

## **PIZZA PIZZA® “CRACK THE CARDBOARD” CONTEST OFFICIAL CONTEST RULES**

### **HOW TO ENTER:**

No Purchase necessary to enter or win the Pizza Pizza “Crack the Cardboard” Contest (the “Contest”). During the Contest Period (as defined below) and while supplies last, customers who purchase a large pizza from any participating Pizza Pizza location (both by walk-in or home delivery) in Ontario, Manitoba, Saskatchewan, or Nova Scotia will receive their order in a pizza box which will have a tear strip which s/he must uncover to find out if s/he is a winner of one of the prizes below. To obtain a “Crack the Cardboard” box without making a purchase, send a self-addressed stamped 9” x 12” envelope to 500 Kipling Avenue Toronto, Ontario M8Z 5E5 C/O “Crack the Cardboard Contest. And include an original essay of at least 250 words about why you love Pizza Pizza. Each request for a no-purchase entry must be received no later than the contest close date. Each essay submitted must be entirely unique in content and spirit. No mail-in requests will be fulfilled if all “Crack the Cardboard” boxes have been distributed at the date of receipt of such request. Limit of one mail-in entry request per envelope with sufficient postage (while supplies last). No mechanical reproductions of requests permitted. Contest is open to all Ontario, Manitoba and Saskatchewan residents who are 18+ and Nova Scotia residents who are 19+.

### **PRIZES AND ODDS OF WINNING:**

There will be approximately 1,500,000 “Crack the Cardboard” boxes produced and available for distribution throughout the Contest Period. Chances of obtaining a “winning” “Crack the Cardboard” box will change throughout the Contest as “Crack the Cardboard” boxes are distributed. The total number of prizes available to be won will decrease throughout the Contest Period as “Crack the Cardboard” boxes are distributed and prizes are redeemed. 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 “Crack the Cardboard” boxes available to be distributed at the start of the Contest Period.

### **CONTEST PERIOD:**

The Contest runs from Wednesday, September 20, 2017 11:00:01 a.m. Eastern Time (“ET”) and ends on the earlier of: (i) the day the last “Crack the Cardboard” box is distributed or (ii) 5:00:01 p.m. ET on Sunday, November 19, 2017 (the “Contest Closing Date”) (the “Contest Period”).

### **HOW TO PLAY:**

Each participant who purchases a large pizza at participating Pizza Pizza locations in Ontario, Manitoba, Nova Scotia or Saskatchewan during the Contest Period, will receive one (1) “Crack the Cardboard” box (while supplies last) for each large pizza ordered; or

individuals who send a mail-in entry request without making a purchase by the mail-in entry deadline, will receive one (1) “Crack the Cardboard” box tear strip which s/he must uncover to find out if s/he is a potential winner of one of the prizes below. Due to production limitations, it is possible that some wording on the tear strip may be cut off, however each winning tear strip contains a description which corresponds with a prize. In the event there are two (2) different prize descriptions on the strip, Pizza Pizza will determine which prize shall be awarded in its sole and absolute discretion. In the event there is a discrepancy between the prize description and the prize code on a winning tear strip, the prize will be determined by reference to the prize code on the tear strip. Participants will automatically be disqualified if Pizza Pizza, acting reasonably, determines that a tear strip has been forged, altered, mutilated or tampered with in any way. All non-food prizes must be redeemed by December 15, 2017 and accompanied by the original winning tear strip otherwise prize will be forfeited. All food prizes must be redeemed by December 15, 2017. All prizes redeemable in-store must be accompanied by original winning prize strip. Except as otherwise stipulated in these Official Contest Rules, in order to claim and be awarded any prize in the Contest, you will be required to provide the original “Crack the Cardboard” tear strip (no copies) for verification. See “How To Redeem Prizes” below for more information.

PRIZES AND ODDS OF WINNING:

No. of Prizes	Prize	To Redeem	Individual Value (CAD)	Total Value (CAD)	Approximate Odds (1 IN)
5	<b>Grand Prize:</b> 2017 Hyundai Elantra LE (see below for more details)	Contact Pizza Pizza Limited at <b>1-800-265-9762 ext. 352</b>	MSRP \$18,618	\$74,472	1 in 300,000
50	<b>Second Prize:</b> Trip for two (2) to Cuba with redtag.ca (see below for more details)	Contact Pizza Pizza Limited at <b>1-800-265-9762 ext. 352</b>	\$3500	\$175,000	1 in 30,000
50	<b>Third Prize:</b> 50” Samsung TV (see below for more details)	Contact Pizza Pizza Limited at <b>1-800-265-9762 ext. 352</b>	\$799.99	\$39,999.50	1 in 30,000
50	<b>Fourth Prize:</b> \$1,000 Cash Prize	Contact Pizza Pizza Limited at <b>1-800-265-9762 ext. 352</b>	\$1,000	\$50,000	1 in 30,000
125,000	One (1) dipping Sauce	Valid online/mobile only. Expires Dec 15/2017. Must purchase a minimum of \$9.99 (before tax and delivery) to redeem. One coupon per order.	\$0.75	\$93,750	1 in 12
125,000	One (1) bag of Brownies	Valid online/mobile only. Expires Dec	\$2.99	\$375,750	1 in 12

		15/2017. Must purchase a minimum of \$9.99 (before tax and delivery) to redeem. One coupon per order.			
125,000	One (1) box of (8) Jalapeno Poppers	Valid online/mobile only. Expires Dec 15/2017. Must purchase a minimum of \$9.99 (before tax and delivery) to redeem. One coupon per order.	\$5.99	\$748,750	1 in 12
125,000	One (1) order of Half Moon Cheesy Bread	Valid online/mobile only. Expires Dec 15/2017. Must purchase a minimum of \$9.99 (before tax and delivery) to redeem. One coupon per order.	\$4.99	\$623,750	1 in 12
125,000	Three (3) cans of 355 ml Coke®	Valid online/mobile only. Expires Dec 15/2017. Must purchase a minimum of \$9.99 (before tax and delivery) to redeem. One coupon per order.	\$2.99	\$373,750	1 in 12
50,000	One (1) free Cheese Slice	Valid walk in only. Expires Dec 15/2017. One coupon per order.	\$3.25	\$162,500	1 in 30
50,000	One (1) free Pepperoni Slice	Valid walk in only. Expires Dec 15/2017. One coupon per order.	\$3.25	\$162,500	1 in 30
100,000	One (1) Buy 1 Slice, Get 1 Free (of equal or lesser value) Coupon	Valid walk in only. Expires Dec 15/2017. One coupon per order.	\$3.25	\$325,000	1 in 15
50,000	One (1) free can of 355 ml Coke®	Valid walk in only. Expires Dec 15/2017. One coupon per order.	\$1.25	\$62,500	1 in 30
50,000	One (1) free small bag of chips	Valid walk in only. Expires Dec 15/2017. One coupon per order.	\$0.99	\$49,500	1 in 30
50,000	One (1) free Individual order of Fries	Valid walk in only. Expires Dec 15/2017. One coupon per order.	\$1.69	\$84,500	1 in 30
50,000	One (1) free Individual order of Onion Rings	Valid walk in only. Expires Dec 15/2017. One coupon per order.	\$1.69	\$84,500	1 in 30

The total approximate retail value ("ARV") of all prizes to be won is \$3,502,839.50 CAD.

### **2017 Hyundai Elantra Prize Description:**

There are five (5) vehicle prizes “Vehicle Prizes” available to be won. Each winner of a Vehicle Prize will receive: one (1) 2017 Model Year Hyundai Elantra LE with Automatic Transmission, 4-door sedan with air conditioning and power windows/locks.

The MSRP for the prize is approximately \$18,618 CAD.

The interior and exterior colours of the Vehicle Prize will be selected at the sole discretion of the Contest Sponsors (as defined below).

\$1705 CAD (delivery + destination) + license + total hst on the Vehicle Prize is to be paid by winner.

Prize winner must be in possession of a valid unencumbered driver's license in the Province within which s/he resides and hold a valid automobile insurance policy in the Province within which s/he resides. Prize winner will be solely responsible for all car title, license and registration fees, freight, delivery, dealer prep, additional equipment/options, insurance, gasoline, vehicle maintenance, emissions inspections, and all other expenses on the receipt and use of the Vehicle Prize that are not specifically included above.

Prize winner must provide proof of valid insurance and a valid driver's license to take delivery of the Vehicle Prize and must take delivery of Vehicle Prize at an authorized Hyundai dealership as determined by Contest Sponsors within ninety (90) days of prize award. The MSRP of the prize set forth above represents Contest Sponsors' good faith determination of the actual fair market value and, as ultimately determined by Contest Sponsors, is final and binding and cannot be challenged or appealed. In the event a stated MSRP is more than the actual fair market value, the difference will not be awarded in cash or otherwise.

### **Cuba Trip for Two (2) Prize Description:**

There are fifty (50) trip prizes (“Trip Prizes”) available to be won. Each winner of a Trip Prize (“Trip Winner”) will receive: round-trip economy airfare for two (2) people departing from the international Canadian airport closest to the winner's residence to a beach destination in Cuba (as selected by Sponsor in its sole and absolute discretion) and seven (7) nights staying at standard hotel accommodation (one room, double occupancy; room and tax only), at a four star hotel or better, including all drinks and meals consumed at the hotel, all courtesy of [redtag.ca](http://redtag.ca). The ARV of the Trip Prize is [\$3,500] based on a Toronto departure example. NOTE: Winner and guest must each pay \$200 per person in taxes and fees.

Medical insurance is mandatory when travelling to Cuba and must be purchased prior to departure, and is not included in the Trip Prize. Non-stop flights are not guaranteed. If Trip Winner elects to partake in any or all portions of his/her Trip Prize without a guest, the Trip Prize will be awarded to Trip Winner, and any remainder of the Trip Prize not awarded will be forfeited and shall not be subject to further or alternative compensation. All elements of the Trip Prize must be redeemed at the same time, and no changes will

be permitted after confirmation of Trip Prize redemption. If Trip Winner is between the ages of eighteen (18) and twenty-one (21), he/she must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the hotel. Specific travel dates and arrangements are subject to availability, air travel, holiday, blackout dates, and other prize and travel restrictions. Trip must be completed within one (1) year from the Contest Closing Date otherwise Trip Prize will be forfeited in its entirety.

Reservations are subject to availability. Trip must be booked at least twenty-one (21) days prior to intended departure date. Travel dates are subject to prize suppliers' and Contest Sponsors' availability and approval. ARV of Trip Prize may vary depending upon the points of departure, ground transportation to and from the departure airport, and/or airline fare fluctuations; any difference between stated ARV and final ARV of Prize will not be awarded. Trip Prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, unspecified ground transportation, phone calls, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the Trip Prize and all such expenses are the sole responsibility of Trip Winner and his/her guest. Trip Winner is responsible for applicable baggage charges. Once issued, tickets are non-transferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Travel arrangements must be made through Sponsor and RedTag. The winner and his/her travel guests must each have proof of valid travel documents prior to ticketing that will enable them to travel to the destination at the intended time. The winner and his/her travel guests must be Canadian residents to qualify for the Prize. The winner and his/her travel guests must travel on the same itinerary. The winner and his/her travel guests must have the right to enter destination. A minimum of one person, either the Trip Winner or one of the travel guests, must hold a valid credit card to cover any incidentals or any other requirement that may be required at the hotel upon check-in.

### **50" Samsung Television Prize Description:**

Samsung 50" Television: Full HD Flat Smart TV M5300 Series 5. ARV: \$799.99 CAD.

### **HOW TO REDEEM PRIZES:**

#### **To redeem Grand, First, Second, Third and Fourth Prizes:**

All vehicle, trip, television and cash prize winners must call 1-800-265-9762 ext 352. You will be asked to send the original winning "Crack the Cardboard" strip (no copies) for verification, along with a completed and signed Liability and Release form (in case of Trip Prize, release forms must be signed and returned by Winner and the participating Guest). Other documentation, such as proof of license and insurance, may also be required. Tampered or torn winning strips will not be accepted. 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 sent by e-mail or regular mail and must be returned by the deadlines stipulated by the Contest Sponsors, otherwise prize will be forfeited. See “General Rules” below for more redemption requirements.

**To redeem food prizes:**

All dipping sauce, bags of brownies, jalapeno poppers, half moon cheesy bread and three (3) cans of Coke®, may be redeemed by placing an order online at [www.pizzapizza.ca](http://www.pizzapizza.ca) or through the Pizza Pizza mobile apps and entering the coupon code on the winning strip. Food prizes valid until December 15, 2017. Minimum order of \$9.99 before taxes and delivery to redeem any of the above food prizes. Not redeemable for cash. No refunds, exchanges or time extensions. Not valid in conjunction with any other offer, coupon or other prize redemption. One-time use only. All cheese slices, pepperoni slices, buy 1 slice get 1 free coupons, can of Coke®, small bag of chips, individual fries and individual onion rings may be redeemed in participating restaurants by submitting the original winning prize strip. Food prizes valid until December 15, 2017. Not valid in conjunction with any other offer or coupon. One-time use only. Winning tear strips may not be resold.

**GENERAL RULES:**

1. The Contest is open to all Ontario, Manitoba and Saskatchewan residents who are 18+ and Nova Scotia residents who are 19+, 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 their respective affiliates, agents, suppliers, and distributors.
2. Prizes are not transferable and must be accepted as awarded with no prize substitutions, whether in cash or otherwise, except that the Contest Sponsors 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 Official Contest Rules and must have reached the age of majority in their jurisdiction of residence.
3. By entering this Contest, you acknowledge having read these Official Contest Rules and agree to be bound by them, and the decisions of the Contest Sponsors which are final and binding with respect to all aspects of the Contest.
4. The Contest Sponsors and prize suppliers 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 “Crack the Cardboard” boxes is potentially greater than the number of prizes indicated in these Official Contest 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 Sponsors shall have no obligation to distribute more prizes than as indicated in these Official Contest Rules. Any decision or ruling by Contest Sponsors in this regard is final, binding and without appeal.

5. None of the Contest Sponsors, prize suppliers, their respective affiliates, agents, suppliers, distributors, employees, director, officers, agents or representatives 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 Sponsors are not responsible for lost, late, stolen, illegible, incomplete, mutilated, misdirected or postage-due requests or prize claims.
6. Each prize claimant must correctly answer a 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 confirming compliance with these Official Contest Rules and containing a release of liability of the Contest Sponsors and prize suppliers, and all of their respective directors, officers, employees, agents and representatives. Without limitation, Contest Sponsors reserves the right to administer a skill-testing question as it deems appropriate to address disability issues. Contest Sponsors' rulings are final, binding and without appeal in all matters related to the Contest and the awarding of prizes.
7. "Crack the Cardboard" boxes obtained through unauthorized sources or which are incomplete, mutilated, altered, illegible, reproduced, forged, counterfeited or irregular in any way, are automatically void. Redemption of "Crack the Cardboard" tear strips is the sole responsibility of the individual seeking verification. Contest Sponsors are not responsible for any lost, stolen or damaged "Crack the Cardboard" boxes. Pizza Pizza franchisees, corporate stores and their respective employees are not allowed to submit "Crack the Cardboard" tear strips for prizes on behalf of a potential winner.
8. By redeeming the "Crack the Cardboard" tear strip, each participant consents to the use of his/her name, image, photograph, likeness, voice and city of residence by the Contest Sponsors and/or prize suppliers for any and all publicity purposes, commercial or otherwise, in all media, in connection with this Contest without further compensation or notice.
9. By participating in this Contest, participants release the Contest Sponsors, the prize suppliers and each of their respective affiliates, agents, suppliers, distributors, employees, directors, officers, agents and representatives 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 Sponsors and prize suppliers, 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. Contest is subject to applicable Federal, Provincial and Municipal Laws and Regulations. Void where prohibited.
11. Unless participants otherwise consent, the personal information gathered about participants in the course of this Contest will be used solely by the Contest Sponsors, the prize suppliers, and their authorized agents, for the administration of this Contest and prize fulfillment.

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