

Official rules of the "Win a Year of Bâton Rouge" contest (collectively the "Contest"), Bâton Rouge restaurants and " Guest " (the "Person" or "Persons").

CONTEST RULES AND REGULATIONS (the "Rules")

1. **CONTEST DURATION:** The Contest takes place in Quebec (19 locations), Ontario (8 locations) and Nova Scotia (1 location) and will begin on Wednesday, November 15, 2023 at 11:00 a.m. Eastern Daylight Time and will continue until 11:59:59 p.m. Eastern Daylight Time on Sunday, January 7, 2024 (the "Contest Period").
2. **ELIGIBILITY:** To enter the Contest and be eligible to win, a person must reside in Canada and must not be a person for whose benefit the Contest is held, his or her employee, representative, agent, a member of the jury, and persons with whom they are domiciled, companies affiliated with the Contest Sponsor or its promotional and advertising agencies.
3. **HOW TO ENTER:** With the purchase of a gift card valued at \$100 or more, the guest receives a Bâton Rouge promotional scratch card. Customers can keep the scratch card for themselves or give it to someone of their choice. Between November 15 and January 7, each \$100 gift card purchase is eligible to receive the scratch card, until all cards are sold out. There is no maximum number of participations.

For the purposes of these Rules, the Participant is, according to the registration procedure detailed in this paragraph, the Person who does the following three things:

1. Purchase a gift card valued at \$100 or more.
2. Receive a Bâton Rouge promotional scratch card.
3. Scratch to discover the prize won.

4. **PRIZES:** All cards are winners, so chances of winning a prize are 100% guaranteed. Prizes are detailed as follows:

Free dessert: 210 redemptions for a total value of \$682

Free appetizer: 175 redemptions for a total value of \$962

Free plate of ribs: 110 redemptions for a total of \$860 in value

Heineken 0.0: 483 redemptions for a total of \$1110 in value

One year of Bâton Rouge: 1 redemption for a total value of \$2,500

Total prize value: \$6114

Prizes cannot be exchanged for their cash value. They have no resale value and the Prize must be accepted by the Winner (as hereinafter defined) as awarded. Redemption by the customer may

be made between January 8 and February 29, 2024 in restaurants only. For the grand prize of one year of Bâton Rouge (\$2,500 gift card), Winner must contact contactmarketing@batonrouge.ca. Prizes other than the grand prize must be accompanied by a \$40 pre-tax purchase to be claimed.

5. SELECTION: The Grand Prize Winner must contact the company's head office by sending an e-mail to contactmarketing@batonrouge.ca. Once successfully contacted, the Selected Participant will then have four (4) days to respond to the e-mail and correctly answer, within a limited time, a mathematical skill-testing question $[(5 + 5) \times (8 - 4)]$. Upon physical proof of the winning scratch card and the answer to the mathematical skill-testing question, the Grand Prize will be mailed to the Selected Participant.

GENERAL RULES

6. Bâton Rouge Grillhouse & Bar

i) is not responsible for injury, loss or damage of any kind resulting from acceptance, use or misuse of the Prize.

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

7. Any person entering or attempting to enter this Contest in a manner that is unfair to other entrants, contrary to the Rules or illegal, including but not limited to theft of scratch cards, will be automatically disqualified and may be subject to prosecution. The decisions of the Contest Sponsor with respect to this paragraph are final and binding.

8. By entering this Contest, the Selected Entrant consents to the collection, use and disclosure of his/her personal information for the purposes of administering the Contest and authorizes and agrees that the Contest Sponsor may use his/her name, photograph, place of residence, voice and/or statement about the Contest and/or the Prize, as required, for publicity purposes, in any media or format, including but not limited to the Internet, without prior notice or authorization and without remuneration or compensation of any kind. Except as otherwise provided in these Contest Rules, no communication, commercial or otherwise, unrelated to this Contest will be sent to entrants by the Contest Sponsor, unless the entrant has otherwise authorized the Contest Sponsor or its affiliates, as the case may be, to do so. Personal information will not otherwise be used or disclosed without consent.

9. The Selected Entrants indemnify and hold harmless the Contest Sponsor, as well as its affiliates, advertising and marketing agency and their partners, employees, agents and representatives, from and against any and all liability for any damages suffered as a result of the acceptance and/or use (or non-acceptance or non-use) of their Prize.

10. Selected Participants acknowledge that, upon receipt of their Prize, the performance of services related to their Prize becomes the sole and exclusive responsibility of the Prize supplier

and relevant warranties will be the sole and exclusive responsibility of manufacturers, suppliers, distributors or retailers.

11. Entries and information provided are the property of the Contest Sponsor and will not be returned to the Individual.

12. The Contest is subject to all federal, provincial and municipal laws.

The Contest is governed by the laws of the Province of Quebec, where the Individual resides.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. 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.

By entering this Contest, you acknowledge that you have read and understood these Contest Rules and agree to be bound by their terms and conditions.

A copy of these Rules may be obtained by e-mail at contactmarketing@batonrouge.ca or on the batonrouge.ca website.