

“DISCOVER THE LA CANADIENNE WAY” CONTEST

OFFICIAL RULES

This Contest is intended for the residents of Canada and the United States and will be interpreted according to Canadian law.

Sponsor

The “DISCOVER THE LA CANADIENNE WAY” (the “Contest”) is sponsored and administered by La Canadienne Enterprises Inc. (“La Canadienne”) and the Prize (hotel stay as described below) is courtesy of Ritz-Carlton Hotel Company - Montreal (“Ritz-Carlton Montreal”).

Contest Period

The Contest begins at 12:00 PM Eastern Time (“ET”) on October 14th, 2023, and ends at 11:59 PM ET on October 26th, 2023 (the “Contest Period”).

Eligibility

The Contest is open to legal residents of Canada and the United States, who, at the time of entry, have reached the legal age of majority in their province/state/territory of residence.

La Canadienne, Ritz-Carlton Montreal, and their respective subsidiaries, affiliates, agents or representatives, advertising and promotion agencies, and each of their officers, directors, and employees (collectively, the “Promotion Entities”), and their immediate family members and/or those living in the same household with whom they are domiciled may not enter the Contest. For the purposes of these Official Rules, “immediate family member” means spouse, including common-law spouse, father, mother, son, daughter, brother, and sister of the entrant, regardless of where they reside.

How to Enter

NO PURCHASE NECESSARY. Limit one (1) Entry per person. There are two (2) ways to enter the Contest:

1. Instagram Entry. To enter the Contest, at any time during the Contest Period, simply complete the following steps on Instagram, on the contest posts on our account @lacanadienneshoes:
 - Like this post
 - Follow @lacanadienneshoes and @ritzcarltonmontreal
 - Repost this post to your Story and tag @lacanadienneshoes
 - Tag a friend in the comments
2. Website Entry. To enter the Contest, entrants must sign up to the La Canadienne email newsletter during the Contest Period. Entrants may sign up for the newsletter by visiting La Canadienne's website at www.lacanadienneshoes.com and submitting their email address in the contest sign-up form.

All eligible entries are referred to as an “Entry”. By submitting an entry to the Contest, each entrant acknowledges that they have read and understood these Official Rules and agree to abide by and be bound by them.

Prize Description

There is ONE (1) prize (the “Prize”) available to be won consisting of one (1) trip for two (2) adults to Montreal, Quebec, from Canada or the United States, which include:

Round-trip travel voucher for two to Montreal, Quebec, Canada.

One (1) night’s accommodation based on double occupancy at the Ritz-Carlton Hotel in Montreal. Standard room accommodation.

Dinner for two (2) at the Ritz-Carlton Hotel in Montreal.

Per diem for travel transfers from Montreal airport to hotel, and factory tour.

La Canadienne Factory tour for two (2).

Personal shopping experience including \$1000 CAD (plus applicable GST/QST) to spend at a La Canadienne boutique.

Taxes, fees, and charges associated with the airfare, accommodation, and transfers.

The Prize has an approximate retail value of \$3,500 CAD (plus applicable GST/QST).

Prize Redemption Restrictions and Conditions

The Prize winner (the “Winner”) and their travel companion will be responsible for all other expenses not specifically included in the Prize.

The Winner and their travel companion must abide by all venue policies and ticket terms and conditions. La Canadienne and Ritz-Carlton Montreal reserve(s) the right to revoke any full or partial Prize from the Winner or the Winner’s guest who it, or venue personnel, may deem, in its sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, or may bring La Canadienne or Ritz-Carlton Montreal into disrepute.

The Winner and their travel companion must travel together both ways.

The Winner and their travel companion must have the legal right to leave Canada/United States and to return to Canada/United States and must have the legal right to enter and leave the destination country to which they are bound. They are fully responsible for obtaining, at their own expenses, all documentation necessary for the trip as required by the authorities concerned, including, but not limited to, visas, passports, vaccinations, and certificates. These shall be obtained before departure, and a failure to do so may result in the Winner forfeiting the Prize.

All of the personal expenses, custom duties, entry fees, tourist cards, surcharges, insurance charges, pre and post-hotel accommodations, additional costs for vehicle rental, baggage cancellation or medical travel insurance related expenses, supplementary ground transportation (including to/from the departure airport), gratuities, meals, telephone calls, in-room charges, and any other incidental costs or other expenses not specifically set forth in these rules are of the Winner and his/her travel companion are their sole responsibility.

Travel must be booked by November 30, 2023 and traveled between December 1, 2023 and April 30, 2024. Travel to be coordinated with the La Canadienne team. La Canadienne reserves the right to ask for alternative dates if dates requested are not available for this Contest. Once scheduled, the itinerary cannot be altered.

Travel Blackout dates apply. This includes, but is not limited to, Christmas, New Years, Easter, March Break and other National holidays.

Any and all Prize-related expenses not specifically identified in these Official Rules as being the responsibility of La Canadienne, including without limitation any and all federal, state, and local taxes, shall be the sole responsibility of the Winner.

Limit of one (1) Prize per person during the Contest Period. The Prize must be accepted as awarded, without any representations, warranties or conditions whatsoever and La Canadienne expressly disclaims any and all such representations, warranties and conditions. The Prize is non-assignable, non-transferable, non-refundable, non-exchangeable and is not convertible to cash. La Canadienne and Ritz-Carlton Montreal reserve the right in their sole discretion to substitute the Prize for a prize of equal or greater value (based on the approximate retail value of the Prize as stated in these Official Rules), including without limitation a cash award, if the Prize cannot be awarded as described herein for any reason. All details and other restrictions of the Prize not specified in these Official Rules will be determined by La Canadienne in its sole discretion. The Winner and his/her travel companion shall respect the validity dates of the Contest and will be subject to these Official Rules.

Winner Selection

At 12:00PM EST on October 30, 2023 ("Draw Date") at La Canadienne's head office located at 5475 rue Pare, Mont-Royal, Quebec, Canada H4P 1S1, one (1) random draw will be conducted by La Canadienne and will select one (1) potential winner (a "Selected Entrant") from all eligible entries submitted during the Contest Period. Odds of winning depend on the total number of eligible entries received during the Contest Period.

The Selected Entrant will be contacted on the Draw Date via Instagram direct message.

Before being declared a confirmed winner of the Prize ("Winner"), the Selected Entrant must, within two (2) business days of the Notification:

Confirm compliance with these Official Rules;

Successfully answer, unaided, a mathematical skill-testing question (which may, in the sole and absolute discretion of La Canadienne, be administered online, by e-mail or other electronic means, by telephone, or in La Canadienne's form of declaration and release);

Sign and return a Declaration of Eligibility and Liability/Publicity Release ("Declaration and Release documents") to be provided by La Canadienne;

Have their guests, sign and return the Guest Declaration and Release document.

If a Selected Entrant or their guest(s): (i) does not meet the above requirements, or (ii) is unable to satisfy any of the eligibility requirements set out in these Official Rules, such Selected Entrant will be disqualified from the Contest at the sole discretion of La Canadienne and the Prize will be deemed forfeited by that Selected Entrant and such Selected Entrant shall have no recourse toward La Canadienne or any other person or entity involved in the Contest. In the event that a Selected Entrant is found ineligible, a repeat draw will be conducted from all remaining eligible entries in accordance with the process set out above. This process will be repeated until a Winner has been declared for the Prize(s). Notwithstanding the foregoing, the Winner must be confirmed by no later than: 5:00PM ET on November 6, 2023, otherwise, the unclaimed Prize will be null and void.

If a Winner indicates to La Canadienne they will not be able to collect their Prize, the Prize will be deemed forfeited by that Winner and La Canadienne reserves the right to award the Prize to an alternate Winner who has been selected and qualified in accordance with these Official Rules.

Limitations of Liability

The Promotion Entities are not responsible for any errors, omissions, incorrect or inaccurate information in these Official Rules, other Contest-related materials, including without limitation, printing or advertising errors, failure of or problems with any other equipment or programming associated with or used in the Contest howsoever caused.

The Promotion Entities are not responsible for any: failure of or problems with the Internet; problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; failure, interruption or delay of any entry or e-mail to be transmitted or received or processed, including failure resulting from technical, human or other error or theft; technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to an entrant's computer or to any other individual's computer related to or resulting from participating in, or downloading any material, regarding the Contest or accepting a prize; the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; any communication not received due to an entrant's spam filter, user's system or internet connection; and late, lost misdirected, or unsuccessful efforts to notify a potential Winner.

The Promotion Entities are not responsible if any factor beyond their reasonable control, including weather, event cancellations, strike, lockdown, lockout or any other labour dispute at their locations or the locations of any other organization or business whose services are used to fulfill this Contest, prevent the Prize or any component of the Prize from being fulfilled. In any such event, the Winner will not be provided with a substitute Prize or a substitute component of the Prize, as applicable, except at La Canadienne's sole discretion.

Under no circumstances will the Promotion Entities be required to award more Prizes than what is indicated in these Official Rules, or award the Prize other than in accordance with these Official Rules.

Protection of Personal Information

By entering the Contest, each entrant consents to the collection, storage, use and disclosure of their personal information for the purpose of administering the Contest by La Canadienne and for the purposes described in these Official Rules, in accordance with La Canadienne's privacy policy found at https://www.lacanadienneshoes.com/ca_en/la-canadienne-terms-conditions.

General

This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations. The Contest and these Official Rules are governed by the laws of the Province of Quebec and the federal laws of Canada applicable therein.

For Quebec residents, 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 purposes of helping the parties reach settlement.

La Canadienne reserves the right, to modify, suspend, terminate or reinstate the Contest or the Official Rules at any time, without notice, and for any reason. If the Contest is terminated, in whole or in part, before the designated date, La Canadienne reserves the right to select the Winner in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances.

The Winner's first and last name will be publicly available at the La Canadienne Head Office at 5745 rue Pare, Mount-Royal, Quebec, H4P 1S1 and may be posted on www.lacanadienneshoes.com and other La Canadienne marketing channels.