

**“50 PIZZAS FOR 50 DAYS” CONTEST
OFFICIAL CONTEST RULES**

HOW TO ENTER:

No purchase is necessary to enter the Pizza Pizza “50 Pizzas for 50 Days” Contest (the “Contest”). Customers who place an order online at www.pizzapizza.ca, or through Pizza Pizza's digital apps during the Contest Period (as defined below) will automatically be entered into the Contest draw. All "digital" orders must be purchased prior to the end of the Contest Period and delivered to a location within Ontario, Nova Scotia, Manitoba, Saskatchewan or Quebec in order to be eligible to be entered in the Contest. There is a limit of one entry per person per day regardless of method of entry. For no-purchase entry, on a 3' x 5' piece of paper handwrite a minimum 50 word essay on why you love Pizza Pizza and include your name, complete address, telephone number and e-mail address and mail it to: “Pizza Pizza’s 50th Birthday Contest”, 500 Kipling Avenue, Toronto, Ontario, M8Z 5E5. Each mailed entry must contain a unique essay, must not be mechanically reproduced or photocopied, legibly completed by hand, mailed separately, bear sufficient postage and be post-marked during the Contest Period (as defined below) and received no later than 3:00 p.m. ET on Monday, October 16th, 2017. Must be a resident of Ontario, Nova Scotia, Manitoba, Saskatchewan or Quebec and be at least 18 years of age or older at the time of entry in order to be eligible to participate in the Contest. See section 1 of the General Rules below for further restrictions on entry.

ODDS OF WINNING:

Chances of winning a Prize (as defined below) will depend on the total number of eligible entries received during the Contest Period (as defined below).

CONTEST PERIOD:

The Contest runs from Monday, August 28, 2017, 11:00:01 a.m. Eastern Time (“ET”) and ends on Monday, October 16, 2017, 11:59:59 p.m. ET (the “Contest Period”). During the Contest Period, there are 50 separate daily periods starting at 11:00:01 a.m. ET each day and ending at 11:59:59 a.m. ET on each of August 28, August 29, August 30, August 31, September 1, September 2, September 3, September 4, September 5, September 6, September 7, September 8, September 9, September 10, September 11, September 12, September 13, September 14, September 15, September 16, September 17, September 18, September 19, September 20, September 21, September 22, September 23, September 24, September 25, September 26, September 27, September 28, September 29, September 30, October 1, October 2, October 3, October 4, October 5, October 6, October 7, October 8, October 9, October 10, October 11, October 12, October 13, October 14, October 15, and October 16 (each a “Daily Period”). Entrants must enter at least once during each Daily Period to be eligible for that day’s Daily Prize. Entries during a particular Daily Period do not qualify for prizes in subsequent Daily Periods.

PRIZES:

There are fifty (50) available to be won on each Daily Period (each, a “Prize” and collectively, the “Prizes”), consisting of the following:

No. of Prizes	Prize	Approximate Prize Value
2,500	One (1) Medium two (2) topping Pizza. Valid to be redeemed online at www.pizzapizza.ca or through Pizza Pizza's digital apps.	\$11.75 (Cdn.)

The total approximate retail value of all Prizes available to be won is \$29,375.00 (Cdn.)

Prize must be accepted as awarded and may not be substituted. The Contest Sponsor makes no express or implied warranties of any kind with respect to safety, appearance or performance of any Prize

or Prize activity offered. All other expenses not specified herein (including, but not limited to, delivery fees and taxes) are the sole responsibility of the winner. Prize must be accepted as awarded and may not be substituted or converted to cash.

SELECTION OF WINNERS:

A random draw for each Prize from amongst all eligible entries received will take place on each of:

Daily Period	Draw Date
August 28, 2017	August 29, 2017
August 29, 2017	August 30, 2017
August 30, 2017	August 31, 2017
August 31, 2017	September 1, 2017
September 1, 2017	September 5, 2017
September 2, 2017	September 5, 2017
September 3, 2017	September 5, 2017
September 4, 2017	September 5, 2017
September 5, 2017	September 6, 2017
September 6, 2017	September 7, 2017
September 7, 2017	September 8, 2017
September 8, 2017	September 11, 2017
September 9, 2017	September 11, 2017
September 10, 2017	September 11, 2017
September 11, 2017	September 12, 2017
September 12, 2017	September 13, 2017
September 13, 2017	September 14, 2017
September 14, 2017	September 15, 2017
September 15, 2017	September 18, 2017
September 16, 2017	September 18, 2017
September 17, 2017	September 18, 2017
September 18, 2017	September 19, 2017
September 19, 2017	September 20, 2017
September 20, 2017	September 21, 2017
September 21, 2017	September 22, 2017
September 22, 2017	September 25, 2017
September 23, 2017	September 25, 2017
September 24, 2017	September 25, 2017
September 25, 2017	September 26, 2017
September 26, 2017	September 27, 2017
September 27, 2017	September 28, 2017
September 28, 2017	September 29, 2017
September 29, 2017	October 2, 2017
September 30, 2017	October 2, 2017
October 1, 2017	October 2, 2017
October 2, 2017	October 3, 2017
October 3, 2017	October 4, 2017
October 4, 2017	October 5, 2017
October 5, 2017	October 6, 2017
October 6, 2017	October 10, 2017
October 7, 2017	October 10, 2017
October 8, 2017	October 10, 2017
October 9, 2017	October 10, 2017
October 10, 2017	October 11, 2017
October 11, 2017	October 12, 2017
October 12, 2017	October 13, 2017

October 13, 2017	October 16, 2017
October 14, 2017	October 16, 2017
October 15, 2017	October 16, 2017
October 16, 2017	October 17, 2017

at approximately 11:00 a.m. ET at Pizza Pizza in Etobicoke, Ontario.

Selected entrants will be contacted at the email address provided through his/her Pizza Pizza online ordering account or mail-in entry, as applicable, within one (1) day to three (3) days after the draw. Limit of one (1) Prize per entrant. Prizes will be distributed to winning entrants once the entrant has submitted a signed and completed Declaration of Compliance with the Contest rules and Release of Liability form. Prior to being declared a winner and being awarded a Prize, the selected entrant must correctly answer a mathematical, time-limited, skill-testing question to be administered at time of notification, without any assistance (mechanical or otherwise) and will be required to return an executed Declaration of Compliance with the Contest rules and a Release of Liability in the form provided by the Contest Sponsor within 24 hours of receipt of the document.

If a selected entry is not legible, fully completed or otherwise not in compliance with these rules, it will be disqualified and another entry will be randomly selected from all remaining eligible entries. If any selected entrant cannot answer, or incorrectly answers, the skill-testing question or is otherwise found to be in non-compliance with these rules, the Prize will be forfeited and another entrant will be randomly selected from all remaining eligible entries. If a selected entrant does not respond to the email notification within one (1) day of the date of the first attempted contact, the Prize will be forfeited and another entrant may be randomly selected from all remaining eligible entries.

GENERAL RULES

1. The Contest is open to residents of Ontario, Nova Scotia, Manitoba, Saskatchewan and Quebec who have reached the age of majority at time of entry, except employees of Pizza Pizza Limited (the "Contest Sponsor") and its affiliates and its and their advertising and promotional agencies, agents, suppliers and distributors and the immediate family of such employees and persons with whom such employees are domiciled. "Immediate family" is defined as parents, siblings, children or spouse.
2. Prizes are not transferable and must be accepted as awarded with no Prize substitutions, whether in cash or otherwise, except that the Contest Sponsor and Prize suppliers 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.
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 which are final and binding with respect to all aspects of the Contest.
4. The Contest Sponsor is 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 its sole discretion for any reason or no reason whatsoever. Any decision or ruling by Contest Sponsor in this regard is final, binding and without appeal.
5. None of the Contest Sponsor, its affiliates, agents, suppliers (including Prize suppliers), distributors, directors, officers, shareholders 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. Contest Sponsor's decisions are final, binding and without appeal in all matters related to the Contest and the awarding of Prizes.
7. By redeeming a Prize, each participant consents to the use of his/her name, image, photograph, likeness, voice and city of residence by the Contest Sponsor for any and all publicity purposes, commercial or otherwise, in all media, in connection with this Contest without further compensation or notice.
8. By participating in this Contest, participants agree to release the Contest Sponsor, and its affiliates, agents, suppliers, distributors, directors, officers, shareholders 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 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, 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.
9. Any action which, in the sole opinion of the Contest Sponsor, represents an attempt a) to tamper with the Contest entry process, b) to interfere with the operation of the Contest or with the enforcement or functioning of these rules, c) to damage the Pizza Pizza website or d) to undermine or corrupt the fair and proper administration, security or legitimate operation of the Contest, may be in violation of criminal and civil laws, and the Contest Sponsor reserve the right to seek damages and/or other relief from any and all persons responsible for any such actions or attempts to the fullest extent permitted by law, and to ban or disqualify persons from entering the Contest and any future contests of the Contest Sponsor.
10. Contest is subject to applicable Federal, Provincial and Municipal Laws and Regulations. Void where prohibited. These rules shall be governed by and interpreted in accordance with the laws of the Province of Ontario.
11. Unless participants otherwise consent, the personal information gathered about participants in the course of this Contest will be used solely by the Contest Sponsor, and its authorized agents, for the administration of this Contest and Prize fulfillment.
12. For the name and hometown of the Winners and/or a copy of these rules, send a self-addressed, stamped business-size envelope to "Pizza Pizza's 50th Birthday" Contest, 500 Kipling Avenue, Toronto, Ontario, M8Z 5E5. Indicate whether you are requesting the name of the Winner or a copy of the rules or any combination of the foregoing.
13. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux ("Régie") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

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