

OFFICIAL CONTEST RULES

Contest "It Starts Here"

Presented by Célébration by Biscuits Leclerc, in collaboration with the 2027 Canada Games, Air Canada and Fairmont Le Château Frontenac

Biscuits Leclerc Ltée

91 rue de Rotterdam, Saint-Augustin-de-Desmaures (Québec)

1. Contest organizer and partners

The "At the Heart of the Action" Contest (the "Contest") is organized and administered by Biscuits Leclerc Ltée, (the "Organizer"), under its Célébration® brand.

Canada Games, Air Canada and Fairmont Le Château Frontenac are prize partners (the "Partners"). The Partners are not co-organizers or administrators of the Contest, and have no responsibility for its administration. Their respective trademarks are used with permission.

2. Contest period

The Contest is conducted on the Internet and begins on August 1, 2026, at 12:01 a.m. (Eastern Time) and ends on August 31, 2026, at 11:59 p.m. (Eastern Time) (the "Contest Period"). Only entries received during the Contest Period are eligible.

The Organizer's computer is the official time-keeping device for this Contest.

3. Eligibility

The Contest is open to legal residents of Canada who, as of the date of entry, have reached the age of majority in their province or territory of residence.

The following persons are not eligible to enter or win: employees, officers, directors, agents, representatives, and contractors of the Organizer, the Partners, their respective parent companies, subsidiaries, affiliates, advertising and promotional agencies, suppliers of materials or services related to the Contest, and members of their immediate families (parents, children, siblings, spouse, common-law partner) or persons living in the same household, whether related or not.

Entries are limited to one (1) entry per person and per email address for the entire Contest Period. Multiple entries from the same person, the same household, the same IP address or the same email account will be disqualified.

Entries generated by macro, robotic, automated, programmed, scripted or similar means are void and will be disqualified, as will any entry that does not comply with these Official Rules.

4. How to enter

No purchase is necessary. To enter, visit the contest landing page at (the "Landing Page") during the Contest Period and complete the official entry form by providing the following required information:

- First name and last name;
- Valid email address;
- Telephone number;
- Complete postal address (including province or territory and postal code);
- Date of birth, which must demonstrate that the entrant has reached the age of majority in their province or territory of residence on the date of entry;
- Preferred language of communication (French or English);
- Acceptance of these Official Contest Rules.

Subscription to the Célébration / Biscuits Leclerc newsletter is offered as an optional, unchecked opt-in on the entry form and is not a condition of entry. Entrants who do not opt in will be entered with the same odds of winning.

Entries submitted using any means other than the Landing Page or the campaign's Meta Ads entry form (including by mail, fax, telephone, in-store deposit, or any other digital channel) will not be accepted.

By entering the Contest, each eligible entrant acknowledges and agrees that the Contest is in no way sponsored, endorsed or administered by, or associated with, Air Canada or any of its subsidiaries or affiliates, and that the Organizer is solely responsible for the conduct and administration of the Contest, including the selection of winners and the distribution of the prizes.

5. Mathematical skill-testing question

Before being declared a winner of a prize, the selected entrant must correctly answer, without assistance of any kind (mechanical, electronic, calculator or otherwise) and within a limited time, a four (4)-step arithmetic skill-testing question to be administered by the Organizer at the time of notification.

6. Random draw and selection of winners

On September 8, 2026, at approximately (Eastern Time), a random draw will be conducted by the Organizer at its offices located at 91 rue Rotterdam, Saint-Augustin-de-Desmaures, Québec, Canada, G3A 1T1, from among all eligible entries received during the Contest Period.

Four (4) winners will be selected in the following order: (1) one (1) Grand Prize winner; (2) one (1) Second Prize winner; (3) one (1) Third Prize winner; and (4) one (1) Fourth Prize winner, as defined in clause 8. A given entrant may win only one (1) prize. Entries selected for a higher-tier prize will be excluded from subsequent draws.

The odds of winning a prize depend on the total number of eligible entries received during the Contest Period.

7. Notification and prize claim

Each selected entrant will be contacted by the Organizer by email and/or telephone using the information provided on the entry form, within five (5) business days following the draw. Only eligible participants will be contacted. When an eligible participant is declared the winner of a prize by the Organizer, the details for claiming the prize will be communicated to them.

Before being declared the winner of a prize, each selected eligible participant must, within seven (7) business days from the first attempted notification:

- correctly answer, within a limited time, the four (4)-step arithmetic skill-testing question described in clause 5;
- sign and return a Declaration and Release form confirming, among other things:
 - that they comply with the eligibility requirements set out in clause 3;
 - that they have read these Official Contest Rules and comply with them;
 - that they accept the prize as awarded;
 - that they comply with all conditions and restrictions related to the prize;
 - that they consent to the publication of their name, city of residence and photograph in connection with the Contest, without further compensation; and
 - that they acknowledge the non-responsibility clause of the Organizer, as well as of the administrators, directors, employees, contractors and agents of the aforementioned entities;
- provide any additional information reasonably required by the Organizer to confirm eligibility and award the prize.

If a selected entrant cannot be reached, fails to respond within the prescribed time, fails the skill-testing question, refuses the prize, or is found to be ineligible or to have breached these Official Rules, that entrant will be disqualified and the Organizer reserves the right, in its sole discretion, to draw an alternate entrant from the remaining eligible entries, subject to the same conditions.

8. Description of prizes

8.1 Grand Prize — Trip for four (4) to Québec City during the 2027 Canada Winter Games

The Grand Prize consists of a six (6)-night trip for four (4) people to Québec City, Québec, from March 7 to 13, 2027, inclusive, with an approximate total retail value of twelve thousand Canadian dollars (CAD \$12,000), comprising:

- Air travel — four (4) round-trip economy-class domestic Air Canada flights within Canada, from the Canadian airport served by Air Canada that is closest to the Grand Prize winner's primary residence, to Québec City Jean Lesage International Airport (YQB), subject to

availability and to Air Canada's *Conditions of Carriage* and applicable tariffs detail at article 11. The Air Canada portion of the prize has an approximate retail value of five thousand six hundred Canadian dollars (CAD \$5,600);

- Accommodation — six (6) consecutive nights (check-in March 7, 2027, check-out March 13, 2027) at Fairmont Le Château Frontenac, in Deluxe City-View room(s) accommodating the four (4) travellers in accordance with the hotel's standard occupancy policy, subject to availability and to the hotel's standard terms and conditions;
- Breakfast — daily breakfast at Fairmont Le Château Frontenac for the four (4) travellers for the duration of the stay, including applicable taxes and gratuities on the breakfast service. The Fairmont Le Château Frontenac portion of the prize (accommodation and breakfasts) has an approximate retail value of four thousand one hundred seventy-nine dollars and fifty-eight cents Canadian (CAD \$4,179.58);
- Cash — one thousand five hundred Canadian dollars (CAD \$1,500) in cash, provided by the Organizer;
- Dining experience — one (1) gift certificate redeemable at Bistro Le Sam (signature restaurant of Fairmont Le Château Frontenac, Québec City) for a four-course table d'hôte for four (4) persons, including applicable taxes and gratuity, with a value of five hundred Canadian dollars (CAD \$500), provided by the Organizer;
- Event access — four (4) official VIP passes granting access to Canada Winter Games 2027 competitions taking place in Québec City during the stay. The Organizer is a Champion Partner of the Canada Games. The specific sports, sessions, dates and venues are to be determined by the Organizer and the Canada Games organizing committee and are subject to availability. The value of the four (4) VIP passes is included in the total approximate retail value of the Grand Prize set out above;
- A gourmet assortment of Célébration® cookies, provided by the Organizer.

8.2 Second Prize

The Second Prize consists of one (1) Air Canada gift card with a value of one thousand five hundred Canadian dollars (CAD \$1,500), offered by the Organizer under its Célébration® brand, applicable toward the purchase of an Air Canada flight of the winner's choice, subject to availability and to Air Canada's gift card terms and conditions and applicable tariffs. Approximate retail value of the Second Prize: CAD \$1,500.

8.3 Third Prize

The Third Prize consists of one (1) Air Canada gift card with a value of one thousand Canadian dollars (CAD \$1,000), offered by the Organizer under its Célébration® brand, applicable toward the purchase of an Air Canada flight of the winner's choice, subject to availability and to Air Canada's gift card terms and conditions and applicable tariffs. Approximate retail value of the Third Prize: CAD \$1,000.

8.4 Fourth Prize

The Fourth Prize consists of one (1) Fairmont Le Château Frontenac gift card with a value of five hundred Canadian dollars (CAD \$500), offered by the Organizer under its Célébration® brand, redeemable in accordance with Fairmont's gift card terms and conditions. Approximate retail value of the Fourth Prize: CAD \$500.

9. Conditions applicable to the Grand Prize

The Grand Prize winner must designate three (3) travel companions of their choice. The four (4) travellers (the winner and the three (3) companions) may comprise any combination of adults and minors (for example, the winner travelling with one (1) other adult and two (2) minors, or any other family or group configuration), provided that the winning entrant is one of the four (4) travellers and has reached the age of majority in their province or territory of residence as required under clause 3.

Each travel companion who has reached the age of majority in their province or territory of residence must complete, sign and return a Travel Companion Declaration and Release form prior to travel. For each travel companion who is a minor, a parent or legal guardian must provide written authorization for the minor to travel as part of the prize and must sign a Minor Travel Authorization and Release form prior to travel, whether or not that parent or legal guardian is one of the travellers. The Organizer reserves the right to require any additional documentation reasonably necessary to confirm the legal authority for a minor to travel.

All travellers (including the Grand Prize winner) are responsible for obtaining and presenting all valid travel documents required by applicable authorities, including without limitation government-issued photo identification. Failure to present such documentation may result in denial of boarding, for which the Organizer and Partners assume no responsibility.

Travel must be taken on the dates indicated (March 7 to 13, 2027). No date changes are permitted, except as expressly set out in clause 10 below.

The Grand Prize includes only what is expressly listed in clause 8.1. All other expenses, including without limitation ground transportation to and from airports, baggage fees, gratuities, meals not expressly included, telephone charges, in-room services, mini-bar charges, parking, travel insurance, passports, vaccinations, souvenirs, and any other personal expenses, are the sole responsibility of the winner and their companions.

10. Alternative Grand Prize option

If the Grand Prize winner is unable, for any reason, to travel to Québec City during the period of March 7 to 13, 2027, the winner may, by written notice to the Organizer within the seven (7) business-day acceptance period set out in clause 7, elect to receive the following alternative prize in full and final substitution for the Grand Prize described in clause 8.1:

- Accommodation substitute — one (1) Fairmont Le Château Frontenac gift certificate redeemable for three (3) nights in a Deluxe City-View room, including daily breakfast for the

duration of the stay (value of CAD \$1727,49). This certificate is valid only during the hotel's low season, specifically from November 1 to December 20, 2026 and from January 2 to April 30, 2027 subject to the hotel's availability, and excluding the weekends during which the Carnaval de Québec takes place ;

- Air travel substitute — one (1) Air Canada gift card in a value equivalent to the original prize, namely five thousand six hundred Canadian dollars (CAD \$5,600), usable in a single transaction and valid for direct flights only, redeemable toward the purchase of an Air Canada flight in accordance with Air Canada's gift card terms and conditions and the applicable tariffs detailed in clause 11;
- Cash and product substitute — one thousand Canadian dollars (CAD \$1,000) in cash and a gourmet assortment of Célébration® cookies, provided by the Organizer.

Once elected, the alternative prize is final and the Grand Prize described in clause 8.1 is forfeited. The alternative prize is subject to all general conditions set out in clause 11.

11. General prize conditions

Prizes must be accepted as awarded and are non-transferable, non-exchangeable and, except as expressly set out in clause 10, may not be substituted for cash. The Organizer reserves the right, in its sole discretion, to substitute a prize (or any component thereof) with a prize of equal or greater value, if for any reason the prize cannot be awarded as described.

Each winner is solely responsible for any applicable taxes, duties, fees or other charges arising in connection with the receipt or use of a prize.

All prize components are subject to the standard terms, conditions, restrictions and policies of the issuing Partners or supplier, including without limitation Air Canada's Conditions of Carriage, gift card terms, blackout dates and seat availability, and Fairmont Le Château Frontenac's reservation and accommodation policies.

Prizes (including any prize component, such as passes or tickets) that are lost, stolen, damaged or destroyed after being delivered to the winner will not be replaced, and neither the Organizer nor the Partners are responsible for them.

The Air Canada Prize must be accepted as is and may be used for the products and services of Air Canada or its subsidiaries and affiliates, as applicable, in accordance with the relevant terms and conditions applicable at the time of redemption, including without limitation Air Canada's Conditions of Carriage.

Prize winners and their travel companions are responsible for all fees, expenses and taxes not expressly set out herein, including without limitation ground transportation, gratuities, merchandise, telephone calls, personal expenses of any nature for overnight stays, meals and beverages, handling fees, onboard meals and entertainment, travel costs to and from the point of departure, obtaining sufficient travel insurance if required prior to departure, obtaining all

necessary travel documents such as passports and visas, and compliance with all entry, health, customs and immigration rules and requirements.

No Aeroplan points and no miles or points under any other loyalty program will be awarded in respect of the travel.

Prize winners and their travel companions accept and acknowledge the risks associated with the spread of infectious or communicable diseases, and understand that it is the responsibility of the winners and their travel companions to take the necessary precautions in this regard, in particular with respect to COVID-19.

No changes to reservations are permitted once the travel date is confirmed and the tickets have been issued. Grand Prize Travel or Alternative Grand Prize must be completed by March 15, 2027.

The following blackout dates apply, during which no flight may be booked:

December 15, 2026 to January 6, 2027

March 24, 2027 to March 31, 2027

Blackout dates may change without notice.

The Air Canada Prize is not transferable, not upgradeable, not refundable, not exchangeable for cash, and not valid on Air Canada Vacations packages. Stopovers and multi-destination itineraries are not permitted.

12. Verification and right to disqualify

All entries are subject to verification by the Organizer. Any entry that is incomplete, illegible, mutilated, late, fraudulent, submitted in violation of these Official Rules, or otherwise non-compliant will be rejected. Proof of submission (such as a screen capture) does not constitute proof of receipt by the Organizer.

The Organizer reserves the right to disqualify any individual who, in the Organizer's sole opinion, tampers with the entry process, the operation of the Landing Page, or otherwise violates these Official Rules.

13. Personal information and privacy

By entering the Contest, the entrant consents to the use and disclosure by the Organizer and the Partners of the personal information they provide, in accordance with these Rules. Personal information collected from entrants will be used by the Organizer solely for the purpose of administering the Contest, contacting selected entrants and awarding the prizes, and (where the entrant has expressly opted in) for sending the Célébration / Biscuits Leclerc newsletter. Personal information will be handled in accordance with the Organizer's Privacy Policy, available at , and applicable Canadian privacy legislation, including the federal *Personal Information Protection and*

Electronic Documents Act (PIPEDA) and Quebec's *Act respecting the protection of personal information in the private sector* (Law 25).

Personal information of selected entrants will be shared with the Partners only to the extent strictly necessary to fulfil the prizes (e.g., booking flights and accommodation).

Entrants may at any time elect to stop receiving communications from the Organizer.

By entering the Contest, the winner(s) acknowledge that the Organizer may collect, use and disclose the personal information provided in their entry solely for the purposes of administering the Contest, in accordance with the Organizer's privacy policy, publicly available at: Privacy – Leclerc.

The Organizer may also disclose the name(s) of the winner(s) to Air Canada, which collects that information solely for the purpose of awarding the Prize.

14. Limitation of liability

By entering the Contest, each entrant releases and holds harmless the Organizer, the Partners, and their respective parent companies, subsidiaries, affiliates, officers, directors, employees, agents, representatives, advertising and promotional agencies, and suppliers (collectively, the "Indemnified Parties"), from any and all liability for any loss, damage, injury or claim of any kind arising out of or in connection with the Contest, participation in the Contest, or the acceptance, use or misuse of any prize, including without limitation any travel-related loss, injury or damage.

Without limiting the generality of the foregoing and to the fullest extent permitted by law, the entrant releases the Indemnified Parties from any claim, cause of action, loss, expense, bodily injury, death, property damage, loss or destruction of property, or any other direct or indirect damage or injury of any nature whatsoever (including legal fees and disbursements), arising out of or in connection with: (i) any breach by the entrant of these Official Rules; (ii) any human or technical error, or any technical, hardware, software, server, website or other failure occurring during the entry process, the draw, or the awarding, claiming or delivery of a prize; (iii) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, destruction, or unauthorized access to or alteration of entries; (iv) any failure, bug, virus, security breach or any problem affecting the website, telephone lines, networks, systems, servers, software or computer equipment of the Organizer or a Partner; (v) any entry or Contest-related communication that is lost, stolen, late, damaged, incomplete, illegible, inaccurate, garbled, tampered with, altered, undelivered or misdirected; (vi) any damage to the computer equipment of the entrant or of any other person resulting from entering the Contest, using the website or downloading any Contest-related material; (vii) the use by the Organizer and the Partners of the entrant's name and likeness in accordance with clause 15 of these Rules; or (viii) any combination of the foregoing.

The Organizer and the Partners are not responsible for any cancellation, delay, rescheduling or modification of the Canada Games scheduled for March 2027 or any related event, or for any

change to the dates of the events. In the event of such a change, the Organizer reserves the right to modify the dates and components of the Grand Prize accordingly, or to substitute a prize of equal or greater value.

By entering the Contest, each eligible entrant undertakes to indemnify and hold harmless Air Canada, its subsidiaries and affiliates, and their respective officers, directors, employees, agents, representatives, subcontractors and affiliated companies, from any liability in respect of any claim, action, loss, fine or legal fees arising, directly or indirectly, out of the Contest and its administration, the Contest prizes and related activities.

15. Use of name and likeness

By accepting a prize, each winner authorizes the Organizer and the Partners to use and reproduce their first name, last initial, photograph, statements, likeness, city and province of residence (the "Publicity Materials"), in any communication, promotional or publicity activity related to the Contest, in any media, anywhere in the world, in perpetuity, without further notice, compensation or approval, to the fullest extent permitted by law. The winner waives all rights they may have in connection with any use of the Publicity Materials by the Organizer and the Partners.

16. Modification, suspension or cancellation of the Contest

The Organizer reserves the right, at its sole discretion and subject to applicable law, to suspend, modify, terminate or cancel the Contest, in whole or in part, at any time and without notice, in particular in the event of any cause beyond its reasonable control that compromises the proper administration, integrity, security or feasibility of the Contest as contemplated by these Official Rules.

Any decision of the Organizer regarding any aspect of the Contest is final and binding on all entrants, subject only to any contrary provision of applicable law.

17. Disputes and governing law

Any dispute or claim relating to the Contest, including its administration, eligibility, the awarding of a prize, or the interpretation or application of these Official Rules, will be governed by the laws of the Province of Québec and the federal laws of Canada applicable therein. These Rules are published in French and English versions. In the event of any discrepancy or conflict between the two versions, the French version prevails with respect to residents of Québec.

18. Contact

For any question regarding the Contest, entrants may contact the Organizer at .

19. Social platform — Meta / Facebook

The Contest is in no way sponsored, endorsed or administered by, or associated with, Meta (the "Social Platform"). The Social Platform is hereby fully released from any liability by each

participant in the Contest. Any question, comment or complaint regarding the Contest must be directed to the Contest Organizer and not to the Social Platform. The entrant fully releases Meta from any liability in connection with their participation in the Contest.

The entrant may only use their own personal, public (i.e., unprotected) account(s) on the Social Platform to participate in the Contest. The entrant understands that they are providing their information to the Contest Organizer and not to the Social Platform. Any participation in the Contest and any content submitted in connection with the Contest must comply with the terms, rules, policies and guidelines of the Social Platform (i.e., Facebook) (the "Social Platform Rules").

20. Trademarks

Célébration® and Biscuits Leclerc® are registered trademarks of Biscuits Leclerc Ltée. Air Canada® and the Air Canada® logo are registered trademarks of Air Canada, used by the Organizer under authorization. Fairmont® and Fairmont Le Château Frontenac® are registered trademarks of AccorHotels or its affiliates. The "Canada Games" mark is used with permission of the Canada Games Council. All other trademarks are the property of their respective owners. Air Canada, Fairmont Le Château Frontenac and the Canada Games Council are not organizers, co-organizers or administrators of this Contest.

21. Miscellaneous

The invalidity or unenforceability of any provision of these Rules does not affect the validity or enforceability of the remaining provisions. Any provision found to be invalid or unenforceable is deemed severed, and the remaining provisions remain in force.

In the event of any discrepancy between a provision of these Official Rules and any information communicated elsewhere regarding the Contest (including any advertisement, mock-up, landing page or entry form), the provision of these Official Rules prevails.