

“Celebrate summer!” CONTEST
Official Rules (the “Rules”)
NO PURCHASE NECESSARY.

1. CONTEST AND CONTEST PERIOD

The “**Celebrate Summer!**” contest (the “**Contest**”) is organized by Le Groupe St-Hubert Ltée, including its affiliated companies (collectively, the “**Organizer**”). The Contest begins on Thursday, March 19, 2026 at 12:00:01 a.m. Eastern Time (ET) and ends on Tuesday, June 30, 2026 at 11:59:59 p.m. ET (the “**Contest Period**”). The Organizer’s clock shall be the official timekeeping device for determining the date and time of receipt of an Entry (as defined below).

2. ELIGIBILITY

The persons eligible to participate in this Contest are those who meet the following criteria at the time of their Entry (as defined below): they are legal residents of Canada and are eighteen (18) years of age or older (the “**Participant**” or collectively, the “**Participants**”).

Employees, officers, directors, shareholders, agents, representatives or mandataries of the Organizer, as well as those of its subsidiaries, related companies, franchisees, affiliated companies, advertising and promotional agencies and prize suppliers, as well as members of their immediate family (father, mother, sisters, brothers, children), legal or common-law spouse, and any individuals residing with them, whether related or not, are not eligible.

Each Participant must enter exclusively in their own name and for their sole personal benefit.

3. HOW TO ENTER

During the Contest Period, the Participant must visit the following website:

<https://www.st-hubert.com/en/contests/celebrations-75th-anniversary.html>

(the “**Contest Website**”), complete all mandatory fields of the entry form by providing their first name, last name, email address, telephone number and address (city, province and postal code), and:

- i. **check the box provided to subscribe to the Organizer’s newsletter.** If the Participant completes the form, checks the newsletter subscription box and then clicks the “next” button in the entry form, the Participant will receive one (1) Entry for the Draw, such Entry being valid only if the Participant remains subscribed to the Organizer’s newsletter at the time of the Draw.

Participants who were already subscribed to the Organizer’s newsletter prior to the start of the Contest Period will receive one (1) Entry by completing the entry form, without having to check the subscription box, provided that they remain subscribed to the Organizer’s newsletter at the time of the Draw.

Each participation obtained by completing the entry form and subscribing to the Organizer's newsletter constitutes an "**Entry**".

By participating in the Contest, the Participant agrees to comply with these Rules and with the Organizer's privacy policy available at the following address:

<https://www.st-hubert.com/en/privacy.html>

Limit: A maximum of one (1) Entry per Participant. The Participant must submit their Entry personally and may use only one (1) email address in connection with this Contest. For greater clarity, a Participant may obtain only one (1) Entry by completing the Contest entry form and (i) subscribing to the Organizer's newsletter. Entries that are mechanically reproduced, falsified or altered are void. The Organizer is not responsible for lost, late, misdirected or invalid Entries, which will be disqualified. All Entries become the exclusive property of the Organizer and will not be returned.

Any attempt by a Participant to obtain more than the permitted number of Entries by using multiple email addresses, identities, registrations, login credentials or any other method will result in the cancellation of the Participant's Entries and may lead to disqualification at the sole discretion of the Organizer. The use of any automated system (including, but not limited to, robots, scripts, macros or other automated services) to enter the Contest is prohibited and will result in disqualification. In the event of a dispute regarding the identity of a person who submitted an Entry, the authorized account holder of the email address used will be deemed to be the Participant.

4. **THE PRIZE**

One (1) grand prize (the "**Prize**") consisting of:

- A gift certificate with a total value of eight thousand five hundred Canadian dollars (Can\$8,500), redeemable at the retail store of the winner's choice among the following: BMR, Canac, Canadian Tire, Patrick Morin, Rona;
- St-Hubert product coupons sold at retail with a total value of one thousand five hundred Canadian dollars (Can\$1,500).

The Prize has an approximate total value of ten thousand Canadian dollars (Can\$10,000). The approximate retail value of the Prize is expressed in Canadian currency and does not include applicable taxes.

Limit: Only one (1) Prize will be awarded among all eligible Entries received during the Contest Period.

The Prize will be awarded solely to the person whose full name and valid information appear on the Contest entry form. The Prize must be accepted as awarded and may not, in any case, be transferred,

substituted or exchanged for cash, in whole or in part, except at the sole discretion of the Organizer, where provided for in these Rules.

The Winning Person shall not be entitled to any difference, if applicable, between the approximate value of the Prize and its actual value. If any portion of the Prize is not used, in whole or in part, no monetary compensation shall be provided.

At any time and for any reason whatsoever, the Organizer reserves the right to replace, in whole or in part, the Prize described in these Rules with a prize of the same nature and of equal or greater value, or, at its sole discretion, to award the monetary value indicated in these Rules.

The use of the gift certificates and coupons is subject to the terms and conditions applicable to such gift certificates and coupons.

5. PRIZE DRAW AND AWARDING

On Thursday, July 2, 2026, at approximately 11:00 a.m. ET, at the Organizer's offices located at 1755 Lionel-Bertrand Boulevard, Boisbriand, Québec, one (1) random draw (the "**Draw**") will be conducted among all eligible Entries received during the Contest Period.

The odds of winning the Prize depend on the number of eligible Entries received during the Contest Period.

The Organizer, or a representative designated by the Organizer, will make at least one (1) attempt to contact the selected Participant within three (3) business days following the Draw, by email or by telephone using the information provided in the entry form. The selected Participant must then contact the Organizer no later than forty-eight (48) hours after the Organizer's aforementioned notice, in accordance with the instructions provided by the Organizer.

If, at the end of the three (3) business days following the Draw, it proves impossible to reach the selected Participant, or if the notice sent to the Participant is returned as undeliverable, or if the Participant fails to contact the Organizer within forty-eight (48) hours of such notice, the Participant will, at the Organizer's sole discretion, be disqualified and will forfeit all rights to the Prize. In such a case, the Organizer reserves the right, at its sole discretion, to conduct another Draw from among the eligible Entries in order to attempt to award the Prize, and the contact procedure described above will be applied.

In order to be declared a winner of a Prize (the "Winning Person"), the selected Participant must meet the eligibility criteria of the Contest and the validity requirements of the Entry set out above, and must comply with the following requirements:

1. Sign a "**Release and Waiver of Liability**" to be provided by the Organizer, pursuant to which the selected Participant may be required, among other things, to (i) confirm compliance with these Rules; (ii) acknowledge acceptance of the Prize as awarded; (iii) assign all rights held in any material submitted by the Participant in connection with the Contest, if applicable; and (iv) release the Beneficiaries from any liability arising from this Contest. This document must be returned to the Organizer within seven (7) business days of its transmission to the selected Participant, or within any other period specified by the Organizer;
2. Correctly answer, without any assistance, mechanical or otherwise, a skill-testing mathematical question administered at a mutually acceptable time by a means of communication determined by the Organizer;
3. Upon request by the Organizer, if applicable, provide additional government-issued photo identification.

If a selected Participant fails to meet all of these requirements or is deemed by the Contest Organizers to have violated these Rules, the Participant will not be declared a winner of a Prize. The Organizer reserves the right, at its discretion, to apply the procedure to reselect a Participant from among the eligible Entries received, who may be disqualified in the same manner.

6. **GENERAL CONDITIONS**

Personal Information. The Organizer and its authorized agents will collect, use and disclose the personal information provided by Participants for the purpose of administering the Contest and awarding the Prize, including communicating with Participants regarding the Contest and their Entry.

Each Winner authorizes the Organizer and its authorized agents to use their name, photograph, city, voice, image and/or statements relating to the Prize for advertising purposes, in any media now known or hereafter developed, including on the Internet, at any time and in perpetuity, without any form of compensation or prior notice. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, EACH WINNING PERSON UNDERSTANDS THAT THEIR NAME, PHOTOGRAPH, CITY OF RESIDENCE, VOICE, IMAGES AND/OR STATEMENTS RELATING TO THE PRIZE MAY BE USED BY THE ORGANIZER AND ITS AUTHORIZED AGENTS IN ANY MANNER WHATSOEVER, INCLUDING ON ADVERTISING DISPLAYS, ON TELEVISION OR RADIO, IN PRINT ADVERTISEMENTS, PROMOTIONAL VIDEOS, ONLINE ADVERTISEMENTS, WEBSITES OR SOCIAL MEDIA PLATFORMS.

The opportunity to receive additional communications regarding the products, contests and other promotional offers of the Organizer, its subsidiaries or affiliated companies may be offered by the Organizer, including through subscription to the Organizer's newsletter. No commercial or other communications unrelated to this Contest will be sent to the Participant unless the Participant has otherwise consented thereto, subject to applicable laws.

Please refer to the Organizer's privacy policy for more information on how your personal data is handled: <https://www.st-hubert.com/en/privacy.html?>

No Representations or Warranties. To the fullest extent permitted by applicable law, the Organizer makes no representations or warranties, whether express or implied, regarding the quality or value of the Prize offered as part of the Contest.

Contest Administration and Disqualification. The Organizer reserves the right, at its sole discretion, to cancel a Participant's entry or to disqualify a Participant from this Contest and/or exclude the Participant from any other future contest or promotion conducted by the Organizer if: (1) the Participant fails to comply with any of the conditions of these Rules; (2) the Participant participates or attempts to participate in this Contest using a method that is contrary to these Rules or that is unfair to other Participants; or (3) the Participant is suspected of having (i) directly or indirectly tampered with the conduct of the Contest, (ii) made a false statement in connection with his or her participation, or (iii) violated these Rules.

Any attempt to deliberately damage any component related to participation in or administration of the Contest, or to undermine the legitimate conduct of the Contest, constitutes a violation of civil and criminal laws. Should such attempts be made, the Organizer reserves the right to refer the Participant or any other person involved, directly or indirectly, to the appropriate judicial authorities and to seek remedies to the fullest extent permitted by law.

The Organizer's decisions with respect to any aspect of the Contest are final and binding. The Contest is subject to all applicable federal, provincial and municipal laws. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision hereof. If any provision of the Rules is held to be invalid or otherwise unenforceable, these Rules shall remain in full force and effect and shall be interpreted as if the unenforceable provision were not included herein. The section headings are provided for convenience only and shall not affect the interpretation of the Rules.

Limitation of Liability. By participating in the Contest, Participants agree to indemnify and hold harmless the Organizer, its subsidiaries, affiliated companies, advertising agencies, licensors, franchisees, partners, subcontractors, retailers, distributors and Prize suppliers, and all other parties involved in the Contest, as well as all of their respective officers, directors, shareholders, employees,

agents, representatives, successors and assigns (collectively, the "**Beneficiaries**"), from and against any and all liability relating to any claim or action, loss, fine or legal fees arising directly or indirectly from the Contest and its administration, the Contest Prizes and related activities, the Participant's participation in the Contest or any attempt to participate in the Contest, including, without limitation:

1. By participating in the Contest, Participants agree to indemnify and release the Beneficiaries from any obligation or liability for any damage or loss caused by technical problems or malfunctions that may interfere with the Contest or its operation, including, without limitation, the malfunction of any computer component, software or communication line, the loss or lack of network communication, or any failed, incomplete or erased transmission or download by any computer or network. The Organizer makes no warranty whatsoever that any components related to participation in or administration of the Contest, including the Contest website and/or the Organizer's mobile application, or any related website, if applicable, will be accessible or function without interruption during the Contest Period or will be free from errors. Use of any component related to participation in or administration of the Contest is at the Participant's sole risk.
2. By participating in the Contest, Participants agree to release the Beneficiaries from any liability arising from human, typographical, technical or computer errors, printing or network errors that may occur in connection with the administration of the Contest, the uploading, vote counting or processing of entries, the announcement of the Prizes, or in any Contest-related materials.
3. By participating in the Contest, Participants agree to release the Beneficiaries from any and all claims, actions, damages, demands, causes of action, lawsuits, debts, duties, accounts, bonds, agreements, warranties, indemnities, fines, legal fees, contracts or liabilities of any kind whatsoever arising from or related to participation in or any attempt to participate in the Contest, including, without limitation, lost, incomplete, late or misdirected entries, emails and/or no-purchase entry forms, or, if applicable, lost, incomplete, late or misdirected Releases and Waivers of Liability.
4. By accepting a Prize, the Winning Person releases the Beneficiaries from any and all liability, obligations, claims, actions, damages, demands, causes of action, lawsuits, debts, duties, accounts, bonds, agreements, warranties, indemnities, fines, legal fees, contracts or liabilities of any kind whatsoever arising from or related to the acceptance and/or use of the Prize, including, without limitation, any injury, illness, death, property damage or loss of property. The Winning Person acknowledges that, as of delivery of the Prize, all obligations relating thereto become the responsibility of the service and product providers comprising the Prize, to the extent permitted by applicable law.

Modification of the Contest. The Organizer reserves the right, at its sole discretion, to cancel, terminate, modify or suspend, in whole or in part, this Contest, without prior notice or obligation, or to modify or suspend the Contest schedule or any of the dates set out in these Rules, in the event that any occurrence or human intervention arises that may alter or affect the administration, security, fairness or conduct of the Contest as contemplated in these Rules, a technical problem, or any other circumstance which, in the opinion of the Organizer, may compromise the proper administration of the Contest, or for any other reason, subject to the approval of the *Régie des alcools, des courses et des jeux du Québec* (the "**Régie**"), if required.

Language. In the event of any discrepancy between the French and English versions of these Rules, the French version shall prevail.

Promotional Material. In the event of any discrepancy between promotional material and these rules, the latter shall prevail.

Régie. Any dispute regarding the organization or conduct of a promotional contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any dispute regarding the awarding of a prize may be submitted to the *Régie des alcools, des courses et des jeux* solely for the purpose of intervention to assist the parties in reaching a resolution.