

SHOPPERS DRUG MART SHOPPING SPREE

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID IN THE PROVINCE OF QUEBEC AND WHERE PROHIBITED.

By participating, you (“entrant” or “you”) agree to abide by and be bound by these Official Rules and the decisions of Shoppers Drug Mart located at 243 Consumers Road, Toronto, Ontario M2J 4W8 (the “Sponsor”) and/or Ventura Associates International, LLC, located at 494 Eighth Avenue, New York, NY 10001 (the “Administrator”), which are final and binding in all respects and not subject to appeal.

1. SHOPPING SPREE PERIOD: The Shoppers Drug Mart Shopping Spree (the “Shopping Spree”) begins at 12:00:00 a.m. (midnight) Eastern Time (ET) on November 27, 2017 and ends at 11:59:59 p.m. ET on December 8, 2017 (the “Shopping Spree Period”). The sole determinant of time for the purposes of receipt of a valid entry in the Shopping Spree will be Sponsor’s clock.

2. ELIGIBILITY: The Shopping Spree is open only to legal residents of Canada (excluding Quebec), who are physically located in Canada and who are over the age of majority in the province or territory in which they live at the time of entry. The following persons are not eligible to enter or win: officers, directors, or employees of Sponsor, or Administrator; their respective parent, subsidiary or affiliated companies; or the advertising, promotional or fulfillment agencies of any of them (collectively, the “Shopping Spree Entities”); nor members of their households or immediate families (defined as parents, children, siblings, step-parents, step-children, step-siblings and their spouses).

3. HOW TO ENTER: You may enter this Shopping Spree in one (1) of two (2) ways described below.

(a) SMS TEXT ENTRY: You may enter this Shopping Spree, by sending on your cell phone (“Cell”) the keyword as advertised as an SMS text message to the SMS shortcode 736898 (“**SMS Entry**”). SMS Entrants will receive one (1) confirmation SMS text message on their Cell per each Entry. All Cell entrants must have a text messaging two-way capable phone and digital and SMS service in order to enter the Shopping Spree using the text messaging method. Standard carrier-messaging and data charges may apply to each text message sent and received. Text **STOP** to stop. Text **HELP** for help. Text messaging may not be available in all areas. **By**

entering via SMS Entry you grant to Administrator your consent to call your Cell should you be selected a potential winner.

(b) EMAIL ENTRY: You may enter by sending an email with your full name, address, daytime phone number and date of birth to SDMShoppingSpree@sweepspros.com, with a subject title "Shopping Spree entry" ("**Email Entry**").

"Entry" shall mean and refer to each SMS Entry or Email Entry.

All Entries become property of Sponsor and will not be returned. Limit one (1) Entry per person per day during the Shopping Spree Period, regardless of Cell/email address used. If a dispute arises regarding who submitted an Entry, the Entry will be deemed to be submitted by the authorized account holder of the Cell/email address provided at time of Entry. Authorized account holder is defined as the natural person who is assigned to a Cell number by a cellular carrier, or email address by an Internet access provider, online service provider, or other organization responsible for assigning Cell numbers/email addresses for the domain associated with the submitted Cell/email address.

For purposes of these Official Rules, all times and days are Eastern Time. Normal Internet access and usage charges imposed by your on-line service will apply. It is your sole responsibility to notify the Administrator if you change your email address or Cell phone number.

4. PRIZES ("Prizes") AND APPROXIMATE RETAIL VALUE ("ARV"): **All Prize values are in Canadian dollars.** Twenty (20) Prizes are available to be won. Each winner ("Winner") receives one (1) Shoppers Drug Mart gift card (collectively, the "Prize"). ARV of each Prize: \$250 CDN. Total ARV of all Prizes: \$5,000 CDN. Winning a Prize is contingent on compliance with these Official Rules and, in particular, the Prize claim conditions set out in Rule 6 below. All terms and conditions of the gift card apply. Limit one (1) Prize per person per household.

Usage of gift card is subject to Shoppers Drug Mart gift card terms and conditions. Prizes are not redeemable for cash or transferable, and must be accepted as awarded. No substitution of any prize (or portion thereof) allowed except, at Sponsor's sole discretion, a Prize of equal or greater value may be substituted. Sponsor will not replace any lost, mutilated or stolen Prizes. Prize elements may not be separated. Prizes cannot be used in conjunction with any other offer. No more than the stated number of Prizes will be awarded. Winners are responsible for any additional costs

and expenses associated with Prize acceptance, including but not limited to applicable provincial, local and sales taxes. If the actual value of a Prize is less than the stated ARV in these Official Rules or in any Shopping Spree-related correspondence or materials, the difference will not be awarded. Any depiction of a Prize is for illustrative purposes only and may not reflect actual Prize won.

5. PROCEDURES AND ODDS OF WINNING: On or about December 11, 2017 ("Drawing Date"), in a random drawing, Administrator will select the potential Winners from among all those eligible entries received during the applicable Shopping Spree Period. Odds of winning a Prize depend on the total number of eligible entries received during the Shopping Spree Period.

6. HOW TO CLAIM YOUR PRIZE: All potential Winners are subject to verification and participant's full compliance with these Official Rules before any Prize will be awarded. On or about one (1) business day following the Drawing Date, the potential Winners will be notified via telephone (at the Cell number s/he entered with) or email, as applicable, to obtain an email address and mailing address (if Entry was accomplished by Cell) as well as any additional required information or responses. All potential Winners will be required to answer correctly a time limited mathematical skill testing question without assistance of any kind whether mechanical or otherwise to be declared a Winner and be eligible to collect the Prize. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate Winner may result from any of the following: (a) a potential Winner's failure to respond to Cell or email notification within two (2) days after transmission; (b) the return of an email notification as undeliverable; (c) the return of any other notification as undeliverable; (d) a potential Winner's failure to provide Sponsor with satisfactory proof of age, identity and residency, if required; (e) a potential Winner's failure to correctly answer the time limited mathematical skill testing question; (f) a potential Winner's failure to provide Administrator with satisfactory proof that he/she is the authorized account holder of the Cell or email address associated with the winning entry, if required; (g) a potential Winner's failure to provide any required additional information upon Administrator's request; (h) a potential Winner's failure to execute and return any required forms within two (2) days after transmission; and/or (i) any other non-compliance with these Official Rules. In the event of any Prize forfeiture by a potential Winner, the Sponsor may, in its sole discretion, award or not award the forfeited Prize to an alternate potential Winner who will be subject to disqualification in the same manner. Prizes will only be delivered to verified Winners.

7. PRIVACY POLICY AND PERSONAL INFORMATION: Personal information provided by you in connection with this Shopping Spree is subject to Sponsor's privacy policy located at <http://corporate.shoppersdrugmart.ca/en-ca/privacy-policy.aspx>. If you are selected as a Winner, your first name and last initial may also be included in a publicly available Winners list. Participation in the Shopping Spree constitutes consent to the transfer of personal information to the United States for purposes of administration of the Shopping Spree and for such other purposes as you may consent. To the full extent permitted by law, each Winner, by acceptance of a Prize, grants to Sponsor, the other Shopping Spree Entities, and each of their respective designees the absolute right and license to use, publish, post, and/or display his/her name, address (city and province of residence), photograph, voice, likeness, and/or other indicia of persona (regardless of whether altered, changed, modified, edited, used alone, or used with other material in the Shopping Spree Entities' sole discretion) in any and all media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation or consideration, notification or permission, unless prohibited by law. The Winners may be required to sign a document to this effect.

You may have the opportunity to consent to receive emails, text messages or other electronic communications from Sponsor about its products, services and promotions. Your choice whether or not to receive such communications will not affect your chances of winning. You may opt out at any time.

The personal information provided by you will be maintained on servers in the United States for purposes of administration of the Shopping Spree and for such other purposes as you may consent, and will therefore also be subject to the laws of the United States.

8. RELEASES: By participating in this Shopping Spree, you agree to release, indemnify, and hold harmless the Shopping Spree Entities from any and all liability, loss, or damage incurred with respect to participating in the Shopping Spree or the awarding, receipt, possession, and/or use or misuse of a Prize. Without limiting the generality of the foregoing, neither the Shopping Spree Entities, nor any of their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") are responsible for: (a) entries from persons who are ineligible according to these Official Rules; (b) entries that are altered, delayed, deleted, destroyed, forged, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, late, lost,

misrouted, multiple, non-delivered, garbled, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Official Rules; (c) lost, interrupted or unavailable networks, servers, satellites, websites, or other connection, availability, or accessibility problems arising in connection with or over the course of the Shopping Spree; (d) failure of personal computers and/or software and hardware configurations, any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other errors in connection with the administration of the Shopping Spree, the processing of entries, or the offering or announcement of the Prizes or in any Prize notification documents; (e) any other errors of any kind relating to or in connection with the Shopping Spree, whether human, mechanical, clerical, electronic, or technical in nature; (f) the incorrect or inaccurate capture of information, or the failure to capture any information in connection with the Shopping Spree; or (g) damage to a user's system occasioned by participation in this Shopping Spree or downloading any information necessary to participate in this Shopping Spree; even if caused by the negligence of any of the Releasees.

9. LIMITATIONS/RIGHT TO TERMINATE OR AMEND: Entrants who have not complied with these Official Rules are subject to disqualification and their Entries will be void. Sponsor reserves the right to disqualify any entrant's registration in the Shopping Spree if Sponsor determines or suspects that the entrant has attempted to undermine the legitimate operation of the Shopping Spree by cheating, hacking, deception, or other fraudulent, deceptive, or unfair playing practices. Sponsor reserves the right to cancel, modify, amend or suspend the Shopping Spree at any time if fraud, technical failures, or any other errors or other causes corrupt the administration, security, integrity, or proper play of the Shopping Spree. In the event of cancellation, Sponsor reserves the right to select the Winners from among all eligible entries received up to the time of such cancellation, in a manner determined by Sponsor to be fair, appropriate, and consistent with these Official Rules. 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. The Shopping Spree Entities do not warrant that access to the Email Entry will be uninterrupted.

10. GENERAL: Void in Quebec and wherever else prohibited. Subject to all applicable provincial, territorial, local and municipal laws and regulations. The Shopping Spree Entities' failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event of any conflict with any Swe details

contained in these Official Rules and Shopping Spree details contained in Shopping Spree-related materials, these Official Rules shall prevail. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. **ANY ATTEMPT BY AN ENTRANT OR OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SHOPPING SPREE IS A VIOLATION OF LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL, TO THE FULLEST EXTENT PERMITTED BY LAW.**

11. OFFICIAL RULES & WINNERS' LIST: For the first name and last initial of each Winner (available after February 28, 2018 and before March 31, 2018) and/or Official Rules (by December 8, 2017), send your request to: Shoppers Drug Mart Shopping Spree, Winner/Official Rules, c/o Ventura Associates, 494 Eighth Avenue, Ref: WG, Suite 1700, New York, NY 10001. A copy of the Official Rules may also be obtained by printing this web page.

All marks herein are the property of their respective owners.