Superstore Holiday Colouring Contest
OFFICIAL CONTEST RULES ("RULES")

1) **SPONSOR:** The Superstore Holiday Moose Colouring Contest (the "Contest" or "contest") is brought to you by Loblaws Inc. (the "Sponsor")

2) CONTEST PERIOD: The Contest begins at 8am Eastern Time ("ET") on Monday November, 5th 2026 and ends at 11:59pm on December 31st, 2026 (the "Contest Period"). For the purposes of this Contest and Rules, the Contest Period consists of eight (8) weeks (each, a "Week" and collectively, "Weeks") as follows:

Week	Start Date (8am ET)	End Date (4pm ET)	Weekly Draw Date
1	November 5, 2026	November 11, 2026	November 11, 2026
2	November 12, 2026	November 18, 2026	November 18, 2026
3	November 19, 2026	November 25, 2026	November 25, 2026
4	November 26, 2026	December 2, 2026	December 2, 2026
5	December 3, 2026	December 9, 2026	December 9, 2026
6	December 10, 2026	December 16, 2026	December 16, 2026
7	December 17, 2026	December 23, 2026	December 23, 2026
8	December 24, 2026	December 30, 2026	December 30, 2026

3) ELIGIBILITY: The Contest is open only to Canadian residents excluding residents of Quebec who are the legal age of majority or older in their province/territory of residence at the time of entry.

Employees, officers, directors, agents or representatives (and those with whom such persons are living, whether related or not) of the Sponsor, its divisions, subsidiaries, associated and affiliated entities, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the "Contest Parties") are not eligible to enter the Contest.

4) HOW TO ENTER: NO PURCHASE NECESSARY. To enter, visit a participating Real Canadian Superstore, Real Atlantic Superstore and Dominion locations (each a "Participating Store") during the Contest Period to obtain the contest colouring page, while supplies last. Complete the colouring page by manually colouring it. Upon

completion, return to a Participating Store during the Contest Period, complete the ballot portion of the colouring page with all required information, including but not limited to name, telephone number and email address, and deposit the ballot portion of the colouring page into the designated ballot box found in-store. For a list of Participating Store, please see Appendix A to these Contest Rules.

To be eligible, an entry must be submitted and received in accordance with these Rules during the Contest Period (the "Entry"). Once your Entry is submitted, you will receive one (1) Entry into the Contest for the applicable Week in which the Entry was received.

LIMITS: There is a limit of one (1) Entry per day during the Contest Period in the case of multiple entries per day, only the first eligible Entry will be considered.

5) ADDITIONAL ENTRY RULES: All Entries must be received during the Contest Period and are subject to verification at any time and for any reason. The Sponsor reserves the right to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) for any reason the Sponsor deems necessary to administer this Contest. Failure to provide such proof within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. Participation in the Contest constitutes each entrant's full and unconditional acceptance and agreement of these Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Contest.

All entries become the property of the Contest Sponsor and will not be returned.

If it is discovered by the Sponsor (using any evidence or other information made available to the Sponsor) that: (a) any person has attempted to use multiple accounts, names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to enter this Contest; (b) acts in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. In the event a dispute arises as to the identity of a potentially winning entrant, entries will be deemed to have submitted by the individual whose name and at least one other matching criterion (e.g. email address, mailing address, phone number, etc.) is associated with the Entry. A selected entrant may be required to provide proof that they are the individual associated with the selected Entry. An Entry may be rejected if (in the sole and absolute discretion of the Sponsor) it is not fully completed with all required information and submitted and received in accordance with these Rules.

The Sponsor, its divisions, subsidiaries, affiliates, the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "Released Parties") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete entries (all of which are void). Sponsor reserves the right in its sole discretion to disqualify an entrant if the entrant: a) violates these official Rules and/or the general rules/guidelines of any online property, Contest website, or service of the

Sponsor; b) enters the contest by any means contrary to these Rules or which would be tampering with the entry process or the operation of the contest, unfair to other entrants or where contest entries are generated by any mechanical or automated means including, without limitation, robotic or form-filling software; and/or c) acts in a fraudulent, unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Entry materials that have been tampered with, reproduced, falsified, or altered are void.

6) PRIZES/APPROXIMATE RETAIL VALUES (ARVs): There are a total of eight (8) prizes [one (1) prize awarded per Week](each, a "Prize" or "prize" and collectively, the "Prizes" or "prizes") available to be won in relation to this Contest, each consisting of a prize to be determined by the local store.

Gift Card Prize value is expressed in Canadian dollars ("CDN"). All elements of each Prize are subject to additional terms and conditions as set out by the issuer of the Prize. A Gift Card Prize is not transferable or convertible to cash, or refundable, and must be accepted as awarded. In the case of loss, theft, mutilation, alteration or unauthorized use, a Gift Card Prize will not be reimbursed or replaced. A Gift Card Prize cannot be used for purchases of goods and services prohibited by law.

There is a limit of one (1) Prize per person during the Contest Period.

All elements of each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize (or a component thereof) with a prize of equal or greater retail value, including, without limitation and at Sponsor's sole and absolute discretion, a cash award.

The following general conditions apply to each Prize: (i) specifics of each Prize will be at the sole and absolute discretion of the Sponsor and subject to availability; and (ii) if applicable, each confirmed Prize winner is solely responsible for all expenses that are not specifically included in the Prize description above, including without limitation all applicable taxes, fees and surcharges, if any, in respect to their prize and/or the use or redemption thereof.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize or any elements of a Prize awarded in connection with the Contest. By accepting a Prize, each confirmed winner agrees to waive all recourse against the Released Parties if the Prize or a component thereof does not prove satisfactory, either in whole or in part. No compensation will be provided for failure by a confirmed winner to accept a Prize as awarded. Prizes will be delivered to winners within 4 to 6 weeks of winner verification. If due to printing, production, technical, seeding, online, internet, computer, programming, or any other reason or error of any kind, more Prizes are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all

eligible claimants to award the correct number of Prizes. In no event whatsoever will the Sponsor or any of the Released Parties be liable for more than the number, type and value of Prizes as stated in these Rules.

7) ODDS OF WINNING: The chances of being selected as a potential winner of a Prize depends on the total number of eligible entries received per Participating Store by the end of the Week immediately preceding the applicable Weekly Draw Date.

8) WINNER SELECTION: On each Weekly Draw Date listed in Rule 2 at approximately 4 pm ET, each Participating Store will conduct a random draw to award one (1) prize from among all eligible Entries submitted and received by the end of the Week immediately preceding the applicable Weekly Draw Date.

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact each potential winner (using the information available to the Sponsor) within ten (10) business days of selection as a potential winner. If a potential winner cannot be contacted within ten (10) business days of the Sponsor's first attempted contact, or if there is a return of any notification as undeliverable and/or if any correspondence is not responded to; then they 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 the right, in its sole and absolute discretion and time permitting, to select an alternate potential winner in accordance with the applicable procedures as outlined in these Rules (in which case the foregoing provisions of this section will apply to such newly selected potential winner). No communication or correspondence will be exchanged with entrants except for those selected for a prize.

In order to be declared a confirmed prize winner, each selected potential winner will be required to: (a) correctly answer a time-limited mathematical skill-testing question without assistance or mechanical or electronic aid (which may be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and, where applicable, (b) sign and return, in form satisfactory to Sponsor, the Sponsor's declaration and release form, confirming (among other things) their: (i) compliance with these Rules; (ii) acceptance of the applicable Prize; (iii) release of the Released Parties from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof; and (iv) agreement to the publication, reproduction and/or other use of their 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 or medium whatsoever, including print, broadcast or the internet.

If a potential winner: (a) fails to correctly answer the skill-testing question; (b) fails to properly execute and return any required Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize, as awarded, for any reason; (d) if phone, email or other communication between a potential winner and Sponsor (or its designated representative) is not responded to or is returned as undeliverable; and/or (e) is determined to be in violation of these

Rules (all as determined by the Sponsor in its sole and absolute discretion); then they will be disqualified and will forfeit all rights to the applicable Prize, and the Sponsor reserves the right, at itssole and absolute discretion and time permitting, to select an alternate potential winner in accordance with the applicable procedures as outlined in these Rules (in which case, the foregoing provisions of this section will apply to such newly selected eligible winner). If a Prize is not claimed by June 30th at 9pm ET that Prize will not be awarded.

9) INDEMNIFICATION & LIMITATION OF LIABILITY: Each entrant releases and holds harmless the Released Parties from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person or property, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, participation in the Contest, any breach of the Rules, the Prize won and/or in any Prize-related activity. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest. By accepting a prize, each winner agrees to hold the Released Parties harmless against any and all claims and liability arising out of the acceptance, use, misuse or redemption of any prize or participation in the contest. The Released Parties are not liable for (i) any failure of any website, mobile application, or any platform during or after the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, cellular phone, computer on-line systems, servers, access providers, computer equipment or software, hardware, interruption, deletion, defect, delay in operation or transmission, failure, traffic congestion or malfunction unavailable network connections or garbled or deleted computer network transmissions that may occur, or on account of any combination including but not limited to malfunctions that may affect the transmission or nontransmission of an entry; (iii) the failure of any information or materials whatsoever to be received, captured, recorded or function properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website or failed, incomplete, garbled, unintelligible/illegible, falsified, damaged, misdirected, late or lost entries or inaccurate capture of entry or swipe of PC Optimum card, or earn of points information, if applicable, even if it limits the ability to participate in the Contest; (iv) any incorrect or inaccurate information, whether caused by website or mobile application users or by any of the equipment or programming associated with the Contest or by any technical, human, or other error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft or destruction or unauthorized access to, or alteration of, entries; v) any injury or damage to an entrant's or any other person's computer, cellular phone, or other device related to or resulting from, directly or indirectly, in whole or in part, from downloading, accessing or transmitting any material from any website in connection with participating in the Contest, regardless of whether the material was prepared by the Sponsor or a third party or is connected to any website by hyperlink; (vi) the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, including but not limited to the infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, lack of participation, fairness, integrity or proper conduct of this Contest of the Contest website; (vii) anyone being incorrectly and/or mistakenly identified as a winner or potential winner; and/or (viii) any combination of the above.

10) INTELLECTUAL PROPERTY: All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

11) TERMINATION: The Sponsor reserves the right in its sole discretion to withdraw, cancel, terminate, amend and/or suspend this Contest (or to modify these Rules in any way) in whole or in part, at any time without prior notice or obligation in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any accident, printing, administrative, problem or any other error of any kind for any other reason whatsoever, including without limitation tampering, unauthorized intervention, fraud or failure of any kind whatsoever or any epidemic, pandemic, or any governmental or health authority orders. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. 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.

12) PRIVACY/USE OF PERSONAL INFORMATION: The Sponsor respects your right to privacy. By participating in the Contest, you: (i) expressly consent and grant to the Sponsor and, where applicable, the Contest Administrator, the right to store, share and use your name, mailing address, telephone number, and e-mail address, alias or platform handle (as applicable) (“Personal Information”) submitted with your entry only for the purposes of administering this Contest in accordance with these Rules and the Sponsor’s Privacy Policy; (ii) acknowledge that the Sponsor may disclose Personal Information to third-party service providers and agents of the Sponsor in connection with any of the activities listed in (i) above; and (iii) consent and grant to the Sponsor the right to use each confirmed winner’s name, city of residence, comments, likeness, photograph, voice and statements, images, representations, pictures or likeness (“Images”) for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, in perpetuity without providing any compensation for its use or receiving further permission, unless prohibited by law. Your consent may be withdrawn at any time. Should you withdraw your consent, your entry into this contest will be invalid. For more information regarding the manner of collection, use and disclosure of Personal Information by the Sponsor, please refer to the Sponsor’s Privacy Policy at: https://www.loblaw.ca/en/privacy-policy. This section does not limit any other consent(s) that an entrant may provide the Sponsor or others in relation to the collection, use and/or disclosure of their Personal Information.

13) GOVERNING LAW: The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having

jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest will be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. In the event that any provision of these Rules is determined to be invalid or unenforceable, such provision shall be severed, and the remaining provisions of these Rules will be unaffected and will remain in full force and effect to the fullest extent permitted by the law. The Sponsor's failure to enforce any term of these Rules do not constitute a waiver of that provision.

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