

• LES MARCHÉS •
Tradition

CONTEST

« Summer craving Les Marchés Tradition »

Contest rules

The Contest « **Summer craving Les Marchés Tradition** » (the « **Contest** ») will be held at Les Marchés Tradition stores in Quebec and New Brunswick (each a “**Participating Store**” and collectively the “**Participating Stores**”). It is organized by Sobeys Capital Incorporated (the “**Contest Organizer**”).

The Contest begins on Saturday, July 25, 2026, at 00:00 (HE) and ends on Sunday, August 23, 2026, at 23:59 (HE) “**Contest Period**”).

1. **ADMISSIBILITY**

TO BE ELIGIBLE TO ENTER THE CONTEST, you must:

- be a resident of Quebec or New Brunswick;
- have reached the age of majority in your province of residence at the time of Contest entry.

EXCLUSIONS: The employees, agents and/or representatives of the Contest Organizer, its affiliates, Participating Les Marchés Tradition Stores, non-participating affiliated grocers, advertising agencies or any party involved in the administration of the Contest (the “**Affiliated Parties**”) such as employees, agent/or representatives of the Presenting Sponsor, as well as, respectively, any person with whom an excluded entrant is domiciled or any member of their immediate family (each an “**Excluded Entrant**”). For the purposes of the Contest Rules (the “**Rules**”), the term “immediate family” includes the father, mother, brother, sister, child, husband, wife, or common-law partner of an Excluded Entrant.

For the sake of clarity, an Eligible Entrant who is not an Excluded Entrant is hereinafter referred to as an “**Entrant.**”

For the purposes of these Rules, the Entrant is the person whose name appears on the Member Account and to whom the Prize will be awarded if they are selected and declared a winner.

Each Entrant must enter exclusively on their own behalf and act for their sole personal benefit.

2. **HOW TO ENTER**

NO PURCHASE ENTRY

No purchase necessary. To enter the Contest without making a purchase, you must write an original handwritten letter of fifty (50) words or more explaining why you enjoy shopping at your Les Marchés Tradition store. Please include in your letter your first and last name, mailing address, city, postal code, telephone number, and your email address (if

available), and place it in an envelope. You may submit your letter at the customer service counter, indicating the name of the Contest and addressed to “**Summer craving Les Marché Tradition Contest**” (the “no purchase entry”). The no purchase entry request must be received by representatives of the Participating Store no later than the last day of the Contest Period, August 23, 2026, at store closing. Due to variable postal delivery times, the time of receipt of a no purchase entry request will be determined at the sole discretion of the Participating Store representatives. Each properly completed letter will be considered one “Entry.” By submitting a no purchase entry request, the Contest Organizer deems that you have read and accepted these Rules and agree to comply with the requirements of the no purchase entry set out in these Rules.

Limit of one (1) No Purchase Entry per person, per day, during the Contest Period. No Purchase Entries will bear the same odds of winning as Purchase Entries.

PURCHASE ENTRY

1. One (1) entry ballot will be given to a person for each forty dollar (\$40 CAD) increment spent in the participating store during the contest period, for the purchase of merchandise, excluding tobacco products, lottery tickets, transit passes, gift cards, and any other product whose sale or promotion is prohibited by law.
2. Properly complete the entry ballot by writing: full name, complete address, telephone number, email address, age, and correctly answering the mathematical skill-testing question;
3. Deposit this entry ballot in the draw box provided for this purpose at the customer service counter of the participating store no later than August 23, 2026, before store closing. Each properly completed ballot will be considered one “Entry.”

No facsimile or mechanical or manual reproduction of the official contest entry ballot will be accepted for the draw.

By submitting an entry with purchase, the Contest Organizer deems that you have read and accepted these Rules and agree to comply with the requirements for purchase entry set out in these Rules.

No Purchase Entries and Purchase Entries are collectively referred to as “**Entries.**”

3. PRIZE AND APPROXIMATE RETAIL VALUE

There are seventy-nine (79) prizes to be won, one (1) per store, each consisting of Les Marchés Tradition food products and a 42 L Sail cooler, with an approximate value of five hundred dollars (\$500 CAD).

The total approximate value of all prizes offered in this contest is thirty-nine thousand five hundred dollars (\$39,500 CAD).

NOTES REGARDING PRIZES

GENERALITIES. The Prizes may not be identical to the photos or images used in the advertising and promotional material of the Contest, including print advertisements, websites and electronic banner advertisement. Each Prize must be accepted as awarded and may not be transferred, assigned or exchanged for cash (unless expressly authorized by the Contest Organizer at its sole discretion). No substitution will be permitted, except at the discretion of the Contest

Organizer. The Contest Organizer reserves the right, at its sole discretion, to substitute the Prize, or any portion thereof, with another prize of equal or greater value, including, at the sole discretion of the Contest Organizer, a cash award. Any difference between approximate retail value and the actual value of the Prizes as taken will not be awarded.

4. WINNER SELECTION

One (1) draw (the "Draw") will take place on Monday, August 24, 2026, at approximately 11:00 a.m. Eastern Time (ET) in the Participating Stores. During the Draw, seventy-nine (79) entrants will be randomly selected from all entries received during the Contest Period at the time of the Draw (each, a "Selected Entrant," collectively, the "Selected Entrants").

The winners are responsible for picking up their prize in-store.

Limit of one (1) Prize per Selected Entrant, per household, for the entire Contest Period.

CONTACTING SELECTED ENTRANTS

The Contest Organizer or its designated representative will attempt at least two (2) times to contact the Selected Participant by email and/or telephone using the contact information provided on the entry form.

Each Selected Participant will have seven (7) days following the first communication to contact the Contest Organizer or its representative, failing which their entry will be cancelled. The winner must complete and sign the Release Form when claiming their prize in store. Response times will be calculated solely according to the Contest Organizer's official clock.

BEFORE BEING CONFIRMED AS A PRIZE WINNER, each Selected Participant must:

- correctly answer, without mechanical or other assistance, a mathematical skill-testing question;
- duly complete and sign the Release Form and confirm compliance with these Rules and acceptance of the Prize as awarded;
- consent to the use of their name, address, voice, image, statements relating to the Contest, and any photographs, videos, recordings and/or footage, by or on behalf of the Contest Organizer for advertising or promotional and commercial purposes, in any existing or future media, including print, radio, television and the Internet, without further notice, additional compensation, or right of approval;
- provide valid photo identification upon request.

If it is impossible to contact a Selected Participant in the manner described in the "CONTACTING SELECTED PARTICIPANTS" section, or if the Selected Participant: a) provides an incorrect answer to the mathematical skill-testing question; b) fails to return the duly completed and signed Release Form within the prescribed period; c) cannot accept (or refuses to accept) the Prize as awarded for any reason whatsoever; and/or d) is deemed to have violated these Rules (as determined by the Contest Organizer in its sole discretion), they will be disqualified (and will forfeit the Prize). The Contest Organizer reserves the right, at its sole discretion and if time permits, to electronically and randomly select another eligible entrant from the remaining eligible entries (in which case the provisions set out in this paragraph shall apply to the newly selected participant).

ODDS OF WINING

The chances of winning depend on the number of eligible entries received by the Participating Stores at the time of the Draw during the Contest Period, in accordance with these Rules.

5. TERMS AND CONDITIONS

All Entries become the property of the Contest Organizer.

The Contest is subject to all applicable federal, provincial and municipal laws and regulations. The Contest is governed by the laws of Québec and the laws of Canada applicable therein, and is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited by law.

The decisions of the Contest Organizer are final and binding in all matters related to this Contest, including any decision on the validity or disqualification of Entries or Entrants. By entering this Contest, you agree to be legally bound by the terms and conditions of these Rules. By entering the Contest, you agree that the courts of Québec, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of this Contest's Rules or the running of this Contest. ANYONE FOUND TO HAVE VIOLATED THESE RULES FOR ANY REASON MAY BE SUBJECT TO DISQUALIFICATION AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST ORGANIZER AT ANY TIME.

The Contest Organizer reserve the right to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bug, tampering, unauthorized intervention, fraud, technical failure or any other cause.

Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest (at the sole discretion of the Contest Organizer) is a violation of criminal and civil laws. Should such an attempt be made, the Contest Organizer reserve the right to seek remedies and damages to the fullest extent permitted by law. The Contest Organizer reserve the right to cancel, modify or suspend this Contest, or to amend these Rules in any way, in the event of any accident, printing error, administrative error or other error of any kind, or for any other reason, without prior notice or obligation. Without limiting the generality of the foregoing, the Contest Organizer reserve the right, in his sole discretion, to administer another proficiency test, as they deem appropriate based on the circumstances and/or to comply with applicable law.

The Contest Organizer reserve the right, at its sole and absolute discretion, to change, without notice, the Contest deadline or any of the dates set out in these Rules, to the extent necessary, for purposes of verifying the compliance of any Entrant or Entry in accordance with these Rules, or due to technical problems or under any circumstances that, in the view of the Contest Organizer and at his sole discretion, may hinder the proper administration of the Contest in accordance with these Rules, or for any other reason.

By the mere act of entering this Contest, each participant authorizes the Contest Organizer and its agents and/or representatives to collect, share, and use the personal information provided in their entry through the information contained in the entry form, solely for the purposes of administering the Contest and awarding the Prize, including, without limitation, to communicate with the participant regarding the Contest and their entry. You may also receive additional communications from the Contest Organizer and/or third-party partners (as applicable) regarding their products, services, upcoming contests, and promotional offers if you consent to receive such communications on the Contest website. You may withdraw your consent at any time during or after the Contest by following the unsubscribe instructions provided in such communications. Please consult <https://corporate.sobeys.com/fr/privacy-policy> for details on Sobeys' privacy policy regarding the use of personal information.

These Contest Rules can be found at the customer service counter of the Participating Stores and at <https://www.marchestradition.com/en/contests>. The name of the Contest winner will be available within sixty (60) days following the Draw date for a minimum period of ten (10) days at the customer service counter of the Participating Stores and at <https://www.marchestradition.com/en/contests>.

In the event of a discrepancy or inconsistency between the terms and conditions of the French version of these Rules and any disclosures or other statements contained in any Contest-related materials, including the Entry Form, the website, the English version of these Rules and/or print or online advertising at the point of sale, the terms and conditions of the French version of these Rules will prevail to the fullest extent permitted by law.

This Contest is not managed or sponsored by [marchestradition.com](https://www.marchestradition.com). Any questions, comments, or complaints regarding the Contest should be directed to the Contest Organizer and not to [marchestradition.com](https://www.marchestradition.com) and its affiliates, directors, officers, agents, and employees are not responsible for any claims arising from or related to the Contest Organizer.

By participating in the Contest, and as a condition of acceptance of a Prize, you, your heirs, executors, administrators, successors and assigns, release and forever discharge and hold harmless the Contest Organizer, Presenting Sponsor, Scene LP^c and each of their direct and indirect parent companies, affiliates, subsidiaries, successors, assigns, agents, advisors, franchisees, shareholders, partners, representatives, their advertising, promotion and fulfillment agencies and each of their respective employees, officers, directors, agents and representatives (collectively, the “**Released Parties**”), from and against any and all losses, damages (including, without limitation, direct, indirect, incidental, consequential or punitive damages), rights, claims, actions, causes of action, personal injury, property damage or death, including without limitation all costs and liabilities of any kind including legal fees on a substantial indemnity scale, hereinafter called “Claims” and including without limitation any claims arising from any act of negligence of the Released Parties, that you now have, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Contest, your Entry and/or the awarding, acceptance, possession, use, or misuse or enjoyment of any Prize, and where applicable, traveling to, preparing for, or participating in, any Contest-related or Prize-related event or activity; or (ii) the publicity rights granted to the Contest Organizer. You specifically acknowledge that you understand that there may be serious risks of bodily injury, death, or property damage associated with the acceptance, possession, use and/or misuse of the Prize and attendance at any event or participation in certain Prize-related activities, and you voluntarily assume these risks. You also agree to indemnify, defend, and hold harmless the Released Parties from any and all Claims in respect of the foregoing.

By participating in this Contest, all Entrants agree to abide by the terms and conditions of use, contracts, other policies and/or guidelines governing the [marchestradition.com](https://www.marchestradition.com), and release the Contest Organizers and any company, corporation, trust, or other legal entity controlled by or affiliated with them, their advertising and promotional agencies, and their employees, agents, and representatives from any liability for damages they may incur as a result of using this platform.