follows:

- One Prize of \$8,000,000 *PC Optimum* points (that’s like \$8,000 CDN in value when redeemed);

All *PC Optimum* points prizes may be redeemed in accordance with The *PC Optimum*™ Program Terms & Conditions. See <https://www.pcoptimum.ca/company-policy/terms-and-conditions> for full details.

During the Contest Period, there is a limit of one (1) Prize per *PC Optimum* account.

All elements of each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be 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 Prize (or a component thereof) with a prize of equal or greater retail value, including, without limitation and at Sponsor’s sole and absolute discretion, a cash award.

The following general conditions apply to each Prize: (i) specifics of each Prize will be at the sole and absolute discretion of the Sponsor and subject to availability; and (ii) if applicable, each confirmed Prize winner is solely responsible for all expenses that are not specifically included in the Prize description above, including without limitation all applicable taxes, fees and surcharges, if any, in respect to their prize and/or the use or redemption thereof.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize or any elements of a Prize awarded in connection with the Contest. By accepting a Prize, each confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part. No compensation will be provided for failure by a confirmed winner to accept a Prize as awarded.

The approximate retail values as stated by the Sponsor in point-of-sale advertising, and other advertising, promotion materials, and/or in these Rules are subject to price fluctuations in the consumer marketplace. If, at the time a prize is redeemed or awarded, the actual prevailing retail purchase price for the prize is less than the approximate retail value stated by the Sponsor in point of sale, television and print advertising, promotion materials, and/or in these Rules, the price difference will not be awarded and the confirmed prize winner will not be entitled to any compensation for the price difference including, without limitation, points, a cheque or cash. Prizes will be delivered to winners within 4 to 6 weeks of winner verification.

If due to printing, production, technical, seeding, online, internet, computer, programming, or any other reason or 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.

7) ODDS OF WINNING: The chances of being selected as a potential winner of a Prize depends on the total number of eligible entries received during the Contest Period.

8) WINNER SELECTION: On January 14th, 2025, in Brampton, Ontario at approximately 9:00 am ET, a random draw will be held for each of the Prizes in the order presented in Rule 6 above from among all eligible Entries submitted and received in accordance with these Rules during the Contest Period.

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact each potential winner (using the information available to the Sponsor) within ten (15) business days of selection as a potential winner. If a potential winner cannot be contacted within ten (15) 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 they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate potential winner in accordance with the applicable procedures as outlined in these Rules (in which case the foregoing provisions of this section will apply to such newly selected potential winner). No communication or correspondence will be exchanged with entrants except for those selected for a prize.

In order to be declared a confirmed prize winner, each selected Potential Winner will be required to: (a) correctly answer a time-limited mathematical skill-testing question without assistance or mechanical or electronic aid (which may be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and, where applicable, (b) sign (or where the potential winner is under the age of majority in their province/territory of residence (a "Minor"), a parent or legal guardian of the potential winner will be required to sign) and return, in form satisfactory to Sponsor, the Sponsor's declaration and release form, confirming (among other things) their: (i) compliance with these Rules; (ii) acceptance of the applicable Prize; (iii) release of the Released Parties from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; and (iv) agreement to the publication, reproduction and/or other use of their 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.

If a potential 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 (or where the potential winner is a Minor, a parent or legal guardian fails to properly execute and return any required Contest documents within the specified time); (c) cannot accept (or is unwilling to accept) the Prize, as awarded, for any reason; (d) if phone, email or other communication between a Potential Winner and Sponsor or Contest Administrator is not responded to or is returned as undeliverable; and/or (e) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then they will be disqualified and will forfeit all rights to the applicable Prize, and the Sponsor reserves the right, at its sole and absolute discretion and time permitting, to select an alternate potential winner in accordance with the applicable procedures as outlined in these Rules (in which case, the foregoing provisions of this

section will apply to such newly selected eligible winner). If a Prize is not claimed by [INSERT DATE], that Prize will not be awarded.

9) INDEMNIFICATION & LIMITATION OF LIABILITY:

Each entrant releases and holds harmless the Released Parties from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person or property, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, participation in the Contest, any breach of the Rules, the Prize won and/or in any Prize-related activity. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest. By accepting a prize, each winner agrees to hold the Released Parties harmless against any and all claims and liability arising out of the acceptance, use, misuse or redemption of any prize or participation in the contest. The Released Parties are not liable for (i) any failure of any website, mobile application, 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, cellular phone, computer on-line systems, servers, access providers, computer equipment or software, hardware, interruption, deletion, defect, delay in operation or transmission, failure, traffic congestion or malfunction unavailable network connections or garbled or deleted computer network transmissions that may occur, or on account of any combination including but not limited to malfunctions that may affect the transmission or non-transmission of an entry; (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 or failed, incomplete, garbled, unintelligible/illegible, falsified, damaged, misdirected, late or lost entries or inaccurate capture of entry or swipe of *PC Optimum* card, or earn of points information, even if it limits the ability to participate in the Contest; (iv) any incorrect or inaccurate information, whether caused by website or mobile application users or by any of the equipment or programming associated with the Contest or by any technical, human, or other error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorized access to, or alteration of, entries; v) any injury or damage to an entrant's or any other person's computer, cellular phone, or other device related to or resulting from, directly or indirectly, in whole or in part, from downloading, accessing or transmitting any material from any website in connection with participating in the Contest, regardless of whether the material was prepared by the Sponsor or a third party or is connected to any website by hyperlink; (vi) the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, including but not limited to the infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, lack of participation, fairness, integrity or proper conduct of this Contest of the Contest website; (vii) anyone being incorrectly and/or mistakenly identified as a winner or potential winner; and/or (viii) any combination of the above.

10) INTELLECTUAL PROPERTY: All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

11) LANGUAGE DISCREPANCY: In the event of any discrepancy or inconsistency between English language version and the French language version of these Contest Rules, and disclosures or other statements contained in any Contest-related materials, including but not limited to point of sale, television, print or

online advertising, then the terms and conditions of the English version of the Official Rules will prevail, govern and control.

12) TERMINATION: The Sponsor reserves the right in its sole discretion to withdraw, cancel, terminate, amend and/or suspend this Contest (or to modify these Rules in any way) in whole or in part, at any time without prior notice or obligation 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 accident, printing, administrative, problem or any other error of any kind for any other reason whatsoever, including without limitation tampering, unauthorized intervention, fraud or failure of any kind whatsoever or any epidemic, pandemic, or any governmental or health authority orders. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is 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. 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.

13) PRIVACY/USE OF PERSONAL INFORMATION: The Sponsor respects your right to privacy. By participating in the Contest, you: (i) expressly consent and grant to the Sponsor and, where applicable the Contest Administrator, the right to store, share and use your name, mailing address, telephone number, and e-mail address, alias or platform handle (as applicable) (“**Personal Information**”) submitted with your entry only for the purposes of administering this Contest in accordance with these Rules and the Sponsor’s Privacy Policy; (ii) acknowledge that the Sponsor may disclose Personal Information to third-party service providers and agents of the Sponsor in connection with any of the activities listed in (i) above; and (iii) consent and grant to the Sponsor the right to use each confirmed winner’s name, city of residence, comments, likeness, photograph, voice and statements, images, representations, pictures or likeness (“**Images**”) for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, in perpetuity without providing any compensation for its use or receiving further permission, unless prohibited by law. Your consent may be withdrawn at any time. Should you withdraw your consent, your entry into this contest will be invalid. 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 at: <https://www.loblaw.ca/en/privacy-policy>. This section does not limit any other consent(s) that an entrant may provide the Sponsor or others in relation to the collection, use and/or disclosure of their Personal Information.

14) GOVERNING LAW: The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal 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 Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest will 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. In the event that any provision of these Rules is determined to be invalid or unenforceable, such provision shall be severed, and the remaining provisions of these Rules will be unaffected and will remain in full force and effect to the fullest extent permitted by the law. The Sponsor’s failure to enforce any term of these Rules do not constitute a waiver of that provision.

[INSERT COPYRIGHT AND TRADEMARK LANGUAGE]

Contest Rules Schedule A

Article Number	Article/UPC Description	UPC
20688612	COTTONELLE FLSHWPS 1PK 168ST	3600010358
20688530	COTTONELLE FLSHWPS 2PK 84ST	3600035970
20689331	COTT MOIST WIPES GO	3600036003
20902611	COTTONELLE FC CLOTHS BUNDLE	3600043478
21477027	COTTONELLE FLSHWPS 4PK 168ST	3600043478
21064076	COTTONELLE FLSHWPS 1PK 42ST	3600044932
21104149	COTTONELLE UT CLEANCARE 12=24	3600047622
21400659	COTT CLEAN CARE	3600047747
21315708	COTTONELLE BT 12=48 1-PLY	3600047804
21190317	COTTONELLE ULT CLNC TLT PPR	3600047805
21315704	COTTONELLE BT 12=48 2-PLY	3600048596
21190313	COTTONELLE ULT CMFRT TLT PPR	3600048597
21104153	COTTONELLE UT COMFRTCARE 12=24	3600048605
21400655	COTT ULTCC MR	3600048611
21121587	COTTONELLE GNTL FW 2PK 84ST	3600048985
21224062	COTTONELLE GNTL FW 1PK 42ST	3600049776
21301887	COTT FLSHBLE WET WIPES	3600051756
21315428	COTTONELLE WIPES 8X42CT CP	3600051826
21400653	COTT GNTL PLS FW	3600052497
21378054	COTTONELLE BT ULTCL 24=96	3600053116
21378052	COTTONELLE BT ULCOMF 24=96	3600053117
21450130	CTTNLL TISS 1PLY 6=24R 312ST	3600054150
21445562	COTTONELLE BT ULTCL 12=48 1PLY	3600054151
21465814	COTT BT ULT CLN CARE 18=72	3600054152
21445565	COTTONELLE BT ULTCL 24=96 1PLY	3600054158
21445570	COTTONELLE BT 12=48 2PLY	3600054165
21465800	COTT BT ULT CMFRT CARE 18=72	3600054166
21450103	CTTNLL TISS 2PLY 6=24R 268ST	3600054167
21445568	COTTONELLE BT 24=96 2PLY	3600054172
21590662	COTT BT 24 PK 244	3600055464
21590609	COTT UL CLN MR BT 12 PK 284	3600055489
21594687	COTT UL CLN MR BT 18 PK 284	3600055490
21590420	COTT BT 24 PK 284	3600055492

21590671	COTT UL CMFT MR BT 12 PK 244	3600055494
21594688	COTT UL CMFT MR BT 18 PK 244	3600055495
21594671	COTT UL CLN MR BT 6 PK 284	3600055699
21594641	COTT UL CMFT MR BT 6 PK 244	3600055707
20688519	COTTONELLE WIPES TUB 1X42SH	3600072442
	COTTONELLE FLSHBL RFL 1PK 168S	36000103588
	COTTONELLE BATH ALOE 12RL	36000143126
	COTTONELLE FLSHBL BLU 2PK 84ST	36000359701
	COTTONELLE GENTLE CARE FMW REF	36000359718
	COTTONELLE FRESH CARE FLUSHABL	36000360035
	COTTONELLE TP GENTLE CARE	36000360943
	COTTONELLE FLUSHABLE CLEANSING	36000367416
	COTTONELLE ULTRA TOILET PAPER	36000385717
	COTTONELLE FLUSHBL CLNSG CLT S	36000393613
	COTTONELLE FLSHBL BLU 4PK 168S	36000434781
	COTTONELLE FLSHBL BLU 1PK 42ST	36000449327
	COTTONELLE ULT CLEAN 12=24RL	36000476224
	HUGG COTTONELL FLUSH WIPE 45CT	36000481426
	HUGG COTTONELL FLUSH WPE 150CT	36000481440
	HUGG COTTONELL FLUSH WIPE 45CT	36000481471
	COTTONELLE ULT CMFT 12=24RL	36000486056
	COTTONELLE FLSHBL GRN 2PK 84ST	36000489859
	COTTONELLE FLSHBL GRN 1PK 42ST	36000497762
	COTTONELLE OTG FLSHWIPE 14ST	36000517569
	COTTONELLE TSS 1PLY 6=24R 312S	36000541502
	COTTONELLE TSS 2PLY 6=24R 268S	36000541670
	COTTONELLE BTH 6=24RL 1PL 284S	36000556995
	COTTONELLE BTH 6=24RL 2PL 244S	36000557077
	COTTONELLE FRSH MOIST WIPES	36000724424
	COTTONELLE FRSH WIPES RFL	36000724448
	COTTONELLE FRSH CLNS CLOTHES	36000729443

