

SOBEYS 110TH ANNIVERSARY CELEBRATION OFFICIAL GAME RULES

Sobeys 110th Anniversary Celebration (the "Game") is offered by Sobeys Capital Incorporated ("Sobeys") and is administered by WSP International Limited ("Administrators"). Sobeys hereinafter will be referred to as the "Game Sponsor".

NO PURCHASE NECESSARY TO PLAY. You are not required to make a purchase to participate in the Game. Making a purchase will not improve your chances of winning.

General Game Information: The Game is being played at approximately 381 participating Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express and Lawtons Drugs stores ("Participating Locations") in the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador. Only Game tickets with Series "GMCSAAG17" printed on the Game ticket are valid for this Game. Obtain a free Collector Card (required to play the Collect to Win portion of the Game as described below) at any Participating Location during the Game Period (See Rule 1, below), while supplies last. Obtain a Game ticket from any cashier or authorized personnel every time you make a qualifying purchase at a Participating Location during the Game Period while supplies last. You will also receive one (1) bonus Game Ticket when you purchase the advertised featured Bonus Items of the Week ("Bonus Item(s)"), to a limit of eight (8) Game Tickets per transaction. Maximum limit of nine (9) Game tickets per qualifying transaction, per customer. Qualifying purchases include all items for sale at a Participating Location subject to the exceptions defined herein. **Offer excludes taxes, delivery charges, bill payments, service fees, bus tickets\ passes, rental fees, event tickets, gift cards, prepaid cards, postal products and services, prescriptions, pharmacy services, tobacco products, deposits, environmental charges, alcoholic beverages, fuel, certain other non-grocery items in Co-op stores (see in-store for details) and any other goods and services which are non-discountable or excluded by law. Fluid dairy products and lottery are also excluded from your spend in Atlantic Canada at Sobeys, Foodland and participating Co-op locations and these items purchased alone or together DOES NOT qualify you to receive a Game ticket.** To receive a Game Ticket without purchase, send a self-addressed, stamped envelope to: Sobeys 110th Anniversary Celebration, c/o P.O. Box 3009, M.I.P. Markham, ON L3R 6G4. Requests must be postmarked by November 1, 2017 and received by November 8, 2017. Limit one Game ticket per request, per day; one request per outer mailing envelope. No mechanically reproduced or computer-generated requests allowed. Any questions, concerns or comments regarding the Game can be forwarded to gamemaster@110Anniversary.com or send your questions, concerns or comments to Sobeys 110th Anniversary Celebration, c/o P.O. Box 3009, M.I.P., Markham, ON, L3R 6G4.

1) GAME DATES: The Game begins at the start of business (as applicable) at the Participating Locations on September 7, 2017 (the "Game Start Date") and is scheduled to end at the end of business (as applicable) on November 1, 2017 (the "Scheduled Game End Date") or whenever Game ticket supplies are exhausted, whichever occurs first. The period between the Game Start Date and the Scheduled Game End Date is known as the "Game Period". Certain components of the Game will end on different dates, as indicated elsewhere in these Rules. Business hours may vary between stores.

2) WHO CAN PLAY: The Game is open to all legal residents of the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador who have reached the age of majority in their Province of residence as of Game Start Date. To be awarded any prize in the Game, you must have reached the age majority as of the date of entry or have a parent or guardian who is of the age of majority accept the prize and fully comply with these Official Rules on your behalf. Employees of the Game Sponsor, Sobeys Atlantic, Lawtons Drugs, Foodland and Participating Co-ops store franchisees and Needs and Sobeys Express franchisees, their immediate household members (all collectively referred to as "Employees") are eligible to win prizes in the Game up to a maximum value of \$200.00 as outlined herein. For these rules, you are considered an Employee if you were employed, full or part-time, by any of the entities listed above, at any time throughout the Game Period. The Administrators and any advertising and promotion agencies specific to this Game, their employees and their immediate household members are not eligible to play the Game or win any prizes in the Game.

3) HOW TO PLAY AND WIN PRIZES: There are four ways to play and win prizes: A) Instant Win, B) Collect to Win, C) Second Chance Collect to Win, D) Online Win Sweepstakes. Carefully tear open your Game ticket along the perforation to find three (3) stickers inside that are used to play the Collect to Win portion of the Game, and to reveal an Instant Win message or an Online PIN that is used to enter the Online Win Sweepstakes. Every Game ticket will contain *either* an Instant Win or Discount message *or* an Online PIN, but not both.

A) INSTANT WIN: When opened, some tickets will reveal, the message "You've won!", "\$1.00 Off", or "AIR MILES® Bonus" followed by the description of an Instant Free Product Prize, Instant Product Discount or AIR MILES® reward miles prize ("Instant Win Prizes and Discounts"). The approximate retail values ("ARV") of the Instant Win Prizes and Discounts, as of July 16, 2015, range from \$0.45 to \$19.97. See Table 1 below for details. There are a total of 2,578,970 Instant Win Prizes and Discounts available.

Table 1 - The following are offered as Instant Prizes and Discounts in 16,413,000 Game tickets available for distribution:

FREE PRODUCT PRIZES:						
Product Description	Type / Varieties	Size (or Range)	ARV	Availability	Total Available	Odds to Receive
General Mills Oatmeal Crisp Cereal	Assorted Varieties	425 - 505 g	\$3.49	Sobeys or Foodland & participating Co-ops	22,930	1 in 716
Lay's Potato Chips	Any Variety	180 g	\$2.99	Sobeys, Foodland & participating Co-ops, Needs or Sobeys Express	26,760	1 in 614
Philadelphia VIVA Yogurt Smoothie	Any Variety	4 Pack	\$5.99	Sobeys or Foodland & participating Co-ops	13,360	1 in 1,229
Kit Kat		45 g	\$1.59	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	50,320	1 in 327
RITZ Crisp & Thins	Any Variety	115 g	\$2.50	Sobeys or Foodland & participating Co-ops	21,000	1 in 782
Robin Hood Quick Bread Mix	Any Variety	396 - 493 g	\$2.49	Sobeys or Foodland & participating Co-ops	21,090	1 in 779
True North Maple BBQ Spice		130 g	\$5.99	Sobeys or Foodland & participating Co-ops	8,770	1 in 1,872
Healthy Choice Simply, Healthy Choice Gourmet Steamers or VH Steamers Frozen Entrées	Any Variety	259 - 306 g	\$3.29	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	15,960	1 in 1,029
Dentaflex Single Treats for Dogs	Any Variety	48 - 108 g	\$2.99	Sobeys or Foodland & participating Co-ops	17,560	1 in 935
Janes Pub Style Chicken	Any Variety	800 - 852 g	\$9.99	Sobeys or Foodland & participating Co-ops	1,320	1 in 12,435
Janes Ultimates Chicken Bites	Any Variety	900 g	\$13.99	Sobeys or Foodland & participating Co-ops	940	1 in 17,461
Janes Classic Fish	Any Variety	450 - 640 g	\$5.49	Sobeys or Foodland & participating Co-ops	2,400	1 in 6,839

Janes Ultimates Fish	Any Variety	575 - 615 g	\$10.89	Sobeys or Foodland & participating Co-ops	1,210	1 in 13,565
Dove Bar	Any Variety excludes Baby Bar	2 x 90 g	\$2.49	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	10,550	1 in 1,556
Knorr Selects Rice	Any Variety	155 - 184 g	\$2.49	Sobeys or Foodland & participating Co-ops	10,550	1 in 1,556
Kellogg's Special K Cereal	Any Variety	310 - 553 g	\$5.49	Sobeys or Foodland & participating Co-ops	5,470	1 in 3,001
Scotties Facial Tissue Multipack	Any Variety	6 Pack, 70 or 140 Sheets	\$7.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	3,760	1 in 4,366
Hershey King Size Bar	Any Variety	62 - 85 g	\$2.00	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	15,000	1 in 1,095
Purina Beggin' Dog Snacks	Any Variety	170 g	\$3.99	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	7,520	1 in 2,183
Simply Orange Juice	Select Varieties	1.75 L	\$4.45	Sobeys, Foodland & participating Co-ops or Sobeys Express	6,750	1 in 2,432
PepsiCo Soft Drink	Any Variety	591 mL	\$1.99	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	15,080	1 in 1,089
Arm & Hammer Toothpaste	Any Variety	90 - 120 mL	\$3.29	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	3,800	1 in 4,320
Glad Blue Bag Regular	Any Variety	20 - 40 count	\$10.29	Sobeys or Foodland & participating Co-ops	1,220	1 in 13,454
Colgate Total Toothpaste Whitening or Clean Mint		60 mL	\$2.29	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	5,460	1 in 3,007
Whippet Cookies	Any Variety	250 g	\$3.99	Sobeys or Foodland & participating Co-ops	3,140	1 in 5,228
Sunlight Hand Dish Detergent	Any Variety	740 - 950 mL	\$2.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	4,190	1 in 3,918
Royale Bathroom Tissue	Double Roll	8 Pack	\$7.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	1,570	1 in 10,455
Oasis Juice	Any Variety	960 mL	\$1.99	Sobeys, Foodland & participating Co-ops, Needs or Sobeys Express	6,290	1 in 2,610
Lysol Toilet Bowl Cleaner	Action Gel	710 mL	\$2.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	4,190	1 in 3,918
Scrubbing Bubbles® Bathroom	Any Variety	567 - 623 g or 946 - 950 mL	\$3.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	3,140	1 in 5,228
Tetley Specialty Tea	Any Variety	20 - 24's	\$3.79	Sobeys or Foodland & participating Co-ops	3,300	1 in 4,974
Tide PODs		15 - 20 count	\$6.99	Sobeys or Foodland & participating Co-ops	1,790	1 in 9,170
Campbells Chunky Soup	Any Variety	540 mL	\$3.29	Sobeys or Foodland & participating Co-ops	3,800	1 in 4,320
Quaker Chewy or Dipp's Granola Bars	Any Variety	150 - 187 g	\$2.99	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	4,190	1 in 3,918
Barilla Blue Box Pasta or Pronto	Any Variety	340 - 454 g	\$2.49	Sobeys or Foodland & participating Co-ops	5,030	1 in 3,264
Double Dutch Ridgies Potato Chips	Any Variety	235 g	\$3.00	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	4,170	1 in 3,936
Kauai Roast and Ground Coffee	Any Variety	284 g	\$9.99	Sobeys	1,400	1 in 11,724
Kleenex Facial Tissue Sheets	Any Variety	68 - 160 count	\$2.69	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	4,650	1 in 3,530
Melitta Roast & Ground Coffee	Any Variety	300 g	\$6.99	Sobeys or Foodland & participating Co-ops	1,790	1 in 9,170
Black Diamond Natural Cheese Sticks	Any Variety	252 g	\$4.99	Sobeys	2,510	1 in 6,540
Graves Beans	Any Variety	398 mL	\$1.09	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	11,470	1 in 1,431
Woolwich Goat Cheese	Assorted Varieties	113 g	\$4.49	Sobeys or Foodland & participating Co-ops	2,790	1 in 5,883
FREE! \$4 Set for Life Ticket GRATUIT! 4 \$ Gagnant à Vie			\$4.00	Needs or Sobeys Express	3,130	1 in 5,244
Farmers Ice Cream	Any Variety	1.5 L	\$6.49	Sobeys or Foodland & participating Co-ops	1,930	1 in 8,505
Energizer Max Alkaline Batteries AA4		4 count	\$4.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	320	1 in 51,291
Solo Squared Cups		18 oz., 30 Pack	\$4.49	Sobeys	350	1 in 46,895
Webber Most Complete Multivitamins	Any Variety	90's	\$19.97	Sobeys or Lawtons Drugs	160	1 in 102,582
Tylenol Extra Strength Rapid Release Gelscaps	Any Variety	80 count	\$14.99	Sobeys or Lawtons Drugs	210	1 in 78,158
L'Oréal Hair Expertise Shampoo or Conditioner	Any Variety	385 mL	\$6.49	Sobeys or Lawtons Drugs	480	1 in 34,194
L'Oréal Eye & Lip Makeup Remover		120 - 125 mL	\$10.99	Sobeys or Lawtons Drugs	290	1 in 56,597
Advil Tablets		10 count	\$2.99	Sobeys, Foodland & participating Co-ops, Needs or Lawtons Drugs	1,560	1 in 10,522
Summer Fresh Dip or Hummus	Any Variety	200 - 283 g	\$4.99	Sobeys, Foodland & participating Co-ops, Needs or Sobeys Express	630	1 in 26,053
Jamieson Vitamin D 1000IU		240's	\$9.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	160	1 in 102,582
Wet Ones Travel Pack	Any Variety	20 count	\$1.99	Sobeys, Needs, Sobeys Express or Lawtons Drugs	1,560	1 in 10,522
Comeau Lemon & Maple Pepper Smoked Salmon	Any Variety	200 g	\$9.99	Sobeys	320	1 in 51,291
Purity Cream Crackers	Regular or Less Fat	300 - 350 g	\$3.79	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	410	1 in 40,032
Sundown Naturals NON-GMO Vitamin D 1000IU		100's	\$8.49	Sobeys or Lawtons Drugs	370	1 in 44,360
Trident Superpak Gum	Any Variety	14 Piece	\$1.99	Needs, Sobeys Express or Lawtons Drugs	13,200	1 in 1,244
ÍOGO Nano Yogurt Tubes	Any Variety	8 x 60 g	\$2.99	Sobeys or Foodland & participating Co-ops	4,190	1 in 3,918
McCain Classic Pepperoni Pizza Pockets	Pepperoni or 3 Cheese	300 g	\$3.99	Sobeys or Foodland & participating Co-ops	3,140	1 in 5,228
Post Shreddies	Any Variety	480 - 550 g	\$5.19	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	2,410	1 in 6,811
Green Giant Riced Veggies	Any Variety	340 g	\$3.99	Sobeys	3,140	1 in 5,228
Chapman's Yukon Novelties	Any Variety	5 - 8 count	\$4.49	Sobeys or Foodland & participating Co-ops	2,790	1 in 5,883
DOLLAR OFF DISCOUNTS:						
Betty Crocker and Motts Fruit Snacks	Assorted	128 - 228 g	\$3.79	Sobeys or Foodland & participating Co-ops	100,510	1 in 164
Miss Vickies Kettle Potato Chips	Any Variety	200 - 220 g	\$3.79	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	100,510	1 in 164
Kraft Miracle Whip	Any Variety	650 - 890 mL	\$4.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	100,510	1 in 164
Nescafe or Enoce Instant Coffee 100 - 170 g, Expresso or Taster's Choice 100 g	Any Variety		\$6.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	100,510	1 in 164

belVita Breakfast Cereal Biscuits	Any Variety	250 g	\$3.79	Sobeys or Foodland & participating Co-ops	33,750	1 in 487
Jif Peanut Butter	Any Variety	1 Kg	\$6.99	Sobeys or Foodland & participating Co-ops	67,500	1 in 244
True North Seafood Smoked Salmon	Any Variety	150 g	\$6.99	Sobeys or Foodland & participating Co-ops	67,500	1 in 244
Orville Redenbacher's Popcorn	Any Variety	5 - 8 Pack Microwave or 1 Ready to Eat Bag 150 - 220 g	\$4.29	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	67,430	1 in 244
Uncle Ben's Bistro Express	Any Variety	240 - 250 g	\$3.29	Sobeys, Foodland & participating Co-ops or Sobeys Express	67,500	1 in 244
Janes Ultimates Fish	Any Variety	575 - 615 g	\$10.89	Sobeys or Foodland & participating Co-ops	16,860	1 in 974
Janes Pub Style Chicken	Any Variety	800 - 852 g	\$9.99	Sobeys or Foodland & participating Co-ops	16,860	1 in 974
Janes Ultimates Chicken Bites	Any Variety	900 g	\$13.99	Sobeys or Foodland & participating Co-ops	16,860	1 in 974
Janes Classic Fish	Any Variety	450 - 640 g	\$5.49	Sobeys or Foodland & participating Co-ops	16,860	1 in 974
Red Rose Orange Pekoe Tea		144's	\$6.99	Sobeys or Foodland & participating Co-ops	67,500	1 in 244
Kellogg's Mini Wheats Cereals	Any Variety	405 - 510 g	\$5.49	Sobeys or Foodland & participating Co-ops	40,000	1 in 411
SpongeTowel Paper Towels	Select Varieties	6 Pack	\$8.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	40,000	1 in 411
Hershey Snack Mix Cannister 160 - 170 g or Hershey Pouches 138 - 290 g	Any Variety		\$4.99	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	39,950	1 in 411
Beneful Dry Dog Food	Any Variety	1.6 - 2 Kg	\$7.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	39,950	1 in 411
Simply Orange Juice	Select Varieties	1.75 L	\$4.45	Sobeys, Foodland & participating Co-ops or Sobeys Express	39,950	1 in 411
PepsiCo Beverages	Any Variety	2 L	\$1.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	40,000	1 in 411
Arm & Hammer Cat Litter	Any Variety	6.4 Kg	\$7.49	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	17,500	1 in 938
Glad Sandwich Bags	Any Variety	100 count	\$3.69	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	17,470	1 in 940
Palmolive Liquid Detergent Original	Any Variety	591 - 828 mL	\$2.59	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	17,470	1 in 940
Bear Paws Cookies	Any Variety	168 - 270 g	\$4.29	Sobeys or Foodland & participating Co-ops	17,470	1 in 940
Purex Laundry Detergent	Any Variety	1.92 - 2.03 L	\$6.49	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	17,500	1 in 938
Royale Bathroom Tissue	Double Roll	12 Pack	\$10.69	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	17,500	1 in 938
Oasis Juice	Any Variety	8 x 200 mL	\$3.79	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Lysol Cleaning Product	Any Variety			Sobeys, Foodland & participating Co-ops or Lawtons Drugs	17,470	1 in 940
Ziploc Food Protection Bags	Freezer or Storage	10 - 75's	\$4.49	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Tetley Ready To Drink Iced Tea	Any Variety	473 mL	\$2.99	Sobeys, Foodland & participating Co-ops or Needs	17,500	1 in 938
Tide PODs		32 - 42 count	\$12.99	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Pepperidge Farm Goldfish Crackers	Any Variety	156 - 227 g	\$3.49	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	17,470	1 in 940
Quaker Instant Oatmeal Heart Medleys or Oat Packets	Any Variety	216 - 430 g	\$3.49	Sobeys, Foodland & participating Co-ops, Needs or Sobeys Express	17,470	1 in 940
Barilla Gluten Free Pasta or Barilla Plus Pasta	Any Variety	340 g	\$2.99	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Old Dutch XXL Potato Chips	Any Variety	255 g	\$3.00	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	17,470	1 in 940
Jumping Bean Single Serve Coffee Pods	Any Variety	12's	\$7.99	Sobeys	17,500	1 in 938
U by Kotex	Any Variety	Pads (14 - 24), Tampons (16 - 18) or Liners (40 - 64)	\$4.49-5.49	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	17,470	1 in 940
Melitta Roast & Ground Coffee	Any Variety	300 g	\$6.99	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Black Diamond Cheestrings	Any Variety	336 g	\$4.99	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Arctic Gardens Veg E		300 g	\$3.50	Sobeys	17,500	1 in 938
Saputo FETOs Feta Cheese		200 g	\$5.49	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
\$4 Set for Life Ticket 1 \$ DE RABAIS! 4 \$ Gagnant à Vie			\$4.00	Needs or Sobeys Express	17,500	1 in 938
Farmers Ice Cream	Any Variety	1.5 L	\$6.49	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Energizer Max Alkaline Batteries AA4		4 count	\$4.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	2,200	1 in 7,461
Solo Squared Cups		18 oz, 30 Pack	\$4.49	Sobeys	2,200	1 in 7,461
Webber Omega-3 and Krill Products	Any Variety	60 - 220's	\$17.49	Sobeys or Lawtons Drugs	4,400	1 in 3,731
Aleve Caplets		220 mg, 24 count	\$5.79	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	7,500	1 in 2,189
Tylenol Extra Strength Rapid Release Gels	Any Variety	80 count	\$14.99	Sobeys or Lawtons Drugs	4,400	1 in 3,731
L'Oréal Hair Expertise Shampoo or Conditioner	Any Variety	385 mL	5.99-6.99	Sobeys or Lawtons Drugs	4,400	1 in 3,731
L'Oréal Towelettes	Any Variety		9.99-11.99	Sobeys or Lawtons Drugs	4,400	1 in 3,731
Advil Tablets, Caplets or Liqui-gels	Select Varieties	50 - 72 count	\$15.99	Sobeys or Lawtons Drugs	6,600	1 in 2,487
Summer Fresh Dip or Hummus	Any Variety	200 - 283 g	\$4.99	Sobeys, Foodland & participating Co-ops, Needs or Sobeys Express	4,390	1 in 3,739
Jamieson Vitamins Herbals	Any Variety	Assorted		Lawtons Drugs	2,200	1 in 7,461
Skintimate or Edge Shave Gel	Any Variety	198 g	\$3.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	4,400	1 in 3,731
Comeau Maple Bourbon Bacon Wrapped Salmon		225 g	\$11.99	Sobeys	4,400	1 in 3,731
Purity Cream Crackers	Regular or Less Fat	300 - 350 g	\$3.79	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	2,200	1 in 7,461
Sundown Naturals Supplements	Any Variety	60 - 200 count	\$15.31	Sobeys or Lawtons Drugs	2,200	1 in 7,461
Nature's Bounty Vitamins	Any Variety	45 - 250 count	\$16.00	Sobeys or Lawtons Drugs	2,200	1 in 7,461
Cadbury Family Bars	Any Variety	85 - 100 g	\$3.59	Needs, Sobeys Express or Lawtons Drugs	33,750	1 in 487
IOGO Smoothie or Protein	Any Variety	1 L	\$4.99	Sobeys	17,500	1 in 938

McCain Classic Pepperoni Pizza Pockets	Pepperoni or 3 Cheese	300 g	\$3.99	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Post Alpha-Bits 340 g, Honeycomb 400 g, Sugar Crisp 365 g, Honey Bunches of Oats 368 - 439 g, Great Grains 385 - 453 g or Shredded Wheat Big Biscuit 425 g	Any Variety		\$4.99	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
Green Giant Riced Veggies, Veggie Tots or Mashed Cauliflower	Any Variety	340 - 567 g	\$3.99	Sobeys	17,500	1 in 938
Chapman's Yukon Novelties or Premium Ice Cream	Any Variety	5 - 8 count Box or 2 L Carton	\$4.49	Sobeys or Foodland & participating Co-ops	17,500	1 in 938
INSTANT AIR MILES® reward miles:						
3 AIR MILES® REWARD MILES					332,890	1 in 50
5 BONUS AIR MILES® REWARD MILES					50,000	1 in 329
10 BONUS AIR MILES® REWARD MILES					5,000	1 in 3,283
25 BONUS AIR MILES® REWARD MILES					1,000	1 in 16,413
110 BONUS AIR MILES® REWARD MILES					110	1 in 149,210

GET AIR MILES® Bonus Miles when you buy:							
	Product Description	Type / Varieties	Size (or Range)	ARV	Availability	Total Available	Odds to Receive
Get 10 AIR MILES® Bonus Miles when you buy 2:	Yoplait Tubes or Minigo	Any Variety	8 x 60 g or 6 x 60 g	\$3.29-\$3.49	Sobeys, Foodland & participating Co-ops, Sobeys Express or Lawtons Drugs	5,000	1 in 3,283
Get 3 AIR MILES® Bonus Miles when you buy 1:	Smartfood Popcorn	Any Variety	180 - 220 g	\$3.50	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	16,670	1 in 985
Get 10 AIR MILES® Bonus Miles when you buy 2:	Cracker Barrel Shreds	Any Variety	300 - 320 g	\$8.49	Sobeys or Foodland & participating Co-ops	5,000	1 in 3,283
Get 10 AIR MILES® Bonus Miles when you buy 2:	Delissio Thin Crust	Any Variety	555 - 630 g	\$6.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	5,000	1 in 3,283
Get 2 AIR MILES® Bonus Miles when you buy 1:	Christie GOOD Thins	Any Variety	100 - 184 g	\$2.50	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	10,000	1 in 1,642
Get 5 AIR MILES® Bonus Miles when you buy 1:	Folgers Groumet Selections coffee K-Cup (R) Pods	Any Variety	12's	\$7.99	Sobeys or Foodland & participating Co-ops	4,000	1 in 4,104
Get 3 AIR MILES® Bonus Miles when you buy 1:	True North Seafood Smoked Salmon Toppers	Any Variety	227 g	\$5.99	Sobeys	6,670	1 in 2,461
Get 3 AIR MILES® Bonus Miles when you buy 1:	Del Monte Portable Fruit Cups	Any Variety	107 - 113 mL	\$2.99	Sobeys, Foodland & participating Co-ops, Needs or Lawtons Drugs	6,670	1 in 2,461
Get 5 AIR MILES® Bonus Miles when you buy 1:	Mars Chocolate	Any Variety	162 - 200 g	\$5.29	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	4,000	1 in 4,104
Get 10 AIR MILES® Bonus Miles when you buy 1:	Janes Ultimates Fish	Any Variety	575 - 615 g	\$10.89	Sobeys or Foodland & participating Co-ops	500	1 in 32,826
Get 10 AIR MILES® Bonus Miles when you buy 1:	Janes Pub Style Chicken	Any Variety	800 - 852 g	\$9.99	Sobeys or Foodland & participating Co-ops	500	1 in 32,826
Get 10 AIR MILES® Bonus Miles when you buy 1:	Janes Ultimates Chicken Bites	Any Variety	900 g	\$13.99	Sobeys or Foodland & participating Co-ops	500	1 in 32,826
Get 10 AIR MILES® Bonus Miles when you buy 1:	Janes Classic Fish	Any Variety	450 - 640 g	\$5.49	Sobeys or Foodland & participating Co-ops	500	1 in 32,826
Get 2 AIR MILES® Bonus Miles when you buy 1:	Ben & Jerry's Non-Dairy Frozen Dessert	Any Variety	500 mL	\$6.99	Sobeys	10,000	1 in 1,642
Get 5 AIR MILES® Bonus Miles when you buy 1:	Kellogg's Rice Krispies	Any Variety	340 - 440 g	\$5.49	Sobeys or Foodland & participating Co-ops	2,000	1 in 8,207
Get 2 AIR MILES® Bonus Miles when you buy 1:	White Swan Deluxe Bathroom Tissue	Any Variety	4 Roll	\$2.59	Needs	5,000	1 in 3,283
Get 5 AIR MILES® Bonus Miles when you buy 1:	Hershey Snack Mix Cannisters	Any Variety	160 - 170 g	\$4.00	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	2,000	1 in 8,207
Get 3 AIR MILES® Bonus Miles when you buy 1:	Purina Friskies Dry Cat Food	Any Variety	1.4 - 1.5 Kg	\$6.49	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	3,340	1 in 4,915
Get 3 AIR MILES® Bonus Miles when you buy 1:	Simply Orange Juice	Select Varieties	1.75 L	\$4.45	Sobeys, Foodland & participating Co-ops or Sobeys Express	3,340	1 in 4,915
Get 2 AIR MILES® Bonus Miles when you buy 1:	Starbucks or Pure Leaf Ready to Drink Beverages	Any Variety	405 - 547 mL	\$2.49-\$3.19	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	5,000	1 in 3,283
Get 5 AIR MILES® Bonus Miles when you buy 2:	A&H Laundry Liquid or Unit	Any Variety	1.84 - 2.03 L or 24 count	\$5.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	1,000	1 in 16,413
Get 2 AIR MILES® Bonus Miles when you buy 1:	Glad Cling Wrap	Any Variety	18" 60m	\$2.43	Sobeys or Foodland & participating Co-ops	2,500	1 in 6,566
Get 5 AIR MILES® Bonus Miles when you buy 2:	Softsoap Liquid Hand Soap Base Pump	Any Variety	221 or 225 mL	\$2.49	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	1,000	1 in 16,413
Get 3 AIR MILES® Bonus Miles when you buy 1:	Wagon Wheels Small	Any Variety	315 - 369 g	\$3.99	Sobeys or Foodland & participating Co-ops	1,670	1 in 9,829
Get 10 AIR MILES® Bonus Miles when you buy 1:	Persil Laundry Detergent	Any Variety	1.18 L	\$6.99	Sobeys or Foodland & participating Co-ops	500	1 in 32,826
Get 5 AIR MILES® Bonus Miles when you buy 1:	Royale Tiger Paper Towel	Any Variety	6 Pack	\$8.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	1,000	1 in 16,413
Get 2 AIR MILES® Bonus Miles when you buy 1:	Rougemont Apple Juice	Any Variety	2 L	\$3.79	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	2,500	1 in 6,566
Get 3 AIR MILES® Bonus Miles when you buy 1:	Lysol Bathroom Cleaner	Any Variety	680 g, 650 mL or 950 mL	\$3.79	Sobeys or Foodland & participating Co-ops	1,670	1 in 9,829
Get 4 AIR MILES® Bonus Miles when you buy 1:	Glade Candles	small		\$4.99	Sobeys or Foodland & participating Co-ops	1,250	1 in 13,131
Get 2 AIR MILES® Bonus Miles when you buy 1:	Tetley Tea	Any Variety	80 - 144's	\$7.79	Sobeys or Foodland & participating Co-ops	2,500	1 in 6,566

Get 5 AIR MILES® Bonus Miles when you buy 1:	Downy Unstoppables		375 g	\$7.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	1,000	1 in 16,413
Get 2 AIR MILES® Bonus Miles when you buy 1:	Campbells Ready To Eat Soup	Any Variety	540 mL	\$2.49	Sobeys or Foodland & participating Co-ops	2,500	1 in 6,566
Get 3 AIR MILES® Bonus Miles when you buy 1:	Aunt Jemima Pancake Mix 905 g or Syrup 750 mL	Any Variety		\$3.50	Sobeys or Foodland & participating Co-ops	1,670	1 in 9,829
Get 5 AIR MILES® Bonus Miles when you buy 1:	Barilla Gluten Free Pasta or Barilla Plus Pasta	Any Variety	340 g	\$2.99	Sobeys or Foodland & participating Co-ops	1,000	1 in 16,413
Get 5 AIR MILES® Bonus Miles when you buy 1:	Old Dutch Restaurant Tortilla Chips	Any Variety	230 - 384 g	\$3.29	Sobeys, Foodland & participating Co-ops, Needs, Sobeys Express or Lawtons Drugs	1,000	1 in 16,413
Get 15 AIR MILES® Bonus Miles when you buy 2:	Tim Hortons Single Serve Coffee Cups	Any Variety	12's	\$9.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	340	1 in 48,274
Get 5 AIR MILES® Bonus Miles when you buy 1:	Kleenex Facial Tissue	Any Variety	3 or 6 Pack	\$7.99	Sobeys	1,000	1 in 16,413
Get 10 AIR MILES® Bonus Miles when you buy 1:	Melitta Wholebean Coffee	Any Variety	907 g	\$17.99	Sobeys or Foodland & participating Co-ops	500	1 in 32,826
Get 5 AIR MILES® Bonus Miles when you buy 1:	Black Diamond Natural Cheese Slices	Any Variety	260 - 280 g	\$5.99	Sobeys	1,000	1 in 16,413
Get 3 AIR MILES® Bonus Miles when you buy 1:	Arctic Gardens Frozen Vegetables		300 - 750 g	\$2.58	Sobeys or Foodland & participating Co-ops	1,670	1 in 9,829
Get 2 AIR MILES® Bonus Miles when you buy 1:	International Delight	Any Variety	473 mL	\$3.49	Sobeys or Foodland & participating Co-ops	2,500	1 in 6,566
Get 1 AIR MILES® Bonus Mile when you buy 1:	\$4 Set for Life Ticket Achetez un billet Gagnant à Vie, Recevez 1 Mile de Récompenses Air Miles!			\$4.00	Needs or Sobeys Express	5,000	1 in 3,283
Get 3 AIR MILES® Bonus Miles when you buy 2:	Farmers or Northumberland Sour Cream	Any Variety Brands Vary by Province	250 mL	\$2.29	Sobeys or Foodland & participating Co-ops	1,670	1 in 9,829
Get 2 AIR MILES® Bonus Miles when you buy 1:	Energizer Max Alkaline Batteries AAA		4 count	\$4.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	320	1 in 51,291
Get 2 AIR MILES® Bonus Miles when you buy 1:	Solo Squared Cups		18 oz, 30 Pack	\$4.49	Sobeys	320	1 in 51,291
Get 10 AIR MILES® Bonus Miles when you buy 1:	Tylenol Extra Strength Rapid Release Gelcaps	Any Variety	80 count	\$14.99	Sobeys or Lawtons Drugs	130	1 in 126,254
Get 2 AIR MILES® Bonus Miles when you buy 1:	L'Oréal Hair Expertise Shampoo or Conditioner	Any Variety	385 mL	5.99-6.99	Sobeys or Lawtons Drugs	1,250	1 in 13,131
Get 5 AIR MILES® Bonus Miles when you buy 1:	L'Oréal Paris Revitalift Skincare	Any Variety	35 - 50 mL	21.99-35.99	Sobeys or Lawtons Drugs	500	1 in 32,826
Get 10 AIR MILES® Bonus Miles when you buy 1:	Centrum	Premium	90 - 100	\$16.99	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	190	1 in 86,385
Get 15 AIR MILES® Bonus Miles when you buy 3:	Summer Fresh Dip or Hummus	Any Variety	200 - 283 g	\$4.99	Sobeys, Foodland & participating Co-ops, Needs or Sobeys Express	90	1 in 182,367
Get 5 AIR MILES® Bonus Miles when you buy 1:	Schick Xtreme 3 Disposable Razors	Any Variety	4 count	\$8.99	Sobeys or Lawtons Drugs	250	1 in 65,652
Get 2 AIR MILES® Bonus Miles when you buy 1:	Comeau Seafood Spread	Any Variety	140 g	\$4.49	Sobeys	630	1 in 26,053
Get 2 AIR MILES® Bonus Miles when you buy 1:	Purity Cream Crackers	Regular or Less Fat	300 - 350 g	\$3.79	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	320	1 in 51,291
Get 5 AIR MILES® Bonus Miles when you buy 2:	Sundown Naturals Supplements	Any Variety	60 - 200 count	\$15.31	Sobeys or Lawtons Drugs	250	1 in 65,652
Get 5 AIR MILES® Bonus Miles when you buy 2:	Nature's Bounty Supplements	Any Variety	45 - 250 count	\$16.00	Sobeys or Lawtons Drugs	250	1 in 65,652
Get 2 AIR MILES® Bonus Miles when you buy 1:	Maynards Candy	Any Variety	170 - 185 g	\$2.50	Sobeys, Foodland & participating Co-ops or Lawtons Drugs	5,000	1 in 3,283
Get 5 AIR MILES® Bonus Miles when you buy 1:	Nanō Pouch	Any Variety	4 x 90 g	3.99	Sobeys or Foodland & participating Co-ops	1,000	1 in 16,413
Get 4 AIR MILES® Bonus Miles when you buy 2:	McCain Classic Pepperoni Pizza Pockets	Pepperoni or 3 Cheese	300 g	\$3.99	Sobeys or Foodland & participating Co-ops	1,250	1 in 13,131
Get 2 AIR MILES® Bonus Miles when you buy 1:	Post Shreddies 710 - 725 g, Alpha-Bits 510 g, Honeycomb 595 g or Sugar Crisp 550 g	Any Variety		6.19	Sobeys or Foodland & participating Co-ops	2,500	1 in 6,566
Get 5 AIR MILES® Bonus Miles when you buy 1:	Green Giant Riced Veggies, Veggie Tots or Mashed Cauliflower	Any Variety	340 - 567 g	3.99	Sobeys	500	1 in 32,826
Get 5 AIR MILES® Bonus Miles when you buy 1:	Chapman's Yukon Novelties or Premium Ice Cream	Any Variety	5 - 8 count Box or 2 L Carton	4.49	Sobeys or Foodland & participating Co-ops	500	1 in 32,826

Total Instant Win Prizes and Discounts

**Quantity Available
2,597,430**

**Odds to Receive
1 in 7**

WHAT TO DO WHEN YOU GET A TICKET WITH AN INSTANT WIN MESSAGE: Go to the Participating Location where you obtained your ticket or to any other Participating Location and present the winning Game Ticket. You will be required to answer a skill testing question to receive any Instant Win Product prize or Air Miles® reward miles prize. In the event that you do not successfully answer the skill testing question or otherwise fails to comply with the Official Rules, the Game Ticket shall be null and void. Prize winner must surrender the winning ticket upon redemption. **Prize must be redeemed by end of business on November 15, 2017 at any Participating Location** where the product is available. Not all Instant Prizes or Discounts may be available at all Participating Locations. Participating Locations may choose to substitute like products of equal or greater value if the product is not available for any reason.

In order to claim an AIR MILES® prize, you must present a valid AIR MILES® collector card at any Participating Location in Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland or Labrador. AIR MILES® reward miles prizes will be credited to your AIR MILES® account within six (6) to eight (8) weeks. The ARV of AIR MILES® reward miles depends on the method chosen to redeem the AIR MILES® reward miles and available reward options at the time of redemption. If redeemed for flights, ARV depends on factors such as destination chosen, date of travel and use of multiple carriers or suppliers. ARV of AIR MILES® reward miles redeemed for non-flight reward options depends on reward options in effect at the time of redemption. If an AIR MILES® prize winner is not an AIR MILES® collector, he/she may enroll in the AIR MILES® Reward Program by enrolling online at www.airmiles.ca or by calling the AIR MILES® Service Centre at 1-888-AIR-MILES. By enrolling to become an AIR MILES® collector, you agree to be bound by the terms and conditions of the AIR MILES® Reward Program as amended from time to time.

B) COLLECT TO WIN: All Game tickets will contain three (3) Collect to Win stickers printed in full colour. These Collect to Win stickers match areas that are reproduced on the Collector Card under a white screen. Remove all Collect to Win stickers from your Game ticket and affix to the matching areas on your Collector Card. Stickers have an adhesive strip on the back. Moisten and affix to the matching image on the collector card. Stickers must match in image and number to the same image and number on the Collector Card. No sticker may be used to win more than one prize. There are six (6) combinations on the Collector Card. In each combination, there is one (1) rare sticker that enables you to complete the combination. If you collect and affix all of the stickers to correctly complete a combination as shown on the Collector Card, you are eligible to win the Prize designated for that combination (subject to verification by the Game Sponsor or Administrators).

The following Collect to Win prizes (the “Prize” or “Prizes”) are available to be won:

One (1) Prize of **One Hundred and Ten Thousand Dollars (\$110,000.00) Cash (“Grand Prize”)** (available to be won when you collect all nine collect stickers numbered 11, 12, 13, 14, 15, 16, 17, 18 and 19). The Grand Prize is guaranteed to be won (see below – Second Chance Collect to Win Prize Drawings). **Employees are NOT eligible to play for and win this prize. Odds to receive a rare marker to win this prize are 1 in 16,413,000.**

Four (4) Prizes of **Twenty Five Thousand Dollars (\$25,000.00) Cash plus a Five Thousand Dollars (\$5,000.00) Community Donation** (available to be won when you collect all seven collect stickers numbered 20, 21, 22, 23, 24, 25, 26 and 27). **Employees are NOT eligible to play for and win this prize. Odds to receive a rare marker to win this prize are 1 in 4,103,250.**

Eight (8) prizes of **Free Gas for a Year**, valued at, and limited to two thousand, six-hundred dollars (\$2,600.00) total (available to be won when you collect all five collect stickers numbered 31, 32, 33, 34 and 35). **Employees are NOT eligible to play for and win this prize. Odds to receive a rare marker to win this prize are 1 in 2,051,625.**

Twelve (12) prizes of a **Vacation Getaway**, approximate retail value (“ARV”) \$5,000.00 available to be won when you collect all six collect stickers numbered 51, 52, 53, 54, 55, and 56). **Employees are NOT eligible to play for and win this prize. Odds to receive a rare marker to win this prize are 1 in 1,367,750.**

Twenty (20) prizes of a **Big Screen TV Package**, approximate retail value (“ARV”) \$1,500.00 available to be won when you collect all five collect stickers numbered 41, 42, 43, 44 and 45). **Employees are NOT eligible to play for and win this prize. Odds to receive a rare marker to win this prize are 1 in 820,650.**

One thousand two hundred and fifty (1,250) prizes of **\$110.00 Grocery Gift Card**, valued at, and limited to \$110.00 each inclusive of taxes (available to be won when you collect all five collect stickers numbered 61, 62, 63, 64 and 65). **Employees are eligible to play for and win this prize. Odds to receive a rare marker to win this prize are 1 in 13,131.**

ADDITIONAL DETAILS ON COLLECT TO WIN PRIZES: **Grand Prize of \$110,000.00 Cash** will be awarded by cheque for one hundred and ten thousand dollars (\$110,000.00) payable to winner. **\$25,000.00 Cash and \$5,000.00 Community Donation** will be awarded by cheque for twenty five thousand dollars (\$25,000.00) payable to winner. Winner selects the local charity of their choice from an approved list of charities supplied by the Game Sponsor for the charity to receive the five thousand dollars (\$5,000.00) donation portion of the prize. **Free Gas for a Year** will be paid by prepaid Visa card payable to winner each valued at, and limited to \$2,600.00 awarded in Prepaid Visa Gift Card(s) of various denominations totaling \$2,600.00. Prepaid Visa Cards must be activated by winner (Terms and conditions apply, see card for details). **Vacation Getaway and Big Screen TV Package** prizes will be awarded by prepaid Visa card payable to winner each valued at, and limited to the value of the prizes as stated above. Prepaid Visa Gift Card(s) may be of various denominations totaling stated prize value and Prepaid Visa Cards must be activated by winner (Terms and conditions apply, see card for details). **\$110.00 Grocery Gift Card** Prizes will be awarded in Sobeyes or Lawtons Drugs Gift Card(s) of various denominations totaling \$110.00 (Terms and conditions apply, see card for details).

Except as noted, none of the prizes described in paragraph 3B are transferrable or convertible or substitutable to cash or any other kind of prize or item and must be accepted as awarded. Game Sponsor may substitute a prize of equal or greater value in its sole discretion should the advertised prize become unavailable. No compensation is offered for any portion of the prize not utilized; any portion of the prize not utilized and its corresponding value will be forfeited. Prizes may not be exactly as shown in Game publicity or promotional materials.

WHAT TO DO WHEN YOU COMPLETE A COLLECT TO WIN COMBINATION:

Pick up a Collect to Win Submission Kit at any Participating Location and follow the instructions found in the kit. You can also request a Collect to Win Submission Kit by sending a self-addressed, stamped envelope to Sobeys 110th Anniversary Celebration 2017, c/o P.O. Box 3009, M.I.P. Markham, ON L3R 6G4. Indicate "Submission Kit" on the bottom left corner of the envelope. **Participating Locations cannot accept Collect to Win combinations/Collector Cards/ stickers.** All claims for these Collect to Win prizes must be submitted to the Administrators in accordance with these Official Rules and the instructions contained in the Submission Kit. To claim a Collect to Win prize, first remove all original, claimed winning stickers for a complete combination from your Collector Card and affix to a new Collector Card (available in-store). Next, legibly write your initials on the face of each sticker. Send the new Collector Card with all stickers affixed via mail, in a postage paid envelope (Submission Kit includes a pre-addressed envelope) together with your name, complete address, telephone number and email address (if applicable), clearly printed or typed on the Statement of Compliance Release and Indemnity Agreement ("Release Form") found inside the Submission Kit to: 110th Anniversary Celebration 2017, c/o P.O. Box 3009, M.I.P. Markham, ON L3R 6G4. You may wish to photocopy the prize claim for your records and send your original prize claim via registered mail for your own protection. See Rule 4 for additional details on notification and redemption. Collect to Win submissions must be postmarked no later than November 15, 2017 and received by November 22, 2017. You are not a winner until your submission has been verified, along with your eligibility. Once verified, prize winners will be contacted by Game Administrators to arrange awarding of the prize. Allow approximately four (4) to eight (8) weeks for prize verification.

DOUBLE UP SWEEPSTAKES. Throughout the Game Period, you may collect duplicate Collect to Win stickers. Any duplicate Collect to Win stickers may be played on the Double Up Sweepstakes Entry Form which is also found on the collector card. You can download additional Double Up Entry Forms at www.110Anniversary.com or get additional collector cards at Participating Locations, while supplies last. As soon as you have collected any combination of a total of eight (8) duplicate stickers you can submit your combination for a chance to win in the Double Up Sweepstakes.

To be eligible, you can submit any combination of duplicate stickers that you receive, but you must complete the Double Up combination with a total of 8 stickers and legibly complete the entry form information required (including Name, Phone Number, City, Province and Email Address (if applicable)). Winner will be randomly selected from among all eligible entries received prior to the drawing date. Drawing will be held at the Administrator's offices following the schedule as outlined in Table 3, below.

Double Up Sweepstakes prizes are detailed in Table 2, below. Prize vary from amongst Participation Locations. Odds to win any Double Up Sweepstakes prize is dependent upon the number of eligible entries received for that specific prize.

WHAT TO DO WHEN YOU HAVE A DOUBLE UP SWEEPSTAKES COMBINATION:

Complete the ballot entry information found on the Double Up Sweepstakes Entry Form. Use transparent tape to secure the duplicate stickers on the form. Carefully remove the completed Double Up combination ("Double Up ballot entry") from your collector card by cutting along the dotted line and insert into a postage paid envelope and mail to: 110th Anniversary Celebration Double Up Sweepstakes, P.O. Box 5200, Scarborough, ON M1P 0C9. See Rule 4 for additional details on notification and redemption. **Double Up Sweepstakes entries must be received by November 22, 2017.** You will only be contacted if your name has been drawn.

Table 2 – Double Up Sweepstakes Drawings

Participating Locations	Prize	Quantity	Drawing Date
Sobeys	Free Groceries for a Year	1	Friday, November 24, 2017
Foodland & Participating Co-ops	Free Groceries for a Year	1	Friday, November 24, 2017
Needs and Sobeys Express	\$5,000.00 Cash	1	Friday, November 24, 2017
Lawtons Drugs	\$5,000.00 Cash	1	Friday, November 24, 2017

ADDITIONAL DETAILS ON DOUBLE UP SWEEPSTAKES PRIZES: Free Groceries for a Year prizes will be awarded in Sobeys Gift Card(s) of various denominations totaling \$5,200.00 (Terms and conditions apply, see card for details). **\$5,000.00 Cash** will be awarded by cheque for five thousand dollars (\$5,000.00) payable to the winners.

Except as noted, none of the prizes described in Table 2 are transferrable or convertible or substitutable to cash or any other kind of prize or item and must be accepted as awarded. Game Sponsor may substitute a prize of equal or greater value in its sole discretion should the advertised prize become unavailable. No compensation is offered for any portion of the prize not utilized; any portion of the prize not utilized and its corresponding value will be forfeited. Prizes may not be exactly as shown in Game publicity or promotional materials.

C) SECOND CHANCE COLLECT TO WIN PRIZE DRAWING: ("Second Chance") In the event that the **Grand Prize \$110,000.00 Cash** prize (defined in section 3(B) is not claimed in the manner provided herein, a random draw among all eligible Online entries will be held to award one (1) Grand Prize of \$110,000.00 Cash. All non-winning Online entries (see paragraph D) received until the stated deadline will be eligible for this draw. If the Grand Prize is awarded through the Second Chance draw, then the odds of winning the prize will depend on the number of eligible Online entries received. **No other unclaimed Collect to Win Prizes will be awarded.** If required, the random Second Chance draw will be conducted by the Game Administrators, on November 24, 2017.

D) ONLINE WIN SWEEPSTAKES: Select game tickets will include a unique Personal Identification Number ("PIN"). To enter the Online Win Sweepstakes go to www.110Anniversary.com any time after 12:00:01 AM, AST on the Game Start Date. Follow the instructions to complete the electronic entry form and follow the onscreen instructions to enter. You must have a valid PIN number to enter. Online entries must be received before 11:59:59 PM, AST, on November 15, 2017. Limit of one (1) Online Win Sweepstakes entry per PIN per person. To enter online you must have a web

browser that is compatible with Microsoft Internet Explorer 5.5x, Netscape 7.2 or AOL 8.0. Mac system requirements: Mac OS X “Jaguar” 10.2 or “Panther” 10.3, running Safari. In the event of a dispute as to who submitted an online entry, the entry will be deemed to be submitted by the “Authorized Email Account Holder” of the email address by an Internet access provider, online service provider or other organization (i.e. business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address.

Online Win Sweepstakes Draws: There will be eighty-nine (89) Online Win Sweepstakes Draws to award a total of eighty-nine (89) prizes.

Daily Online Win Sweepstakes Prize Draws: There will be fifty-six (56) prizes of a **\$110.00 Grocery Gift Card**, valued at, and limited to \$110.00 each inclusive of taxes. One prize will be awarded per day following the schedule in Table 3 below. Daily Online Win Sweepstakes winners will be randomly selected per draw from among all eligible online entries received prior to the date of each draw. All non-winning entries will automatically rollover into any subsequent daily, weekly or Grand Prize draws. Odds to win any Online Daily prize is dependent upon the number of eligible entries received for that specific prize.

Weekly Online Win Sweepstakes Prize Draws: There will be thirty-two (32) weekly prizes drawn. Four prizes will be awarded per week following the schedule in Table 3 below. Weekly Online Win Sweepstakes winners will be randomly selected per draw from among all eligible online entries received each week prior to the date of each draw. All non-winning entries will automatically rollover into any subsequent daily, weekly and Grand Prize draws. **Weekly Prizes vary from amongst Participation Locations.** Odds to win any Online Weekly prize is dependent upon the number of eligible entries received for that specific prize.

Grand Prize Online Win Sweepstakes Draw: There will be one (1) Grand Prize winner drawn for a **2017 Ford Explorer XTL or \$40,000.00 cash**. Note – this is a choice prize. Verified winner can chose either the vehicle or cash. The winner of the Online Win Sweepstakes Grand Prize will be randomly selected from among all eligible online entries received prior to the date of the Grand Prize draw. **The Grand Prize draw will occur on November 16, 2017.**

The Online Win Sweepstakes Prizes are not transferrable or convertible or substitutable to cash or any other kind of prize or item, except as stated herein, and must be accepted as awarded. Game Sponsor may substitute a prize of equal or greater value in its sole discretion should the advertised prize become unavailable. No compensation is offered for any portion of the prize not utilized; any portion of the prize not utilized and its corresponding value will be forfeited.

Table 3 - Schedule of Online Win Sweepstakes Draws and Prizes:

Participating Locations	Prize	Quantity	Draw Date(s)
From Valid Entries Received from ALL Participating Locations	Daily \$110.00 Sobeys or Lawtons Drugs Gift card	56	Daily from September 14, 2017 to November 8, 2017
From Valid Entries Received from Sobeys Locations	\$500.00 Sobeys Shopping Spree	8	September 15 / 28; October 5 / 12 / 19 / 26; November 2 / 15, 2017
From Valid Entries Received from Foodland & Participating Co-op Locations	\$500.00 Foodland & Participating Co-ops Shopping Spree	8	September 15 / 28; October 5 / 12 / 19 / 26; November 2 / 15, 2017
From Valid Entries Received from Needs and Sobeys Express Locations	\$500.00 Electronics Shopping Spree	8	September 15 / 28; October 5 / 12 / 19 / 26; November 2 / 15, 2017
From Valid Entries Received from Lawtons Drugs Locations	\$500.00 Lawtons Drugs Gift Card	8	September 15 / 28; October 5 / 12 / 19 / 26; November 2 / 15, 2017
From Valid Entries Received from ALL Participating Locations	Ford Explorer XTL or \$40,000 Cash	1	November 16, 2017

ADDITIONAL DETAILS ON ONLINE SWEEPSTAKES PRIZES: \$110.00 Grocery Gift Card Prizes will be awarded in Sobeys or Lawtons Drugs Gift Card(s) of various denominations totaling \$110.00 (Terms and conditions apply, see card for details). **\$500.00 Grocery Shopping Spree** (at Sobeys and / or Foodland & Participating Co-op Locations only): Prize winner will win all the groceries (tobacco, lottery, gift cards, prescriptions and alcohol products excluded) which the winner is able to collect in a standard sized-shopping cart (supplied by participating store) in fifty (50) seconds. The winner may only push/pull one cart at a time and may not receive help from any other individual. Only items collected and contained within the cart without assistance by the winner or any other person at the conclusion of the fifty (50) second period will be counted as part of the prize. The winner may collect a maximum of two (2) of any eligible item in his/her cart during the Shopping Spree. The exact retail value of each Shopping Spree depends on the total value of eligible items collected by the winner, but may not exceed Five Hundred Dollars (\$500.00). In the event that the prize winner collects items exceeding the Five Hundred Dollar (\$500.00) maximum retail value, the prize winner may keep the items of his/her choice in his/her cart so that the remaining total is equal or less and there are not more than two (2) of any one item included. The representative of the Participating Location will be deemed the Official Time-Keeper and his or her decision will be final. Shopping Spree prizes are not transferable, nor assignable, except as specified herein. Game Sponsor reserves the right to designate the date and time for any Shopping Spree and the winner must agree to abide by these rules as provided to the prize winner prior to the Shopping Spree. If the prize winner is disabled, infirm or unable to attend on the designated Shopping Spree date, the prize winner may designate another person to conduct the Shopping Spree in his/her place, with prior approval from Game Sponsor and /or Participating Location. **\$500.00 Electronics Shopping Spree** (at Needs and Sobeys Express Locations only): Prizes will be awarded as \$500.00 in Best Buy Gift Cards. Gift Card(s) may be of various denominations totaling stated prize value. (Terms and conditions apply, see card for details). **\$500.00 Lawtons Drugs Shopping Spree** (at Lawtons Drugs Locations only): Prizes will be awarded as \$500.00 in Lawtons Drugs Gift Cards. Gift Card(s) may be of various denominations totaling stated prize value. (Terms and conditions apply, see card for details). **Ford Explorer XLT or CASH:** Prize awarded as the winner’s choice of either a Ford Explorer XLT with an MSRP of \$41,699.00 or \$40,000.00 cash. 2017 Ford Explorer XLT model includes 4WD, 3.5 L V6 Engine, 6 speed automatic transmission. For a list of standard

features you can go to www.ford.ca. Winner of the prizes must take delivery of their prize vehicle at the dealership as selected by the Game Sponsor. Winner is responsible for expenses which are not included in the prize descriptions above, including but not limited to: licensing, insurance, registration and all other costs and fees associated with any upgrade or option packages the winner may request, and transportation from the dealership. The awarding of these prizes to the winner is conditional on the winner being in possession of a valid driver's license in the province within which they reside and holding a valid and appropriate automobile insurance policy. If the winner does not possess a valid driver's license and/or insurance, winner may designate a representative to accept the prize on his/her behalf provided that all the necessary release and prize transfer documents are signed by both the winner and his/her representative, and provided that the designee complies with all eligibility requirements of these Rules. 2017 Ford Explorer XLT may not be exactly as shown in Game publicity or promotional materials. Cash prize option, if selected, will be awarded as a \$40,000.00 cheque, payable to the winner.

4) NOTIFICATION AND REDEMPTION: Instant Prizes: All prize claims are subject to verification by authorized personnel at the Participating Location at which the prize claim is presented and surrendered for redemption. **Online Win Sweepstakes, Collect to Win, Second Chance Sweepstakes and Double Up Sweepstakes prizes:** If you have been selected as a potential winner in any of the draws described above, or if you have submitted a verified Collect to Win prize claim, the Game Sponsor will notify you via phone or email with the information provided by you in respect of your entry or claim. For Online Win, Second Chance and Double Up Sweepstakes prizes, you will be notified within three business days from the respective draw date. For Collect to Win claims, you will be notified within three business days of receipt and verification. As a condition of awarding any Online Win Sweepstakes, Collect to Win or Double Up Sweepstakes prize, potential winner must have signed and returned, within seven (7) days of receipt, the Game Sponsor's Release Form under which, among other matters, winner confirms his/her compliance and eligibility with these Official Rules, completes, unaided, a mathematical skill testing question, provides proof of identity and releases Game Sponsor, Administrators and other parties. If a potential winner refuses or fails to return the required documents with proof of identity, within the 7 day time frame in accordance with these Official Rules, or is found to have violated the Official Rules of the Game in any way, or is deemed ineligible to receive a prize for any reason, or if any prize or prize notification from Game Sponsor is returned as undeliverable or the Game Sponsor cannot reach the potential winner, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. In the case of the Online Win Sweepstakes, Second Chance draw and Double Up Sweepstakes draws, Game Sponsor will hold a draw to select an alternate prize winner from among the pool of remaining, eligible Online Win Sweepstakes entries received. For all other Collect to Win prizes, such forfeited prizes will not be awarded to alternate winners.

Prizes are not transferrable nor is a prize convertible or substitutable to cash or any other kind of prize or item (except as stated herein) and must be accepted as awarded. Game Sponsor reserves the right, at its sole discretion, to substitute an advertised prize (or portion thereof) with a prize of equal or greater value for reasons that may include, but are not limited to: unavailability of the prize; or production delays caused by labor disruptions, adverse weather conditions or other unforeseen events.

5) ODDS: Odds of winning an Instant Win Prize are stated in Rule 3 (A). As stated herein, odds of winning any Online Win Sweepstakes prize, Second Chance prize or Double Up prize depends on the number of eligible entries received in accordance with these Official Rules prior to each draw. For Collect to Win prizes, the odds reflect your chance of obtaining the rare sticker for each prize category, as shown below. Non-rare stickers are printed in equal quantities.

Table 3 – Odds

COLLECT TO WIN PRIZES	AVAILABLE QUANTITY OF RARE STICKERS	ODDS (of receiving Rare STICKER)
\$110,000.00 Cash	1	1 in 16,413,000
\$25,000.00 Cash and a \$5,000.00 Community Donation	4	1 in 4,103,250
Free Gas for a Year	8	1 in 2,051,625
\$1,500.00 Big Screen TV Package	20	1 in 820,650
\$5,000 Vacation Getaway	12	1 in 1,367,750
\$110 Foodland Gift Card	1,250	1 in 13,131
Total	1,299	1 in 12,636 (overall odds of winning any Collect to Win prize)

No more than the number of Collect to Win prizes stated in these Official Rules will be awarded. If, for any reason, the number of any prize claims received exceeds the stated of such prizes at any prize level, Game Sponsor reserves the right to award the stated number of such prizes at that level/category through a random draw from among all such prize claims received for that prize level or category.

6) PUBLICITY: Participation in the Game and acceptance of a prize constitutes permission for Game Sponsor and its direct and indirect affiliates to use any winner's name, likeness, voice, municipality of residence, photographs and/or comments for advertising, trade, promotional or publicity purposes carried out by or for Game Sponsor and prize winner grants to Game Sponsor any and all rights to said use without limitation, notice or compensation. The names of the Collect to Win, Second Chance (if awarded), Double Up Sweepstakes and Online Win Sweepstakes prize winners may be published on the Game Sponsor's website and in its advertising media, following verification of all prize winners and will be available by mail request, as noted in Rule 9 below. The Prize winner agrees to cooperate with Game Sponsor in arranging for photographs or other forms of publicity and to be available for photographs or other forms of publicity on reasonable notice by Game Sponsor.

7) RESTRICTIONS: The following are prohibited and will result in automatic disqualification from the Game: (1) using any method that artificially increases odds of winning; (2) using any robotic, automatic, mechanical, programmed or any similar entry duplication method to enter the Game; (3) non-compliance with these Official Rules; and (4) any other act which the Game Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the Game. Game Sponsor further reserves the right, at its sole discretion, to prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method.

8) PRIVACY: By participating in the Game and voluntarily providing your personal information as described in these Official Rules, you agree to the collection, use and disclosure by the Game Sponsor and Game Administrators, and their respective employees and/or authorized agents of your personal information for the purpose of administering the Game, including—but not limited to—contacting you with respect to the Game if you are a potential winner. Personally identifiable information will only be used to administer the Game and for no other purpose. Personally identifiable information will not be sold, shared or disclosed by the Game Sponsor or Game Administrator to any third party, other than to a third party engaged by the Game Sponsor for the purpose of administering the Game, or if required by law with the exception that aggregated information may be used by or shared amongst Game Sponsor and its subsidiaries and affiliates, or shared by Game Sponsor with third parties in accordance with Sobey's Privacy Commitment available at <https://www.sobeys.com/en/privacy-policy>, for more details.

9) LIST OF WINNERS: The names of the Collect to Win, Second Chance (if awarded), Double Up Sweepstakes and Online Win Sweepstakes prize winners and a copy of the complete Official Rules are available by emailing a request to gamemaster@110Anniversary.com or sending a self-addressed, stamped envelope to: 110th Anniversary Celebration, c/o P.O. Box 3009, M.I.P. Markham, ON L3R 6G4. Please specify "Rules" and/or "Winners' List" with your request. A copy of some or all of the Collect to Win and Online Win prize winners may also be published on the Game Sponsor's website or in its advertising media.

10) GAME MATERIALS: All Game materials will be rejected and in the sole discretion of the Game Sponsor judged void if: not obtained from authorized personnel and/or through legitimate channels; Game sticker image and number do not correctly correspond to the image and number on Collector Cards; any part of any Game materials is illegible, altered, mutilated, counterfeit, miscut, misregistered, defaced, tampered with, forged, printed or produced in error, incomplete, blank or partially blank, mechanically reproduced or are irregular in any way; Game materials contain typographical, mechanical or other errors. All Game materials submitted for verification become the property of Game Sponsor and will not be returned. Liability for the issuance of void Game material, if any, is limited to replacement of void material from random stock while supplies last. Game Sponsor is not responsible for damaged, lost or stolen Game materials.

11) GENERAL TERMS AND CONDITIONS: Participation in the Game constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of Game Sponsor and Administrators (collectively, the "Game Entities"), which are final with respect to all matters relating to the Game. This Game is void outside the jurisdictions specified in these Official Rules and where prohibited by law and is subject to all applicable federal, provincial, local, and municipal laws and regulations. By participating in the Game, and as a condition of acceptance of any Prize, each entrant, his/her heirs, executors, administrators, and assigns, RELEASES AND FOREVER DISCHARGES AND HOLDS HARMLESS the Game Entities, Sobey's Atlantic, Lawtons Drugs, Foodland and Participating Co-ops store franchisees and Needs and Sobey's Express franchisees, their parent companies, direct and indirect affiliates, subsidiaries, successors, assigns, advertising, promotion and fulfillment agencies and legal and other advisors, agents and representatives and each of their employees, officers, directors, partners, representatives and agents (collectively, the "Released Parties"), from and against any and all losses, damages, rights, claims, actions, causes of action, personal injury, property damage or death (including without limitation all costs and liabilities of any kind (including solicitor fees), ("Claims") AND INCLUDING WITHOUT LIMITATION ANY SUCH CLAIMS ARISING FROM ANY ACT OF NEGLIGENCE OR GROSS NEGLIGENCE OF THE RELEASED PARTIES, that the entrant now has, or may hereafter have against the Released Parties directly or indirectly resulting or arising from: (i) participation in the Game, or the awarding, acceptance, use, or misuse or enjoyment of any Prize, or traveling to, preparing for, or participating in any Game-related or Prize-related activity; or (ii) the publicity rights granted to the Game Sponsor and its direct and indirect affiliates as referred to above. It is understood that there may be serious risks of bodily injury, death, or property damage associated with the use or misuse of any Prize, and any prize winner voluntarily assumes these risks. The entrant may be required to pay any taxes associated with the awarding of any Prize. Any claim or dispute with respect to the Game, any Prize, or this Agreement shall be governed by the laws of the Province of Nova Scotia and any proceedings in relation to any such claim or dispute shall be resolved exclusively by the Nova Scotia courts. If any portion of this Document is determined to be unenforceable by a court of law, all other parts of this Document shall remain in full force and effect, and that the conditions and covenants herein shall be binding on the entrant and the entrant's heirs, successors, administrators, executors and assigns.

The Administrator and Game Sponsor retain the right, in their absolute discretion, to suspend, modify or terminate any aspect of the Game (including, but not limited to these Game Rules) at any time. The Administrator and Game Sponsor may make substitutions of equivalent kind or value in the event of the unavailability of a prize (or component thereof) for any reason whatsoever. The Administrator and Game Sponsor may terminate or withdraw this Game at any time by posting a notice at the Participating Locations. If the Game is terminated on any day prior to the normal Game end date (the "Termination Date"), the Administrator and Game Sponsor may determine the winners from all eligible entries received as of the close of business at the Participating Locations on the Termination Date (which winners shall be randomly selected in accordance with these Game Rules).

PRIZES SHALL BE ACCEPTED "AS IS." IT IS UNDERSTOOD THAT THE GAME ENTITIES HAVE NOT MADE ANY WARRANTY, REPRESENTATION, OR GUARANTEE, EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, REGARDING ANY PRIZE, OR ANY SUBSTITUTE PRIZE. ALL ENTRIES AND PRIZE CLAIMS RECEIVED BECOME THE PROPERTY OF GAME SPONSOR AND WILL NOT BE RETURNED. GAME SPONSOR RESERVES THE RIGHT TO CANCEL OR MODIFY THE GAME/CONTEST OR TO AMEND THESE RULES AT ANY TIME, FOR ANY REASON, AND WITHOUT PRIOR NOTICE.

The Released Parties are not responsible for any website, technical, hardware, software or telephone failures or damages of any kind, lost or unavailable network connections, or failed, incomplete, garbled or deleted computer or network transmissions, or for entry requests, or prize claims that are stolen, illegible, incomplete, misdirected, lost, late, postage-due, damaged, or ineligible.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR OTHERWISE CORRUPT THE GAME OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12) Total approximate retail value of all available Prizes and discounts: \$3,790,505.90.

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The Game is sponsored by Sobeys Capital Incorporated. d/b/a Sobeys Atlantic, Lawtons Drugs, Foodland & Participating Co-ops, Needs and Sobeys Express, Stellarton, Nova Scotia, Canada, B0K 1S0.

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