

CUSTOMER SATISFACTION SURVEY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

SWEEPSTAKES OPEN TO LEGAL RESIDENTS OF CANADA (EXCLUDING QUEBEC), WHO ARE OF OR ABOVE THE AGE OF MAJORITY IN THE PROVINCE OR TERRITORY IN WHICH THEY RESIDE AT THE TIME OF ENTRY. VOID WHERE PROHIBITED BY LAW.

Time Period: The Customer Satisfaction Survey Sweepstakes (the "Sweepstakes") shall begin 12:00:01 AM, Greenwich Mountain Time (GMT) April 4, 2021 and end 11:59:59 PM, April 2, 2022 (such period, the "Sweepstakes Period").

Sweepstakes Entities: The Sweepstakes is sponsored and administered by: Newfoundland Labrador Liquor Corporation, P.O. Box 8750, Station A, 90 Kenmount Road, St. John's, Newfoundland Canada A1B 3V1 (the "Sponsor") The Survey is administered by Elevate Research Inc., PO Box 24192, St. Paul, MN, USA, 55124 (the "Survey Administrator"), all stated as ("Sweepstakes Entities").

Eligibility: The Sweepstakes is open only to legal residents of Canada (excluding without limitations, Quebec, and where prohibited by law), who are at least 19 years of age and above the age of majority in the province or territory in which they reside at the time of entry. Employees, officers, directors, agents, and their immediate families (spouse, parents, children, siblings, and each of their spouses regardless where they live) or members of the same household of Sweepstakes Entities, employees of affiliated companies and agencies, licensed alcoholic beverage retailers and wholesalers, or other alcoholic beverage licensees, their respective parent companies, subsidiaries, and anyone connected with the production or distribution of the survey or the Sweepstakes are not eligible to enter. Subject to all applicable federal, provincial and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

How to Enter: Two ways to enter the Customer Satisfaction Survey Sweepstakes:

(1) To enter, receive a specially-marked cash register receipt at a participating Newfoundland Labrador Liquor Corporation Liquor Stores which will have instructions printed on them inviting participants to visit the website www.talk2us.co/nlc (the "Site") between 12:00:01 AM GMT on 4 Apr 2021 and 11:59:59 pm GMT on 2 Apr 2022 (the "Sweepstakes Period"), enter the code located on the receipt (the "Code") and any required customer satisfaction survey questions. Participants must follow online instructions at the designated website for entering Codes. When the Code has been successfully entered and accepted (Codes must be entered exactly as they appear or they will not be accepted), participants will be invited to complete an online survey. The answers to the survey will have no effect on a participant's ability to enter or win. Upon completion of the survey, the participant will be invited to enter his/her name, mailing address and phone number or e-mail address to receive one (1) entry for the month (the "Drawing Period") during which the entry is received. Each Code may only be entered one (1) time during the Promotion Period and cannot be re-used. Sponsor's computer is the official clock for this Sweepstakes. Proof of entry does not constitute proof of submission. All Codes are subject to verification, or

(2) To enter by mail, on a 3" x 5" paper, hand print your name, address, city, province, postal code, age, phone number and email address (optional) and mail it to: "NLC Customer Satisfaction Survey Sweepstakes", P.O. Box 8750, Station A, 90 Kenmount Road, St. John's, NL Canada A1B 3V1, and must be postmarked by the end date of the monthly period and received within 10 days after the period end. Entry must be filled out completely with name, address, city, province, postal code, age, area code and phone number. Mechanically

reproduced entries will not be honored. Any forms of entry other than the ones described herein are void. Sponsor, Questar and its agents are not responsible for computer system or phone line errors, software/hardware malfunctions, or other errors, failures, or delays in transmission that are human, mechanical or technical in nature, or any combination thereof resulting from a participant entering any part of this Sweepstakes. Sponsor reserves the right in its sole discretion to cancel or suspend this Sweepstakes should a virus, bug, or other cause beyond the control of Sponsor corrupt the administration or proper conduct of the Sweepstakes and in such event all entries submitted at the time of cancellation or suspension will be considered in the current monthly random drawing. In the event of a dispute over the identity of an online entrant or the ownership of an email address, online entries will be deemed to have been submitted by the Authorized Account Holder of the e-mail address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (such as a business or educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All entries made in violation of these rules will be deleted. **Survey Period:** There are twelve (12) Survey Periods as defined in the chart below ("Survey Period"). Entries must be received during the Survey Period to be eligible for that Survey Period drawing. Mailed entries must be postmarked by the Entry Period End Date, and received within ten (10) days of the Entry Period End Date, to be eligible for that Survey Period drawing. Non-winning Survey Period entries will not be rolled over to subsequent Survey Periods.

Survey Period	Entry Period Start Date: 12:00:01 AM GMT on	Entry Period End Date: 11:59:59 PM GMT on	Drawing Date: on or around
1	4 Apr 2021	1 May 2021	12 May 2021
2	2 May 2021	29 May 2021	10 Jun 2021
3	30 May 2021	3 July 2021	14 Jul 2021
4	4 Jul 2021	31 July 2021	11 Aug 2021
5	1 Aug 2021	28 Aug 2021	8 Sep 2021
6	29 Aug 2021	2 Oct 2021	13 Oct 2021
7	3 Oct 2021	30 Oct 2021	10 Nov 2021
8	31 Oct 2021	27 Nov 2021	8 Dec 2021
9	28 Nov 2021	1 Jan 2022	12 Jan 2022
10	2 Jan 2022	29 Jan 2022	9 Feb 2022
11	30 Jan 2022	26 Feb 2022	9 Mar 2022
12	27 Feb 2022	2 Apr 2022	13 Apr 2022

Prize/Approximate Retail Value ("ARV")/Odds: One (1) Grand Prize winner will receive **500 Bonus AIR MILES** Newfoundland Labrador Liquor Corporation Liquor Store Gift Card. No substitution for the prize by winner; Sponsors may substitute a prize of equal or greater value in its sole discretion. Taxes associated with the acceptance of the prize are the sole responsibility of the winner. Odds of winning depend upon the number of entries received for each Survey Period.

Random Drawing: One (1) winner will be selected for each Survey Period during the Promotion Period in a random drawing from among all eligible entries received for that Survey Period. The drawing will take place based on the chart above. The drawing will be conducted by Sponsor using randomizing software. The Sponsor's decisions are final and binding in all matters related to this Sweepstakes. Winners will be notified by phone, e-mail or mail within approximately ten (10) days after each drawing. Winners will be required: (a) to complete a declaration and return it within fourteen (14) days of initial notification; and (b) to correctly answer a time-limited mathematical skill-testing question via phone without assistance or mechanical aid. If a winner cannot be reached, or if a contacted winner does not respond within fourteen (14) days of being contacted, an alternate winner will be selected.

General: Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. No photocopied or mechanically reproduced entries are eligible. Proof of transmission (screenshots or captures of entry, etc.) of entry does not constitute proof of delivery. Sweepstakes Entities are not responsible for: (i) lost, late, misdirected, damaged, illegible or postage due mail/entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sweepstakes Entities on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you agree (i) to be bound by these official rules, including all eligibility requirements, (ii) to be contacted by phone, mail and email, (iii) to be bound by the decisions of Sponsors, which are final and binding in all matters relating to the Sweepstakes, and (iv) that Sponsors and their agents are not responsible for any liability, loss or damage arising out of or associated with your participation in the Sweepstakes or your acceptance, possession, use or misuse of any prize. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsors reserve the right to: (i) permanently disqualify from any sweepstakes they sponsor any person it believes has intentionally violated these official rules; and (ii) withdraw the online and/or telephone methods of entry if either becomes technically corrupted, (e.g., including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winner from among all entries received including mail-in.

Releases: Winners must sign and return a Declaration and Release Form within fourteen (14) days of notification. Noncompliance within this time period will result in disqualification. By accepting a prize, winner agrees to hold Sponsor its respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use/misuse of prize. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or use or redemption of any prize. Sponsor not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize. IN NO EVENT WILL SPONSOR BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ANY PARTICIPANT'S PARTICIPATION IN THIS SWEEPSTAKES. All participants, as a condition of entry, agree to be bound by these Office Rules and the decisions of Sponsor.

Other Terms and Conditions: The Sweepstakes is void where prohibited, licensed, restricted or taxed. All federal, state, local and provincial laws and regulations apply. If any provision of the Sweepstakes shall be deemed to violate any federal or province law, regulation or ordinance, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. If Sponsor is required by applicable federal, state, provincial or municipal law, regulation or ordinance, or by action of an administrative agency to cease offering the Sweepstakes in any jurisdiction, Sponsor reserves the right to (i) terminate the Sweepstakes in such jurisdiction in its entirety, and/or (ii) cancel and remove from participation in the Sweepstakes any and/or your entry if you reside in such jurisdiction, without penalty and without obligation to you.

Publicity Release: Acceptance of the prize constitutes permission to use the person selected name, voice and likeness and any and all identifying characteristics including, but not limited to, the taking of photographs and/or videos by the Sponsor's photographer/videographer for publicity purposes, without further consent or compensation, unless prohibited by law and each such person agrees to execute any and all documents requested by the Sponsor to convey such rights to own all the results thereof. Nothing contained herein shall be deemed to obligate the Sponsor to make use of any of the rights granted herein and the selected person waives any right to inspect or approve any such use of any and every nature and kind.

Consumer Disclosure Rules: In the event of any inadvertent errors or omissions in the structure of, or printing of any materials used in connection with, this Sweepstakes, Sponsor reserves the right to terminate or amend this Sweepstakes, in whole or in part, without prior notification and with immediate effect. In any such event, Prizes may be provided based on entries received prior to date of termination or amendment.

Privacy Policy: All entries submitted become the property of the Sponsor and none will be acknowledged or returned. Sponsor and Survey Administrator collect personal information from you when you enter the Sweepstakes that will be used for the administration of the Sweepstakes and for research purposes. The information collected is subject to the Privacy Policy found by clicking on the Privacy Policy at the website <http://www.nliquor.com>. By entering the Sweepstakes, you explicitly provide consent for the use of your personal information in this manner.

Winners List: For a list of winners, send a self-addressed stamped envelope with your request to: NLC Customer Satisfaction Survey Sweepstakes Winners List, P.O. Box 8750, Station A, 90 Kenmount Road, St. John's, NL Canada A1B 3V1. Request must be postmarked by 26 Apr 2022 and received by 25 May 2022 or visit the Newfoundland Labrador Liquor Corporation website <http://www.nliquor.com>.