

Pinty's Epic Wingman Weekend Contest Official Rules and Regulations

The Pinty's Epic Wingman Weekend Contest is intended only for residents of Canada (excluding residents of the province of Quebec) who have reached the age of majority in the province/territory in which they reside at the time of entry. This Contest will be interpreted according to federal and provincial law. Pinty's Delicious Foods Inc. (hereafter referred to as the "Sponsor") will conduct the Contest.

1. Contest Period

The Pinty's Epic Wingman Weekend Contest (hereafter referred to as the "Contest") begins on October 8, 2016 at 12:00:01 AM ET and concludes November 20, 2016 at 11:59:59 PM ET, the Contest Closing Date (hereafter referred to as the "Contest Closing Date").

2. Eligibility

Employees, officers, and directors (and immediate family members and members of the same household of such persons whether related or not) of Pinty's Delicious Foods Inc., NASCAR, Inc., Sprint, Comcast Cable Communications, LLC, Daytona International Speedway, LLC, their respective parent and affiliates, and each of their respective employees, shareholders, officers, members, successors, assigns agents, advertising or promotional agencies, and the independent contest organization are not eligible to enter the Contest. For these Official Rules, "immediate family" means mother, father, sister, brother, son, daughter and spouse, including common law spouse, regardless of where they reside. Entries may be made only by the original, manual keystrokes of the individual entrant without assistance of any kind including mechanical, form filling, other software or robotic assistance

3. How to Enter For A Chance to Win the Grand Prize

NO PURCHASE NECESSARY. To register and receive one (1) entry into the Contest, visit www.pintywingman.com and complete the online entry form with your full name, province, daytime telephone number, email address, read and accept the Official Rules; indicate if you would like to start receiving future e-mail updates, and communications from the Sponsor (not mandatory for entry); and select "Submit". Upon receipt you will receive a "Thank you for entering" message.

Limit one (1) Contest registration per person regardless of the name, email address, or telephone numbers provided. Any person who is found to have registered for the Contest with more than one (1) e-mail address will be disqualified and all entries received from any such person will be disqualified. Once registered, a registrant may return each day during the Contest Period and enter again with their email address to receive one (1) additional Contest entry.

4. How To Enter For A Chance To Win a Weekly Prize

NO PURCHASE NECESSARY. Each week during the contest period, you can enter on Twitter for a chance to win a Weekly Prize. To enter, Tweet a photo of yourself with a Pinty's product to @Pintysfood and include the hashtag #PintysWingman. The Hashtag must be included in order to be eligible for entry into a Weekly Prize Draw. There will be six Weeks are defined as follows:

Week	Entry opens at 12:00am ET on the following start dates:	Entry closes at 11:59pm ET on the following end dates:	Winner Selection Date
1	Sat, Oct 8	Sun, Oct 16	Mon, Oct 17
2	Mon, Oct 17	Sun, Oct 23	Mon, Oct 24
3	Mon, Oct 24	Sun, Oct 30	Mon, Oct 31
4	Mon, Oct 31	Sun, Nov 6	Mon, Nov 7
5	Mon, Nov 7	Sun, Nov 13	Mon, Nov 14
6	Mon, Nov 14	Sun, Nov 20	Mon, Nov 21

Limited of one (1) entry per person, per day during each Week. If it is discovered that you attempted to enter more than once a day during the Contest Period, then all of your entries in this Contest may be disqualified. Multiple entries during the Contest Period by the same person using any device or method to enter multiple times or as multiple Contestants will result in disqualification. By entering this Contest, you agree to be bound by the decisions of the Contest Sponsor, which are final and binding, without right of appeal with respect to all matters relating to the Contest.

5. Prizes

GRAND PRIZE: There will be one (1) Grand Prize available to be won consisting of a trip for the winner and one (1) travelling companion to attend the NASCAR Sprint Cup Series™, DAYTONA 500 and NASCAR XFINITY Series™, PowerShares QQQ 300 races conducted at Daytona International Speedway, Daytona Beach, Florida on February 25th and 26th, 2017. Trip includes round trip economy air fare for two (2) from an International Canadian airport closest to the winner's place of residence in Canada to Daytona, Florida, three (3) nights double occupancy accommodation at hotel chosen by the Sponsor, three (3) day car rental as chosen by the Sponsor, suite access for both races, access to pre-race ceremonies and one thousand (\$1,000) CDN spending money. The approximate retail value of the Grand Prize is \$11,000 CDN. The execution of additional releases and/or waivers of liability required by Daytona International Speedway, LLC and/or any other applicable sanctioning body or prize provider may also be required and returned within the time period specified by such entities, as appropriate.

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) the Grand Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsors' option); (ii) all

travel related to the Grand Prize must occur on the dates specified February 25th and 26th, 2017; (iii) the Grand Prize winner and his/her travel companion must: (a) travel on same itinerary; and (b) have all necessary documentation to permit travel to the United States of America and must have no legal impediment to enter the United States of America; (iv) Sponsor reserves the right at any time to substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (v) all travel arrangements relating to the Grand Prize must be made through the Sponsor or their designated agents; (vi) by accepting the Grand Prize, the winner agrees to waive all recourse against the Released Parties (defined below) if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part; (viii) all airline tickets are subject to availability at the time of booking; and (ix) neither the Released Parties, Sponsor nor any of its prize suppliers will replace any lost or stolen tickets.

WEEKLY PRIZE: There will be six (6) Secondary Prizes of one (1) Pinty's Free product coupon (ARV \$15.00), redeemable at any grocery store carrying Pinty's products. This coupon will be mailed to the Weekly Prize Winner.

6. Grand Prize Winner Selection

On Wednesday November 30, 2016 in Scarborough, Ontario at 12 p.m. ET, one (1) eligible entrant will be selected by random draw from among all eligible Entries received during the Contest Period in accordance with these Rules. The odds of winning the Grand Prize will depend on the number of eligible Entries received during the Contest Period.

The Sponsor or its designated representative will make a minimum of two (2) attempts to contact the selected entrant (using the information provided at the time of entry) within ten (10) business days of the Draw Date. If a selected entrant cannot be contacted within ten (10) business days of the Draw Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves its right, in their sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries (in which case the foregoing provisions of this section shall apply to such newly selected entrant, with the necessary amendments).

BEFORE BEING DECLARED A CONFIRMED PRIZE WINNER, the selected entrant will be required to correctly answer a mathematical skill-testing question without mechanical or other aid. The Grand Prize Winner and his/her travelling companion will be required to sign and return within ten (10) business days of notification the Sponsor's declaration and release form, which confirms compliance with these Rules, acknowledges acceptance of the applicable Prize (as awarded), releases the Released Parties (defined below) from any and all liability in connection with this Contest, agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice

or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. The Grand Prize winner's travelling companion must be over the age of majority and must travel on the same itinerary as the Grand Prize winner.

7. Weekly Prize Winner Selection

Each Week during the contest Period, one (1) Weekly Prize Winner shall be selected as follows:

- a) During the Contest Period beginning on Saturday, October 8, 2016 and ending on Sunday, November 20, 2016, in Toronto, Ontario, one (1) entrant will be selected by a random draw from all eligible entries received during the prior Week. Each winner of the Weekly Prize draw will receive one (1) Pinty's Free product coupon (ARV \$15.00), redeemable at any grocery store carrying Pinty's products.
- b) The selected entrants for the Weekly Prize Draw will be notified by private Twitter message no later than 5:00pm ET on the Monday they have been selected and must respond within three (3) business days of notification.
- c) Before being declared a Weekly Prize Winner, the selected entrants will be required to acknowledge by phone, via email or in writing his or her receipt of notification of eligibility for prize and correctly answer a time limited mathematical skill-testing question. If no acknowledgement of the notification is received within three (3) business days of notification, or the selected entrant does not meet the contest conditions, the prize will be forfeited and will be awarded to an alternate winner in a random draw selected from the remaining eligible entries. The process will be repeated as necessary until a winner is declared. The Sponsor will not be responsible for any failed attempts to reach a selected entrant.

8. GENERAL CONDITIONS:

All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the official Contest rules and regulations may be disqualified by the Sponsor. The Released Parties will not be responsible for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for any problems or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the internet or at any website and assumes no liability for damage to entrant's or any person's computer resulting from participating in the Contest. The Released Parties are not responsible for any errors or omissions in printing or advertising this Contest. All entries become the property of the Sponsor and will not be returned. All entries made by robotic or other automated means will be disqualified.

By entering this Contest, entrants release and hold harmless the Sponsor, its affiliated companies, advertising and promotional agencies and the Contest judge(s), NASCAR, Inc., Sprint, Comcast Cable Communications, LLC, Daytona International Speedway, LLC, and their respective parent, affiliates, limited liability and subsidiaries, and each of their respective shareholders, directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns, and the city of Daytona collectively the "Released Parties" from any liability in connection with this Contest or, if declared a winner, the prize. By accepting a prize, winner consents to the use of their name, place of residence, voice, statements, photographs or other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.

This Contest will be run in accordance with these Official Contest rules and regulations, subject to amendment by Sponsor. Contest entrants must comply with these rules, and will be deemed to have received and understood the rules by participating in the Contest. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.

The Released Parties assume no responsibility for failure of the Internet or the Website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Sponsor reserves the right, to cancel, amend or suspend this Contest should a virus, bug or other cause beyond its reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest' server machine(s).

The personal information collected from each entrant in the course of the Contest will be used for the purposes of contacting selected prize entrants and administering the Contest. The Sponsor reserves the right to reproduce, publicize and broadcast the winner's name, address, likeness and voice and the fact that he/she won the Contest and all matters incidental thereto, without compensation, in any advertising or publicity.

Sponsor will collect, use and disclose the personal information that you provide on the entry form for the purpose of administering this Contest and prize fulfillment. Your personal information will not be used or disclosed for any other purpose without your consent whether on the entry form or otherwise. Please see Privacy Policy at http://www.pintys.com/site_Files/Content/privacy.pdf for information about how we manage your personal information. Entrants information will be shared with Daytona International Speedway, LLC and will be subject to their respective privacy policies. Please see Privacy Policy at <http://www.daytonainternationalspeedway.com/About/Privacy-Policy.aspx>

The eligible Prize Winner agrees to cooperate in any investigations by or on behalf of Sponsor to confirm their eligibility and to help ensure that the use of any such potential winner and/or their photo in advertising or publicity for the Contest will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Sponsor as determined by the Sponsor in its sole discretion.

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This contest is in no way sponsored, endorsed or administered by, or associated with, any social media platform on which the Contest may have been promoted and/or publicized, including but not limited to Instagram, Twitter and/or Facebook. Any questions, comments or complaints regarding the Contest must be directed to Pinty's, and not to Facebook, Instagram and/or Twitter.

*Open to residents of Canada over the age of majority (excluding residents of Quebec). Contest begins on October 8, 2016 at 12:01 AM ET and concludes November 20, 2016 at 11:59 PM ET.

Potential winner will be randomly selected on November 30, 2016 from all eligible entries received by the contest closing date. Odds of winning depend on the number of entries received.

Correct answer to skill testing question required for Entry Prize. There will be six (6) secondary prizes awarded of one (1) Pinty's free product coupon (value of \$15.00) redeemable at any grocery store carrying Pinty's products. This coupon will be mailed to a weekly winner. See

Rules for terms and conditions and prize description at <http://pintyswingman.com/en/rules.pdf>. Daytona International Speedway, LLC is not a sponsor of this promotion. Daytona International Speedway® and DAYTONA 500® names and logos are registered trademarks and are used with expressed permission. NASCAR Inc., Comcast Cable Communications, LLC and Sprint Cup Series™ are not sponsors of this promotion. NASCAR® is a registered trademark of the National Association for Stock Car Auto Racing Inc. The NASCAR Sprint Cup Series™ word mark is used under license by the National Association for Stock Car Auto Racing Inc., and Sprint. The NASCAR XFINITY Series™ word mark is used under license by the National Association for Stock Car Auto Racing, Inc., and Comcast Cable Communications, LLC. Pinty's Delicious Foods Inc. is the sponsor of the contest. All trademarks are the property of the respective owner.