

OFFICIAL RULES

'ONO POKE CO. MAUI AIRFARE GIVEAWAY

THIS CONTEST IS ONLY OPEN TO ALBERTA RESIDENTS AND IS GOVERNED BY CANADIAN LAW AND THE LAWS OF THE PROVINCE OF ALBERTA. NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

SEE BELOW FOR FULL CONTEST DETAILS. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE GIVEAWAY RULES (THE "GIVEAWAY RULES").

'Ono Poke Co. Maui Airfare Giveaway (the "Sweepstakes" or "Contest") is sponsored by Ono Sushi Burrito and Poke Inc., 10142 104st, Edmonton, AB T6R 0T1 ("Sponsor"). The Contest is subject to these Official Rules and to all applicable federal and provincial laws. The Sweepstakes or Contest is in no way sponsored, endorsed or administered by Instagram or WestJet.

CONTEST PERIOD

1. The entry period ("Entry Period") will begin at approximately 10:00 a.m. Mountain Standard Time ("MST") on September 5, 2017 and will end at approximately 12:00 p.m. Mountain Standard Time ("MST") on September 19, 2017.

HOW TO ENTER

2. NO PURCHASES NECESSARY.

The Entry Period will officially start at 10:00 a.m. on September 5, 2017 and run until 12:00 p.m. September 19, 2017. During the Entry Period 'Ono Poke Co. will post a Maui Airfare Giveaway post (each a "Contest Post") on its official Instagram Page (@onopokecoyeg). There will be a total of four Contest Posts over the course of the Entry Period, at various dates and time during the Entry Period.

To participate and enter into this Giveaway you must:

- a) Be a resident of Alberta and over the majority age in Alberta.
- b) Have a valid and active Instagram account (an "Account"). If you do not have an Account, visit www.instagram.com and register in accordance with the enrollment instructions for a free Instagram account.
- c) "Follow" us @onopokecoyeg on Instagram.
- d) "Like" the Contest Post.
- e) "Tag" friends in the comment section of the Contest Post.

3. You will receive one (1) Entry in the Contest when you "Follow Us", "Like" and "Tag a Friend" for each of the four Contest Post. LIMIT (4) ENTRY PER PERSON/ACCOUNT DURING THE CONTEST PERIOD, regardless of how many times you submit a "Like" or "Tag a Friend". For greater certainty and the avoidance of any doubt, you can only use one (1) Account to participate in the Contest. If it is discovered that you attempted to enter more than once during the Contest Period, then all your Entries will be void. Use of any automated system to submit Entries is prohibited and will result in disqualification.

BY SUBMITTING AN ENTRY, YOU ACKNOWLEDGE THAT YOUR ENTRY (INCLUDING YOUR USERNAME AND PROFILE PICTURE) MAY BE POSTED ON INSTAGRAM, TWITTER, FACEBOOK AND/OR SPONSOR'S PROPRIETARY WEBSITE, WHERE IT MAY BE VIEWED, SHARED (BY USERS OF INSTAGRAM AND VARIOUS OTHER INTERNET-BASED SITES) AND COMMENTED ON BY THE SPONSOR AND THE GENERAL PUBLIC.

DRAW AND WINNER SELECTION

4. To be eligible to win, a person must be a resident of Alberta and over the majority age in Alberta.
5. On Wednesday, September 20, in Edmonton, Alberta at approximately 12:00 p.m. MST, one (1) eligible entrant will be selected by random draw from all eligible entries received during the Contest Period. The odds of winning depend on the number of eligible entries received.
6. Before being declared a winner: The selected entrant will be contacted by private message on Instagram and notified that they are eligible to win. The selected entrant must reply by private message within one (1) business day of notification and provide the Sponsor with a contact phone number. The selected entrant must first correctly answer a time-limited mathematical skill-testing question to be administered by telephone. The Sponsor will then email, and the selected entrant will be required to sign and return within one (1) business day of notification a declaration of eligibility and a liability/publicity release, which:
 - a) confirms compliance with the contest rules;
 - b) releases the Sponsor, its affiliated companies and agents, advertising and promotion agencies, the contest judges and each of their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with the Contest, the entrant's participation therein and/or the awarding and use or misuse of the prize or any portion thereof; and
 - c) grants to the Sponsor the right to use the selected entrant's name, address and likeness in any form of advertising relating to the contest without further notice or compensation. If a selected entrant: (i) cannot be contacted by private message within one (1) calendar days of selection or there is a return of any prior notification as undeliverable; (ii) fails to correctly answer the skill-testing question; or (iii) fails to return the contest documents within the specified time, the he/she will be disqualified and will forfeit the prize, and the Sponsor reserves the right to select an alternate entrant from among the remaining eligible entries
7. Employees of Sponsor, and Sponsor's parent and affiliate companies, representatives and agents, as well as family members and the persons with whom they are domiciled with are not eligible to enter this Contest.

8. Sponsor reserves the right, in its sole discretion, to require the potential winner to provide identification sufficient in Sponsor's sole discretion to show that he/she was the authorized account holder of such email address, or to otherwise require proof in a form acceptable to Sponsor of identity, residency, and/or eligibility to participate in the Contest or win the Contest.
9. In the event of a dispute over the identity of a winner, the authorized account holder of the email or Facebook account used to set up the Instagram account will be deemed to be the entrant. Entries will not be judged. All entries that meet eligibility requirements and comply with these Official Rules will be eligible to win.
10. As a condition of receiving the prize, the potential winner also may be required to complete, sign and return to Sponsor an affidavit of eligibility and liability release and, except where prohibited by law, a publicity release within the time period designated by Sponsor, if Sponsor so requests, in Sponsor's sole discretion. If a potential winner fails to do so, or is found to be ineligible in Sponsor's sole discretion, that potential winner will be disqualified.
11. Grand Prize will either be shipped to winner's home or business address in Alberta at Sponsor's expense or sent electronically through e-mail. It is winner's sole responsibility to make sure that Sponsor has accurate address and contact information for winner.

PRIZE

12. **Grand Prize:** There will be one (1) grand prize available to be won, consisting of two (2) return flights from Edmonton, Alberta, Canada to Kahului, Maui, USA departing December 12, 2017 at 7:30am (local) on WestJet flight 1884 and returning on December 18 at 1:35pm (local) on WestJet Flight #1885. Note that the flight times may change without notice and it is the responsibility of the winner of the Contest to verify flight times. (Approximate retail value of the grand prize is \$1200 (CDN)). ("Grand Prize")
13. Grand Prize must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right to substitute a prize or a prize component with one of equal or greater value, including without limitation, but solely in the Sponsor's discretion, a cash award. Grand Prize will only be awarded to the person who is the owner of the Account.
14. **Grand Prize Exclusions:** The grand prize does not include, and the sponsor will not pay for following:
 - a) Travel to Edmonton International Airport from winner's permanent or temporary residence.
 - b) Travel from Edmonton International Airport to winner's permanent or temporary residence.
 - c) Local Maui accommodation, local Maui transportation, meals and/or entertainment when in Maui.

It is solely the Contest Winner's responsibility to arrange for all accommodations, transportation, meals and/or entertainment in Maui.

15. Any other costs or expenses associated with a prize and not specified herein will be the responsibility of the winner and his/her guest(s) (as applicable) including without limitation any costs associated with travel to (and/or accommodation at) Edmonton and Maui or changes in any

way to the airfare. 'Ono Poke Co. is not liable for winner's (or a winner's guest's) inability to use the prize, including without limitation where such inability is due to unavailability or in the event a prize winner (and/or one or more of his/her guests) becomes unable to fully enjoy the prize due to illness, is inadmissible to the United States of America, is inadmissible back to Canada or is otherwise unable to make use of the prize, and in such circumstances Sponsor shall have the option, in its sole discretion, of being relieved of liability for fulfillment of the prize award and no other compensation in lieu of the prize will be awarded.

GENERAL

16. Sponsor has not made and is not responsible for, and hereby disclaims, any representation, warranty or guaranty, express or implied, in fact or in law, relative to the prize.
17. By entering the Contest, each entrant agrees to abide by these Contest Rules. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal.
18. Sponsor reserves the right to cancel, suspend, withdraw or amend this Contest in any way, without prior notice or obligation, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Contest Rules. Any attempt to deliberately undermine the legitimate operation of this Contest 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, including criminal prosecution.
19. By participating in the Giveaway, each entrant agrees for entrant and for entrant's heirs, executors, and administrators to release, indemnify, defend, and hold (a) the Sponsor, its parent companies, subsidiaries, affiliates, promotion agencies and prize suppliers (collectively the "Sweepstakes Entities") and their respective officers, directors, employees and representatives and (b) Instagram and WestJet harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Sweepstakes.
20. All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).
21. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise, illicit means to enter the Contest, or any other methods not authorized by these Contest Rules, for example, but not limited to, creating multiple Instagram accounts, shall be deemed as tampering

and may disqualify you from entering, participating, winning prizes (defined herein), and preclude you from participating in future contests and promotions, at the sole discretion of Sponsor. Entries that are late, lost, stolen, illegible, contain false information, are damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular or that do not conform with or satisfy any or all of the conditions these rules will be judged void. All Entries become the property of Sponsor upon receipt and none will be returned. Proof of transmission (screenshots or captures, etc.) does not constitute proof of receipt.

22. Without limitation, the Sponsor, its advertising and promotion agencies and the Contest judges will not be liable for any failure of the website during the Contest; for an technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any Entry to be received by the Sponsor, its advertising and promotion agencies or the Contest judges for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any combination of the above. Further, the Sponsor, its advertising and promotion agencies and the Contest judges will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.
23. **Privacy Policy.** By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's Privacy Policy unless the entrant otherwise agrees to receive further communications from Sponsor. Your use of Instagram is subject to the Instagram Privacy Policy (available at: <https://help.instagram.com/155833707900388>).
24. **No Instagram Affiliations.** Contest is in no way sponsored, endorsed, or administered by, or in association with, Instagram. Any questions or comments regarding the Contest should be directed to the Sponsor, not Instagram.
25. **No WestJet Affiliations.** Contest is in no way sponsored, endorsed, or administered by, or in association with, WestJet. Any questions or comments regarding the Contest should be directed to the Sponsor, not WestJet.