
Longo's "Share the Love" Thank You Rewards Contest

(the "Contest")

CONTEST RULES & REGULATIONS

CONTEST PERIOD AND SPONSOR

1. The Contest commences at 12:00:00 AM Eastern Standard Time ("EST") on Sunday February 7th, 2021 and concludes at 11:59 PM EST on Saturday February 13th, 2021 (the "Contest Period"). The Contest is sponsored and administered by Longo Brothers Fruit Markets Inc. (the "Contest Sponsor" and "Prize Supplier").

ELIGIBILITY

2. **NO PURCHASE NECESSARY.** The Contest is open to all legal residents of Ontario who are 18 years of age and reside within the Greater Toronto Area and must be a Longo's Thank You Rewards member or sign-up and register to become a Longo's Thank You Rewards member to be eligible. Notwithstanding the above, the Contest is not open to employees, officers and directors of the Contest Sponsor, its subsidiaries or affiliates, its respective advertising and promotional agencies, Contest suppliers, or Prize Supplier, Contest judges and members of the immediate families of such persons (parents, siblings, spouses) and those with whom such persons are domiciled. The Contest Sponsor reserves the right to require proof of eligibility, which proof shall be in the form required by the Contest Sponsor.

PRIZES & ODDS OF WINNING

3. There are a total of five (5) grand prize(s) ("Prizes") available to be won in the Contest, consisting of: 20,000 Thank You Rewards points with a retail value of \$100.00 Canadian. Upon confirmation, "Prizes" will be applied directly to the winner(s) Longo's Thank You Rewards card. "Prizes" will not be awarded as a cash prize. Odds of winning a Prize depend on the total number of eligible entries received in accordance with these official Contest Rules and Regulations (the "Contest Rules and Regulations").

HOW TO ENTER

4. **NO PURCHASE NECESSARY:** To obtain entries into the Contest:

Facebook: Like our page @LongosMarkets, tag a friend in the comments, share our post.

Instagram: Follow @LongosMarkets, tag a friend in the comments.

Twitter: Follow @LongosMarkets, retweet our post, tag a friend in the comments.

By entering into the Contest, entrants are giving the Contest Sponsor permission to repost/share the posted videos and agree to be bound by the Contest Rules and Regulations and the decisions of the Contest Sponsor and/or Contest judges.

DRAW

5. A random draw to award the "Prizes", subject to the Contest Rules and Regulations (including, without limitation the Prize Claim Form and skill-testing requirements set out below), will occur on or around 10am EST on Tuesday February 16th, 2021 in Vaughan, Ontario (the "Draw") from all eligible entries received in accordance with these Contest Rules and Regulations. One (1) entry will be selected for each grand prize. The selected entrant will be contacted by social media, telephone and/or email. If a selected entrant cannot be contacted within twenty-four (24) hours of the Draw (including, where an e-mail is sent, if a response is not received within period as specified above), or if a selected entrant is ineligible or does not comply with the Contest Rules and Regulations, such entrant will have forfeited his/her opportunity to win a Prize and the Contest Sponsor reserves the right to select an alternative entrant by random draw to win that Prize, subject to these Contest Rules and Regulations.

Prizes will be awarded only on verification by the Contest Sponsor that all Contest requirements have been met by the winner. Each Prize must be accepted as awarded and no substitution, transfer, conversion, or assignment of a Prize will be allowed, unless at the discretion of the Contest Sponsor, which may substitute a Prize of comparable or greater value.

PRIZE DISCLAIMER

6. The Prize Supplier is solely responsible for the delivery of the Prizes to the Longo's store location as agreed upon by the contest winner and Longo's for pick-up, as declared by the Contest Sponsor, but are not otherwise responsible for the conduct or administration of the Contest. The Contest Sponsor shall not be responsible or liable to entrants for any losses, damages or costs incurred as a result of entrants entering the Contest or use of a Prize won in connection with the Contest or the failure by the Prize Supplier to deliver the Prize to the winner in accordance with the Contest Rules and Regulations. By participating in the Contest, each entrant agrees to release and hold harmless the Released Parties from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any Prize, including without limitation, personal injury, death and property damage and claims based on publicity rights, defamation or invasion of privacy.

DISQUALIFICATION

7. The Contest Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest, and to ban that individual from any future promotion of the Contest Sponsor, if the Contest Sponsor finds or believes such individual to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Contest Rules and Regulations or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Contest Sponsor, the Contest Sponsor's agencies, the Prize Supplier, other entrants or any other person. Any attempt by an entrant or any other person to deliberately damage any website or undermine the legitimate operation of the Contest is a violation and should such an attempt be made, the Contest Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

APPLICABLE LAWS

8. The Contest is subject to all applicable laws and shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada, applicable therein.

GENERAL

9. The Contest Sponsor is collecting personal information about the entrants for the purpose of administering the Contest and, by entering the Contest, entrants consent to the collection and use of their personal information for such purpose, including the sharing of such personal information with the Prize Supplier for the purposes contemplated in these Rules and Regulations. No further information or marketing communications will be received by entrants unless entrants have otherwise consented to receive such information or communications. The Contest Sponsor respects your right to privacy of your personal information. View the Contest Sponsor's privacy policy at: <http://www.longos.com/SiteMap/PrivacyPolicy.aspx>.

10. All entries become the property of the Contest Sponsor. Any entry that is late, illegible, and/or is incomplete, altered, or contains false information, is invalid. Contest Sponsor is not responsible for lost, stolen, delayed, damaged or misdirected claims or entries or for any problems or technical malfunction during the Contest Period. The Contest Sponsor is not responsible for any errors or omissions with respect to the printing or advertising of the Contest and reserves the right to withdraw, amend or cancel the Contest in the event of a printing or administrative error.

11. If an eligible entrant becomes a winner of this Contest, his/her voice/statements and/or any photograph/likeness/video of him/her, may be used, without notice or compensation, in any subsequent publicity or advertising by or on behalf of the Contest Sponsor or Prize Supplier relating to this Contest by or on behalf of the Contest Sponsor.

12. The Contest Sponsor reserves the right to modify, cancel, suspend, and/or terminate this Contest at any time and for any reason, without notice. In the event of Contest cancellation, any Prizes still to be won will, in the Contest Sponsor's sole discretion, be deemed expired and void and will be ineligible for Contest play, and, without limiting any other provision of these Contest Rules and Regulations, the Released Parties shall not have any further liability with respect thereto.

13. The invalidity or unenforceability of any provision of the Contest Rules and Regulations shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, the Contest Rules and Regulations shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

14. The decisions of the Contest Sponsor and/or the Contest judges are final and binding, without right of appeal, with respect to all aspects of the Contest (including, without limitation, eligibility and/or disqualification of entries) and each entrant agrees to abide by the Contest Rules and Regulations and all of the instructions and decisions of the Contest Sponsor and/or Contest judges.