



## M&M Meat Shops Fall Truckload Sale Sweepstakes 2010 OFFICIAL RULES & REGULATIONS

Win a 7-piece oven-to-table Gordon Ramsay tableware set plus a 45-piece set of Vera Wang Flatware (the "Prize"). Draw will be held in Kitchener, Ontario on Wednesday, September 22, 2010 at approximately 1:00 p.m. EST.

No purchase of any kind is necessary to enter or win. Void where prohibited by law. Entry into this Sweepstakes constitutes your acceptance of these official rules and regulations.

### WHO MAY ENTER

To be eligible for this Sweepstakes, an individual must:

- be a legal resident of any Province or Territory of Canada; and
- be of the age of majority in his/her province or territory of residence or older at time of entry; and
- not be employed by M&M Meat Shops Ltd. ("Sponsor"), its affiliate companies, subsidiaries, advertising and promotion agencies, or judges (collectively "Sweepstakes Parties") at any time during the Sweepstakes Period, and members of their immediate family or persons living in the same household, are not eligible.

### SWEEPSTAKES PERIOD

The Sweepstakes begins Friday, August 20, 2010 and closes at 11:59 p.m. EST on Thursday, September 16, 2010.

### HOW TO ENTER:

M&M MAX card numbers can be obtained without charge at any M&M Meat Shops location in Canada. There are two ways to enter the contest.

**Option 1.** By using your M&M MAX card at participating M&M Meat Shops stores between Friday, August 20, 2010 and Thursday, September 16, 2010 your purchase will automatically register one contest entry ballot for the Prize in the draw to be held for that particular store. Gift Card only purchases are not automatically entered. Maximum one entry per transaction, per day, per household.

**Option 2.** Submit a 'no purchase' entry by sending your complete name, address and home telephone number (include area code) and M&M MAX card number (if available) to M&M Meat Shops Head Office "Fall Truckload Sweepstakes 2010", P.O. Box 2488 STN C, Kitchener, Ontario N2H 6M3.

Limit of one "no purchase" entry per envelope with sufficient postage. To be eligible to win, mail-in entries must be postmarked by Thursday, September 16, 2010 and received by 12:00pm EST Wednesday, September 22, 2010. No photocopied or mechanically reproduced entries will be accepted. M&M Meat Shops Ltd., its franchisees and affiliates will not be responsible for lost, stolen, misdirected, late, damaged, illegible, incomplete, delayed or postage-due entries. Mail-in entries will be assigned to the store closest to the postal code identified on the entry.

All entries become the property of the Sponsor and will not be returned. All entrants must meet the eligibility requirements set forth in these rules in order to qualify for the Prize.

### PRIZE

There will be four hundred and sixty-seven (467) prizes of a 7-piece oven-to-table Gordon Ramsay tableware set plus a 45-piece set of Vera Wang Flatware awarded Wednesday, September 22, 2010. Only one Prize will be awarded from each participating store.

Prizes will be awarded from electronic ballots received from each participating M&M Meat Shops location and mail-in entrants residing in their respective store region. The odds of winning will depend upon the actual number of entries received as of the Sweepstakes closing date.

No substitutions will be allowed unless M&M Meat Shops Ltd., in its sole discretion, substitutes any prize or component of a prize with a prize or prize component of equivalent kind or value for any reason whatsoever. The Prize is non-transferable, with no cash redemption or equivalent. All federal, provincial and local laws and regulations apply. The Sponsor shall only be responsible for awarding the Prize as stated in these official rules. The Sponsor expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the Prize.

### **WINNER SELECTION**

There will be one (1) winner selected from each participating store in a random drawing in Kitchener, Ontario by the Sweepstakes Judges at M&M Meat Shops Ltd. Head Office at approximately 1:00 p.m. EST Wednesday, September 22, 2010 from among all eligible entries received.

The winner will be notified by mail, email and/or by telephone. Decisions of judges are final. No correspondence will be entered into except with the selected winner.

As a condition of winning the Prize, the winner must:

- 1) Correctly answer a skill-testing question and;
- 2) Complete, sign and return an affidavit of eligibility and liability and publicity release, where permitted by law within fifteen (15) days of receipt of prize notification or prize will be forfeited and an alternate winner will be selected.

Each winner's name may be posted in the M&M Meat Shops store where the eligible purchases were made and each prize will be available for pick up at such M&M Meat Shops store

### **CLAIMING THE PRIZE**

By accepting the Prize, the winner consents to the M&M Meat Shops' use of his/her name, photograph and/or likeness, City and Province of residence, voice, and statements made by or attributed to him/her, in perpetuity, in any and all media now known or hereafter developed (including, without limitation, print, broadcast and internet), for all legitimate business purposes including advertising and promotional activities without additional compensation, unless prohibited by law.

The Prize will be sent for pick-up to the M&M Meat Shops store as chosen by the winner. Prior to claiming the Prize, the winner must sign a confirmation of prize receipt form as administered by an M&M Meat Shops Store employee. The winner may be asked to present photo identification as verification to claim his/her prize. Upon delivery of the Prize to the winner, M&M Meat Shops Ltd. will be deemed to have awarded the Prize to the winner with the winner assuming full responsibility for the Prize. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return to M&M Meat Shop Ltd. his/her prize. In the event there is a dispute of the entrant's identity (in the case of participation via internet), the Prize will be awarded to the established email account associated with the entry.

If any of the selected entrants cannot be contacted by phone after 3 attempts over 15 days, fails to answer the skill-testing question correctly, or declines to sign the declaration and release form within 15 days of notification, another entry will be drawn.

### **INDEMNIFICATION BY ENTRANT**

By participating in this Sweepstakes, entrants agree to release and hold harmless Sweepstakes Parties and each of their respective parent companies, affiliates, subsidiaries, officers, directors, representatives, agents and employees, from any injuries, loss or damage of any kind to the entrant, Releasees or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this Sweepstakes, any breach of these Sweepstakes Rules, or in any prize-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the Sweepstakes, without limitation.

### **LIMITATION OF LIABILITY**

M&M Meat Shops Ltd. assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure, or for any problems or technical malfunction of any telephone network or lines, or

computer transmission during the promotional period. M&M Meat Shops Ltd. reserves the right to seek remedies and damages to the fullest extent of the law.

M&M Meat Shops Ltd. reserves the right to correct any typographical, printing, computer programming or operator errors that may appear.

By participating, entrants agree to abide by and be bound by these Official Rules & Regulations and the decisions of the judges, which shall be final and binding with respect to all issues relating to this Sweepstakes. It is your responsibility to ensure that you have complied with all of the conditions contained in the Official Rules & Regulations.

#### **PRIVACY/USE OF PERSONAL INFORMATION**

When you participate, we may collect your name, address, phone number and email address. We use this information to administer your participation in the Sweepstakes. At the time you are entering the Sweepstakes, we may ask your permission to send you future marketing information from M&M Meat Shops Ltd. If you wish to later opt-out of these emails, you can do so by checking the unsubscribe button on the email or go to [www.mmmeatshops.com](http://www.mmmeatshops.com).

We want to assure you that M&M Meat Shops Ltd. is dedicated to protecting your privacy. You can contact us or otherwise communicate your privacy concerns by emailing us at [C-6@mmms.ca](mailto:C-6@mmms.ca). The winner's name, city and province information may be posted on the Meat Shops website upon receiving confirmation of winner accepting his/her prize.

#### **TERMINATION**

If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, the Sponsor reserves the right, at its sole discretion, and as permitted by law to cancel, terminate, modify or suspend the Sweepstakes and select the winner(s) from among all eligible entries prior to the cancellation, subject to the approval of the Régie des alcools, des courses et des jeux in the Province of Quebec.

In the Province of Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux 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.

There will be four hundred and sixty seven (467) Prizes awarded in this draw, with an approximate retail value of \$399.00 each. Total value for all 467 prizes is approximately \$186,333.00.

**Contest Closing Date: Thursday, September 16, 2010**