

AURORA IMPORTING 60th ANNIVERSARY CONTEST RULES

1. **Agreement:** These rules govern the Aurora Importing 60th Anniversary Contest (the “**Contest**”). No purchase is necessary to enter the Contest. The act of entering the Contest constitutes acceptance of the Contest rules and the decisions of the Sponsor and the Contest judges, which decisions shall be final and binding upon all entrants.

2. **Sponsor:** The Contest sponsor is Save.ca, a division of Metroland Media Group Ltd. (the “**Sponsor**”). The prize supplier is Aurora Importing and Distributing Limited (the “**Prize Supplier**”).

3. **Eligibility:** The Contest is open to residents of Canada who have attained the age of nineteen (19) at the start of the relevant Contest Period, except for employees, representatives, and agents of Sponsor or Prize Supplier, their immediate families and anyone living with any employee, representative or agent of the Sponsor or the Prize Supplier or either of their respective corporate affiliates, advertising or promotional agencies. Incomplete or illegible entries, bulk drop offs, photocopies, scanned copies, facsimiles or other mechanically or electronically reproduced entries will not be accepted and will be disqualified.

4. **Contest:** The Contest has four separate “Contest Periods,” as follows:
 - Period 1 begins at 11:00 am ET on December 1, 2014 and ends at 11:00 pm ET on March 15, 2015 (“Contest Period 1”).
 - Period 2 begins at 11:00 am ET on March 16, 2015 and ends at 11:00 pm ET on June 28, 2015 (“Contest Period 2”).
 - Period 3 begins at 11:00 am ET on June 29, 2015 and ends at 11:00 pm ET on October 11, 2015 (“Contest Period 3”).
 - Period 4 begins at 11:00 am ET on October 12, 2015 and ends at 11:00 pm ET on January 24, 2016 (“Contest Period 4”).

To enter the Contest, access the Contest website at www.auroraimporting.com or www.save.ca/auroracontest (the “Contest Website”) and follow the instructions to complete and submit an online Contest entry form during the relevant Contest Period. Alternatively, visit any of Prize Supplier’s in-store locations at and follow the instructions to complete and submit a paper ballot during the relevant Contest Period. Locations include the following:

LADY YORK FOODS	2939 DUFFERIN STREET	NORTH YORK	M6B 3S7	ON
CONSIGLIO'S KITCHENWARE & GIFT	1219 ST CLAIR AVENUE WEST	TORONTO	M6E 1B5	ON
COPPAS FRESH MARKET	3300 RUTHERFORD ROAD	CONCORD	L4K 5Z2	ON
MVR CASH & CARRY	3655 WESTON ROAD	NORTH YORK	M9L 1V8	ON
CONCORD FOOD CENTRE	1438 CENTRE STREET	THORNHILL	L4J 3N1	ON
CATALDI SUPERMARKET LTD	2542 KEELE STREET	NORTH YORK	M6L 2N8	ON
SEAFOOD DEPOT INC	81 AVIVA PARK DRIVE	WOODBIDGE	L4L 9C1	ON
NATIONS FRESH FOODS MARKET	2 KING STREET WEST	HAMILTON	L8P 1A1	ON
RUSTIC BAKERY	318 RUSTIC ROAD	NORTH YORK	M6L 1W5	ON
GLOBE WHOLESALE MEATS INC	65 SIGNET DRIVE	NORTH YORK	M9L 2W5	ON
BROTHERS COLANGELO FRUIT	2387 MIDLAND AVENUE	SCARBOROUGH	M1S 1R1	ON

HIGHLAND FARMS INC	850 ELLESMERE ROAD	SCARBOROUGH	M1P 2W5	ON
SKOR CASH & CARRY-DUPONT	1453 DUPONT STREET	TORONTO	M6P 3R9	ON
AL PREMIUM FOOD MART	1970 EGLINTON AVE E UNIT 2A	SCARBOROUGH	M1L 2M6	ON
T & T SUPERMARKET INC	222 CHERRY STREET	TORONTO	M5A 3L2	ON
GARDEN BASKET FOOD MARKET THE	9271 MARKHAM ROAD	MARKHAM	L6E 1A1	ON
BLUE SKY SUPERMARKET	1805 PICKERING PARKWAY	PICKERING	L1V 7K3	ON
HARVEST WAGON GROCERS LTD	1103 YONGE STREET	TORONTO	M4W 2L7	ON
AGINCOURT BAKERY LTD	3059 PHARMACY AVENUE	SCARBOROUGH	M1W 2H1	ON
FU YAO SUPERMARKET	8 GREYSTONE WALK DRIVE	SCARBOROUGH	M1K 5J2	ON
CATALDI FRESH MARKET	140 WOODBRIDGE AVENUE	WOODBIDGE	L4L 4K9	ON
GARDEN FOODS-BOLTON LTD	501 QUEEN STREET SOUTH	BOLTON	L7E 1A1	ON
YUMMY MARKET INC	1390 MAJOR MACKENZIE DRIVE W	MAPLE	L6A 4H6	ON
REALITY FOODS SERVICES INC	331 BOWES ROAD	CONCORD	L4K 1J2	ON
OCRAM FINE FOODS INC.	5732 HWY # 7 UNIT #31	WOODBIDGE	L4L 3A2	ON
REGENCY BAKERY LTD	1355 REGENT STREET SOUTH	SUDBURY	P3E 3Z1	ON
FUDA ITALIAN BAKERY INC	200 WELLINGTON STREET WEST	BARRIE	L4N 1K9	ON
PINO'S GET FRESH #58281	219 TRUNK ROAD	SAULT STE MARIE	P6A 3S7	ON
OAK RIDGES FOOD MARKET	13144 YONGE STREET	RICHMOND HILL	L4E 1A4	ON
DA LUIGI MEAT & DELI	630 ABERDEEN AVE UNIT 4 & 5	WOODBIDGE	L4L 5M4	ON
MONASTERY BAKERY & DELI LTD	1133 MONASTERY DRIVE	OAKVILLE	L6M 2A3	ON
HIGHLAND FARMS INC	50 MATHESON BLVD EAST	MISSISSAUGA	L4Z 1N5	ON
MICHAEL-ANGELO'S MARKET PLACE	4099 ERIN MILLS PARKWAY	MISSISSAUGA	L5L 3P9	ON
FIESTA FARMS INC	200 CHRISTIE STREET	TORONTO	M6G 3B6	ON
STARSKY INC #2	3115 DUNDAS STREET WEST	MISSISSAUGA	L5L 3R8	ON
LA ROSE ITALIAN BAKERY & DELI	327 BRONTE STREET SOUTH	MILTON	L9T 4A4	ON
STARSKY FOOD INC	2040 DUNDAS STREET EAST	MISSISSAUGA	L4X 2X8	ON
GENTILE LOGISTICS	2710 BRITANNIA ROAD EAST	MISSISSAUGA	L5P 1B2	ON
R DISTRIBUTOR	13 KENVIEW BLVD UNIT 9	BRAMPTON	L6T 5K9	ON
CHEESE BOUTIQUE	45 RIPLEY AVENUE	TORONTO	M6S 3P2	ON
A LOCOCO WHOLESALE LTD	4167 VICTORIA AVENUE	NIAGARA FALLS	L2E 6V2	ON
MM ROMAN CHEESE PRODUCT LTD	4916 MONTROSE ROAD	NIAGARA FALLS	L2H 1K5	ON
COMMISSO'S FRESH FOODS	6161 THOROLD STONE ROAD	NIAGARA FALLS	L2J 1A4	ON
ANTIPASTOS DI ROMA	87 HANNOVER DRIVE	ST CATHARINES	L2W 1A3	ON
VINCENZO'S FINE FOODS	150 CAROLINE STREET SOUTH	WATERLOO	N2L 0A5	ON
SWEET PARADISE BAKERY	630 STONECHURCH ROAD WEST	HAMILTON	L9B 1A7	ON
NARDINI SPECIALTIES	184 HWY 8 UNIT G	STONEY CREEK	L8J 3M2	ON
BR R DENNINGER	55 BRANT STREET	HAMILTON	L8L 4C7	ON
STARSKY FINE FOODS HAMILTON	685 QUEENSTON ROAD	HAMILTON	L8G 1A1	ON
GAY LEA FOODS CO-OPERATIVE LTD	20 MORLEY STREET	HAMILTON	L8H 3R7	ON

DE LUCA BROS FOODS- LOCATION 1	195 MCPHILLIPS STREET	WINNIPEG	R3E 2K2	MB
ITALIAN CENTRE SHOP LIMITED	10878-95TH STREET	EDMONTON	T5H 2E4	AB
ITALIAN CENTRE SHOP SOUTH	5028 - 104A STREET	EDMONTON	T6H 6A2	AB
LINA'S ITALIAN MARKET	2202 CENTRE ST N E	CALGARY	T2E 2T5	AB
SAN REMO FOOD IMPORTS LTD	45 EAST 4TH AVENUE	VANCOUVER	V5T 1E9	BC
GREAT WEST ITALIAN IMPORTERS	5130 SKYLINE WAY N E	CALGARY	T2E 6V1	AB
ITALIAN CENTRE SHOP WEST	17010 90TH AVENUE	EDMONTON	T5T 1L6	AB
LA STELLA MARKET	948 ERIE STREET EAST	WINDSOR	N9A 3Y8	ON
CIOFFI'S MEAT MARKET	4156 EAST HASTINGS STREET	BURNABY	V5C 2J4	BC
ITALIAN SUPERMARKET LTD	265 20TH AVENUE N E	CALGARY	T2E 1R1	AB
La Bottega Nicastro	64 George Street	Ottawa	K1N 5V9	ON
Negoziio Nicastro	792 Bank Street	Ottawa	K1S 3V8	ON
Home Of Fresh Pasta	106 Preston Street	Ottawa	K1R 7P2	ON
Luciano Foods	114 Preston Street	Ottawa	K1R 7P2	ON
Mid	1000 Belfast Rd East Food Center	Ottawa	K1G 4A2	ON
Misto Fine Food	1387 Carling Av.	Ottawa	K1Z 7L6	ON
Parma Ravioli	1314 Wellington St.	Ottawa	K1Y 3B1	ON
Preston Hardware	234 Preston St.	Ottawa	K1R 7R4	ON
Farmer's Pick	1430 Prince Of Wales Dr.	Ottawa	K2C 1N6	ON
Charcuterie Noel	5733 Boulevard Leger	Montreal	H1G 6J2	QC
Esposito Jean	1263 JeanTalon	Montreal	H2R 1W4	QC
Esposito Henri	5375 Henri Bourassa	Montreal	H1G 2T1	QC
Esposito Sherbrooke	5737 Sherbrooke	Montreal	H4A 1W9	QC
Esposito St. Michel	7030 Boul. St. Michel	Montreal	H2A 2Z4	QC
Fromagerie Cavallaro #1	11722 Boul. De Salaberry	Montreal	H9B 2R8	QC
Fromagerie Cavallaro #3	7500 Boul. les Galeries D'Anjou	Montreal	H1M 3M4	QC
Fruterie Dollard	1583 Av. Dollard	Montreal	H8N 1T3	QC
Standa Department Store	3269 Fleury St.	Montreal	H1H 2R4	QC
S. Bourassa	105B Guindon	St-Sauveur	J0R 1R6	QC
S. Bourassa	680 Principale	Ste-Agathe	J8C 1L3	QC
Esposito	340 Boul. Marcel Laurin	Montreal	H4M 2L4	QC
EuroMarche Latina	11847 Lachapelle St.	Montreal	H4J 2M1	QC
Euromarche St.Michel	10181 Boul. St. Michel	Montreal	H1H 5G9	QC
Marche L'Agoria	9025 Boul. Maurice Duplessis	Montreal	H1E 6M3	QC
Marche L'Agoria	5915 Belanger St.	Montreal	H1T 1G8	QC
ExoFruits	5192 Cote Des Neiges	Montreal	H3T 1X8	QC
Marche Adonis	4601 Boul. Des Sources	Montreal	H8Y 3C5	QC
Marche Adonis	8880 Boul. Leduc	Brossard	J4Y 0G4	QC
Jardins Valmont	504 Albanel St.	Boucherville	J4B 2Z6	QC
EuroDeli	161 Place Maple	Chateauguay	J6J 3R1	QC
Frutta Si	1255 Shevchenko	Lasalle	H8N 1N8	QC
Capitol Butchers	158 Place Marche du Nord	Montreal	H2S 1A1	QC
Euromarche de la Concorde	3319 de la Concorde	Laval	H7E 2N3	QC
Fruiterie Anka	2880 Barclay	Montreal	H3S 1J6	QC

Marche Adonis	2001 Sauve west	Montreal	H4N 3L6	QC
Marche Adonis	2425 Boul. Cure Labelle	Laval	H7T 1R3	QC
arche Palumbo	3595 Boul. de la Concorde	Laval	H7E 2E1	QC
United Seafood	6575 Boul. Des Grandes Prairies	Montreal	H1P 3G8	QC
Magasin Berchicci	6205 Boul. Couture	Montreal	H1P 3G7	QC
Bonanza	6852A Jean talon St.	Montreal	H1S 1N1	QC
Milano Fruit Store	6862 Boul. St.Laurent	Montreal	H2S 3C7	QC
Bistro Officina	455 rue Viger west	Montreal	H2Z 1G6	QC
Dante Hardware	6851 rue St. Dominique	Montreal	H2S 3B3	QC
Dima Imports	7010 Av. Henri Julien	Montreal	H2S 2V8	QC
Euromarche Bellerose	134 Bellerose est	Laval	H7K 1S7	QC
Fruiterie Mile	5686 Av. Du Parc	Montreal	H2V 4H1	QC
SuperMarche PA	5242 Av. Du Parc	Montreal	H2V 4G7	QC
SuperMarche PA	1420 rue Du Fort	Montreal	H3H 2C4	QC
Patisserie St. Martin	2495 Boul. St.Martin	Laval	H7E 4X6	QC

A name, valid e-mail address and phone number will be required. Validly submitting a completed entry form through the Contest Website or at an in-store location will grant the entrant one (1) entry for participation in the draw (described in Section 5 below) corresponding to the Contest Period during which the entry was made. Limit of one (1) entry per person per Contest Period. Re-entry will be required to participate in each consecutive draw; entries will not be retained from one Contest Period or Draw Date to the next.

5. **Winner Selection:** Four (4) random draws, one for each of the four (4) Contest Periods described in Section 4 above, will take place at One Yonge Street, Toronto, Ontario on the dates and at the times noted below. Fifteen (15) entries will be selected during each such random draw from all eligible entries received during that Contest Period.

- Draw Date 1 for Contest Period 1 will take place at 12:00 pm ET on April 15, 2015.
- Draw Date 2 for Contest Period 2 will take place at 12:00 pm ET on July 28, 2015.
- Draw Date 3 for Contest Period 3 will take place at 12:00 pm ET on November 11, 2015.
- Draw Date 4 for Contest Period 4 will take place at 12:00 pm ET on February 24, 2016.

Each selected entrant will be contacted by phone by a representative of the Sponsor, and must reply within 48 hours to maintain eligibility. In order to be eligible to win, each selected entrant must correctly answer a four-part, time limited mathematical skill-testing question, without assistance or mechanical or electronic aid. If a selected entrant cannot be contacted within the above-mentioned time period or fails to respond to any attempted contact, or if a selected entrant fails to correctly answer the mathematical skill-testing question, such selected entrant will be disqualified, his/her entry will be declared null and void and the Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible entry, in which event these provisions shall apply to such other eligible entry.

6. **Prize:** Sixty (60) prizes are available to be won, fifteen (15) per Contest Period, each consisting of one (1) Saeco Vienna super-automatic espresso machine Model No. RI9737/21 in Black. Approximate retail value of each prize is one thousand dollars (\$1,000 CDN). The Contest Sponsor or Prize Supplier reserve the right to substitute espresso machines with an espresso machine of equal or greater value at any time, in their sole discretion. Prize winners will receive their prize within sixty (60) days of such winner submitting his or her signed release to the Contest Sponsor. If a winner lives within twenty-five (25) kms of the Prize Supplier's

warehouse (located at 815 Gana Court, Mississauga, Ontario) he or she will be asked to pick up the prize at this location. For those who reside twenty-six (26) kms or more from 815 Gana Court, Mississauga, Ontario, or who notify the Sponsor that they are otherwise unable or unwilling to pick up the prize, the Prize Supplier will ship the prize via courier (proof of residence and a valid shipping address are required). If a selected entrant does not claim his/her prize or notify Sponsor that he/she needs the prize shipped within five (5) days of notification, the next eligible entry selected by random draw will be contacted and the first selected entrant will have no further claim to the prize. If a winner is unable or unwilling to accept or otherwise redeem the prize on the terms it is awarded, the prize shall be forfeited and no cash or substitutes will be provided in whole or in part. Neither Sponsor nor Prize Supplier shall be responsible for damaged, lost, stolen, delayed or unclaimed prizes. Prize winners will be confirmed at One Yonge Street, Toronto, Ontario and announced on <http://www.save.ca/community/> on the dates and at the times noted below:

- Winners for Contest Period 1 will be announced at 12:00 pm ET on May 15, 2015.
- Winners for Contest Period 2 will be announced at 12:00 pm ET on August 28, 2015.
- Winners for Contest Period 3 will be announced at 12:00 pm ET on December 11, 2015.
- Winners for Contest Period 4 will be announced at 12:00 pm ET on March 24, 2016.

7. **Release:** Prior to receiving a prize, each selected entrant will be required to show valid photo ID and to sign a declaration of eligibility and release form releasing the Sponsor, the Prize Supplier and each of their related parties, as well as Facebook Inc., from any and all liability in connection with the Contest and/or the prize, confirming compliance with these Contest rules and consenting to the use of his or her name and photograph, without further notice or compensation, in any publicity carried out by the Sponsor, the Prize Supplier and each of their respective advertising and promotional agencies. The signed form must be received by the Contest Sponsor within forty-eight (48) hours of notification or the prize may be forfeited and awarded to an alternate entrant. Each selected entrant may also be required to sign confirmation and release forms from the Prize Supplier, other prize suppliers, their related parties and/or third party contractors.

8. **Privacy:** We use your personal contact information to administer this Contest, including contacting, announcing and promoting prize winners. The Contest is run in compliance with the Metroland Media Group Ltd. privacy policy, which may be found in full at <http://www.metroland.com/page/Privacy%20Policy>.

9. **Banning:** The Sponsor may, in its sole discretion, prohibit any person from entering the Contest whom it believes to be abusing the rules. Such abuse includes entering false information and entering more than once per Contest Period.

10. **Other:** Odds of winning depend on the number of eligible entries received. This Contest is governed by the laws of Ontario and the laws of Canada applicable therein and is void where prohibited by law. Subject to the approval of the Régie des alcools, des courses et des jeux (the "**Régie**") in the Province of Québec, the Sponsor reserves the right to cancel or modify the Contest or the Contest rules at any time without notice. All prizes must be accepted as awarded, are non-transferable and are not convertible to cash. The Sponsor reserves the right to substitute the prize or any portion of the prize with a prize of equal or greater value. All prizes are awarded as-is and no warranties or guarantees are implied or expressed. Neither Sponsor nor Prize Supplier shall be liable for any lost, late, misdirected or stolen entries or inability to process entries, or any errors, damage or negligence that may arise in connection

with this Contest, including technical failures on any website or Contest software, viruses, website disruptions, malfunctions or website down-time, human error, personal injury or property damage incurred by any Contest entrant. Sponsor is not responsible for any errors or omissions in printing or advertising this Contest. Use of any automated system including robotic or form filling software to enter or participate in this Contest is prohibited and will result in disqualification of all entries by anyone using such assistance. If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the authorized account holder of the email address provided at time of entry. The authorized account holder is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

12. **For Québec Residents Only:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.

13. **Language:** In the event of any discrepancy or inconsistency between the English language version and the French language version of these Contest rules, as applicable, the English version shall prevail, govern and control.