

PIZZA PIZZA® “VALENTINE’S SCRATCH & WIN” CONTEST  
OFFICIAL CONTEST RULES

HOW TO ENTER:

No purchase is necessary to enter the Pizza Pizza “Valentine’s Scratch & Win” Contest (the “Contest”). Customers who purchase the “Pan Pizza” special (\$10.99 Medium 2-topping in Ontario, \$9.99 Large 2-topping in Manitoba & Saskatchewan) or Medium 2-topping “shaped like a heart” Pizza will receive a “Valentine’s Scratch & Win” card (while supplies last) during the Contest Period and will automatically get a chance to win one of the prizes listed below. To obtain a “Valentine’s Scratch & Win” card without making a purchase, send a self addressed stamped 9” x 12” envelope to 500 Kipling Avenue Toronto, Ontario M8Z 5E5 C/O Valentine’s Contest. Each request for a no-purchase entry must be postmarked no later than the contest close date. No mail-in requests will be fulfilled if all “Valentine’s Scratch & Win” cards have been distributed at the date of receipt of such request. Only one (1) mailed entry allowed per person per week and per envelope throughout the Contest Period. No mechanical reproductions of requests permitted. Must be 18 years of age or older at the time of redemption in order to be eligible to participate in the Contest.

PRIZES AND ODDS OF WINNING:

There will be 77,000 “Valentine’s Scratch & Win” cards produced and available for distribution throughout the Contest Period. The total number of prizes available to be won will decrease throughout the Contest Period as “Valentine’s Scratch & Win” cards are distributed. Prizes, approximate prize values and approximate odds of winning are set out below. The number of prizes and odds of winning have been calculated based on the total number of “Valentine’s Scratch & Win” cards available to be distributed at the start of the Contest Period.

CONTEST PERIOD:

The Contest runs from Monday, January 16, 2017 11:00:01 a.m. Eastern Daylight Time (“EDT”) and ends on the earlier of the day the last “Valentine’s Scratch & Win” card is distributed and 11:59:01 p.m. EDT on Sunday, February 19, 2017 (the “Contest Closing Date”) (the “Contest Period”) or while supplies last.

HOW TO PLAY:

Each participant who purchases the “Pan Pizza” special (\$10.99 Medium 2-topping in Ontario, \$9.99 Large 2-topping in Manitoba & Saskatchewan) or Medium 2-topping “shaped like a heart” Pizza at participating Pizza Pizza locations in Ontario, Manitoba and Saskatchewan during the Contest Period, or who sends a mail-in entry request without making a purchase by the mail-in entry deadline, will receive one (1) “Valentine’s Scratch & Win” card per pizza (while supplies last), which will have a scratch window which he or she must scratch to reveal the diamond ring winning message to be a potential instant winner. Winners of the grand prizes must correctly answer a four part mathematical skill-testing question, administered at time of redemption, in a time limited way, without assistance or the use of a calculator. All prizes must be redeemed by the date specified on the winning card otherwise the prize will be forfeited. Except as otherwise stipulated in these rules, in order to claim and be awarded any prize in the Contest, you will be required to provide the original “Valentine’s Scratch & Win” card (no copies) for verification.

PRIZES AND ODDS OF WINNING:

(1) One 2-carat diamond ring \$7500 value

There are 2 grand prizes to be won. The total approximate retail value of all prizes to be won is \$15,000 CDN.

## HOW TO REDEEM PRIZES:

### **To redeem Grand Prizes:**

Diamond ring prize winners must call 1-800-265-9762 ext 352. You will be asked to send the original winning "Valentine's Scratch & Win" card (no copies) for verification, along with a completed and signed Liability and Release form. It is strongly recommended that all materials be photocopied prior to mailing and that all materials be sent using insured Registered Mail with a receipt of mailing. Please note proof of mailing is not proof of receipt. Liability and Release forms will be forwarded by e-mail or regular mail and must be returned by the deadlines stipulated by the Contest Sponsors, otherwise prize will be forfeited.

## GENERAL RULES:

1. The Contest is open to all Ontario, Manitoba and Saskatchewan residents except to employees (and their immediate family members and those with whom they are domiciled) of Pizza Pizza Limited and its franchisees, operators and partners (collectively the "Contest Sponsors"), and its and their respective affiliates, agents, suppliers, and distributors.
2. Prizes are not transferable (with the exception of transfer of prizes from a minor to his/her parent or legal guardian in accordance with this Section 2) and must be accepted as awarded with no prize substitutions, except that the Contest Sponsor and prize supplier reserve the right at their sole discretion for any reason or no reason whatsoever to make prize substitutions of equivalent kind and value. To be eligible to claim a prize, prize claimants must meet all conditions in these rules and must have reached the age of majority in their jurisdiction of residence or, in the event a person under the age of majority receives an eligible winning "Valentine's Scratch & Win" card, they are permitted to transfer the card to their parent or legal guardian, who will then be the eligible prize claimant.
3. By entering this Contest, you acknowledge having read these Rules and agree to be bound by them, and the decisions of the Contest Sponsor (or any appointed contest judges) which are final and binding with respect to all aspects of the Contest.
4. The Contest Sponsor and Prize Supplier are not responsible for any printing, distribution or production errors and may terminate, amend, suspend or withdraw this Contest at any time for any reason, without notice and without liability, at their sole discretion for any reason or no reason whatsoever. In the event the number of winning "Valentine's Scratch & Win" cards is potentially greater than the number of prizes indicated in these Rules, Contest Sponsors reserve the right to suspend the remittance of the prizes, in whole or in part, without prior notice. Prizes would then be awarded randomly between all participants having filed a prize claim within the same category. In all instances, Contest Sponsor shall have no obligation to distribute more prizes than as indicated in these Rules. Any decision or ruling by Contest Sponsor in this regard is final, binding and without appeal.
5. None of the Contest Sponsor, Prize Supplier, their respective affiliates, agents, suppliers, distributors and employees shall be responsible in any way for, or assume any liability whatsoever in any way attributable to the use or misuse of the prizes awarded or a participant's participation in this Contest or in any prize-related activity. Contest Sponsor is not responsible for lost, late, stolen, illegible, incomplete, mutilated, misdirected or postage-due requests or prize claims.
6. Each prize claimant must correctly answer the time-limited, mathematical skill-testing question, which will be administered at time of redemption, without assistance or the use of a calculator, in order to win any prize, and may also need to return a signed release of liability and acknowledgment form. Without limitation, Contest Sponsor reserves the right to administer a

skill-testing question as it deems appropriate to address disability issues. In the event the selected participant is a minor in his or her province of residence, the participant's parent or legal guardian will be deemed to be the participant who must meet all Contest eligibility requirements and who may accept the prize on behalf of the minor. Contest judges' rulings are final, binding and without appeal in all matters related to the Contest and the awarding of prizes.

7. "Valentine's Scratch & Win" cards obtained through unauthorized sources or which are incomplete, mutilated, altered, illegible, reproduced, forged, counterfeited or irregular in any way, are automatically void. Redemption of "Valentine's Scratch & Win" cards is the sole responsibility of the individual seeking verification. Contest Sponsor is not responsible for any lost, stolen or damaged "Valentine's Scratch & Win" cards. Pizza Pizza franchisees, corporate stores and their respective employees are not allowed to submit "Valentine's Scratch & Win" cards for prizes on behalf of a potential winner.
8. By redeeming the "Valentine's Scratch & Win" cards, each participant consents to the use of his/her name, image, photograph, likeness, voice and city of residence by the Contest Sponsor and/or Prize Supplier for any and all publicity purposes, commercial or otherwise, in all media, in connection with this Contest without further compensation or notice. Where a participant is a minor in his or her province of residence, the parent or legal guardian must execute a confirmatory consent.
9. By participating in this Contest, participants agree to release the Contest Sponsor, the Prize Supplier and each of their respective affiliates, agents, suppliers, distributors and employees including advertising, public relations and promotions agencies, from any and all liability, including loss or damage, directly or indirectly related, in whole or in part, to the acceptance, possession, use or misuse of prize or merchandise obtained by redemption of a prize, or participation in this Contest or any prize-related activity. Acceptance of his/her prize by any winner shall be as-is, where-is, without any warranty or condition whatsoever from the Contest Sponsor and Prize Supplier, including, without limitation, any warranty or condition of merchantability or suitability for a particular or general purpose or any warranty or condition that the prize is without defects or hidden vices, and such acceptance shall constitute an agreement by the winner to look solely to the manufacturer and the warranty provided by it, if any, should any defects in the prize exist.
10. The eligible winners shall be required to sign and return a declaration and release form confirming compliance with these Rules and containing a release of liability of the Contest Sponsor and Prize Supplier. In the event that the winner is a minor in his or her province of residence, the parent or legal guardian of the participant is required to sign the declaration and release.
11. Contest is subject to applicable Federal, Provincial and Municipal Laws and Regulations. Void where prohibited.
12. Unless participants otherwise consent (or, for minors, their parent or legal guardian consents), the personal information gathered about participants in the course of this Contest will be used solely by the Contest Sponsor, the Prize Supplier, and their authorized agents, for the administration of this Contest and prize fulfillment.
13. To receive a list of winners or a copy of these Rules, send a postage-paid, self-addressed envelope to 500 Kipling Avenue Toronto, Ontario M8Z 5E5 C/O Valentine's Contest no later than March 31, 2017.

Registered trade-marks of Pizza Pizza Royalty Limited Partnership, used under license.  
© Pizza Pizza Limited 2017

Other names and trade-marks referred to in these Rules are for identification purposes only and may be trademarks of their respective owners.

