

**POST PROMOTION – UNIVERSAL ORLANDO CONTEST**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR  
PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.  
MANY WILL ENTER, FEW WILL WIN.**

**OPEN ONLY TO LEGAL RESIDENTS OF CANADA  
WHO ARE AT LEAST THE AGE OF MAJORITY IN THEIR PROVINCE OR  
TERRITORY OF RESIDENCE AT THE TIME OF ENTRY.**

The Post Promotion – Universal Orlando contest (“Contest”) is sponsored by Post Foods Canada Inc. (“Sponsor”), and is administered by Solutions with Impact (“Administrator”), 369 Eglinton Avenue West Toronto Ontario Canada M5N 1A3

- 1. CONTEST PERIOD:** The Contest begins on October 1, 2018 at 12:00 PM (noon) Eastern Time (“ET”) and ends on February 28, 2019 at 12:00 PM (noon) ET (“Contest Period”). The Administrator’s computer is the Contest’s official clock.
- 2. ELIGIBILITY:** The Contest is open only to individuals who are legal residents of Canada who are at least the age of majority in their province or territory of residence at the time of entry. Employees, representatives and agents of Sponsor, Administrator, Universal Orlando Resort (“UO”), and each of their respective parents, subsidiaries, affiliates, the independent contest organization, and the advertising and promotion agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, “Contest Entities”) and the members of each of their immediate family (*i.e.*, spouse, parent, child, sibling, and the “steps” of each) and persons living in the same household of each are not eligible to enter or win. All applicable federal, provincial, territorial, and local laws and regulations apply. Void where prohibited or restricted by law. Participation consists of entrant’s full and unconditional agreement to these Official Rules and Sponsor and Administrator’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Each entrant (“Entrant”) may be required to furnish proof of identification and other proof of eligibility under these Official Rules.
- 3. HOW TO OBTAIN A PIN:** During the Contest Period, an eligible Entrant may obtain an entry PIN (“PIN”) to enter the Contest using one (1) of the following two (2) methods:
  - A. Purchase participating cereal product:** During the Contest Period, Entrants may purchase a specially-marked box of participating Post cereal products, available at participating retailers while supplies last, to obtain a unique PIN printed on the inside of the box. For a list of participating cereal products see Section 12 below. Each unique PIN may be used only one (1) time during the Contest Period.
  - B. Without a Purchase Mail-In:** To obtain a PIN without making a purchase, an eligible Entrant must legibly hand write his/her full first and last name, complete street address, age, and valid e-mail address and an original essay (minimum 100 words) on why they

love Post cereals and mail it to: The Post Universal Orlando Contest PIN Request, P.O. Box 38100 Castlewood Toronto Ontario Canada M5N 1B0. Limit of one (1) request per outer envelope bearing sufficient postage. Mail-in requests must be postmarked during the Contest Period and received by February 22, 2019 (the "Mail-In Deadline") to allow adequate time for processing. Administrator will send one PIN by e-mail to the e-mail address provided on each mail-in request received prior the Mail-In Deadline. Each Mail-in request will not be returned. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed. Each unique PIN may be used only one (1) time during the Contest Period.

**HOW TO ENTER THE CONTEST:** During the Contest Period, an eligible Entrant must visit [www.postconsumerbrands.ca/Universal](http://www.postconsumerbrands.ca/Universal) ("Website"), and follow the on-screen prompts to the Contest. If it is the Entrant's first visit to the Website, then he/she must complete and submit the registration form by providing the information requested by Sponsor which may include, but not be limited to: complete first and last name, address (P.O. Boxes are not permitted), daytime phone number, valid e-mail address, indication of acceptance of these Official Rules and Sponsor's Privacy Policy, and Entrant must enter their PIN. Should an entrant wish to enter multiple times, their contact information will appear upon the successful entry of their email address, and they will be required to enter a unique PIN.

**LIMITS:** There is no limit to the number of Entries per person during the Contest Period, provided each Entry includes a unique PIN. Entrants can only use one (1) email address to enter the Contest. If it is discovered that any person has attempted to use (or attempt to use) multiple names, identities, and/or more than one (1) email address to enter the Contest; then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from the Contest and all of his/her Entries voided. Use (or attempted use) of multiple names, identities, email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor.

All entries are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification and original PIN code) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

In the event of a dispute as to the identity of an Entrant, the Entry will be declared made by the primary account holder of the account associated with the e-mail address used. The "primary account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the e-mail address holder.

**IMPORTANT:** MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS CONTEST ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THIS CONTEST. ENTRANTS SHOULD CONSULT THEIR WIRELESS

PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN THE PRIZE IN THIS CONTEST.

#### 4. PRIZES

**Prizes (5):** There will be five (5) prizes available to be won (the "Grand Prizes") each consisting of a trip for four (4) guests to the Universal Orlando Resort, with an approximate retail value of \$6,500 CAD based on a Toronto departure example. Each trip includes:

- Round trip, economy class air transportation for up to four (4) people from the major airport closest to winner's home (as determined by UO in its sole discretion) to Orlando, Florida. Winner will be responsible for ground transportation to/from the airport at point of origin.
- Non-exclusive ground transfers to/from the airport in Orlando, Florida and to/from the hotel and Universal Orlando Resort.
- Hotel accommodations, room and tax only, for up to four (4) people in a maximum of one (1) room at Universal's Aventura Hotel (or another on-site hotel of UO's choosing), for four (4) consecutive days and three (3) nights. Hotel accommodations do not include meals, incidentals, tips, telephone calls, or any other personal expenses incurred during the trip, not specified here.
- 3-Park 3-Day Park-to-Park tickets for up to four (4) people for admission to Universal Studios Florida, Universal's Islands of Adventure, and Universal's Volcano Bay.
- Admission for up to four (4) people to attend one (1) performance at Blue Man Group (exact time and date to be determined by UO in its sole discretion).
- \$500 CAD spending money

**NOTE:** Travel must occur by February 28, 2020 or prize will be forfeited. Blackout dates or other restrictions may apply as dictated by airline and/or hotel. Winner travel arrangements must be made a minimum of sixty (60) days prior to winner travel and are subject to availability. If winner is unable to fulfill prize during that time period, winner forfeits the prize package. All elements of the prize must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. If winner elects to partake in any or all portions of his/her prize with fewer than the above stated number of guests or no guest, the prize will be awarded to winner and each participating guest and any remainder of the prize will be forfeited and shall not be subject to further or alternative compensation. If the winner is between the age of majority in his/her province/territory of residence and twenty-one (21), he/she must be accompanied by an adult, who is at least twenty-one (21) years of age, in order to check in to on-site hotel. Minor traveling companions, if any, must be accompanied by a parent or legal guardian. All unclaimed and/or unused prize packages, will remain the property of the prize provider and may not be sold, exchanged or otherwise transferred by winner. All details of the Grand Prize packages will be determined by the prize provider in its

sole discretion and UO reserves the right to substitute a similar prize or prize element of comparable value.

All the tickets included in the prize package are valid during normal operating hours only. Operating hours and availability of attractions and shows are subject to change without notice. Some special events may be separately ticketed. UO reserves the right to change the name of all tickets. All park tickets specifically exclude admission to special or separately ticketed "hard ticket" entertainment events at either of the theme parks, hotels, or within any of the Universal CityWalk venues such as Hard Rock Live® and the Blue Man Group show (although hard tickets to the Blue Man Group show will be included as outlined above).

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsor's option); (ii) the winner and his/her guests must: (a) travel on same itinerary; (b) have all necessary documentation to permit travel to Orlando, Florida; and (c) not have any barrier to entry into the United States; (iii) the costs of everything not specifically stated above as included in the Grand Prize are the sole responsibility of the winner and his/her guests, including, without limitation: meals and drinks; gratuities; entertainment; health and travel insurance; transportation for winner and guests to and from the major Canadian airport nearest the winner's residence; transportation while in Orlando, Florida (except as outlined above); excess baggage fees; and items of a personal nature (NOTE: winner may be required to present a valid major credit card in winner's name at the time of hotel check-in to cover any incidental expenses); (iv) if the winner and his/her guests do not utilize any part(s) of the Grand Prize, then any such part(s) not utilized will be forfeited in its entirety and nothing will be substituted in its place; (v) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (vi) all travel arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents; (vii) by accepting the Grand Prize, the winner agrees to waive all recourse against the Released Parties (defined below) if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part; (viii) the winner's travel companion must sign and return the Sponsor's Release Form as described below; (ix) all airline tickets are subject to availability at the time of booking; and (x) neither Sponsor nor any of its prize suppliers will replace any lost or stolen tickets.

5. **PRIZE DRAW AND ODDS OF WINNING:** A random draw to select five (5) potential Grand Prizes winners will be held on Tuesday March 5, 2019 at 10:00 a.m.(ET) in Toronto, Ontario Canada by an independent contest organization from among all eligible entries received during the Contest Period. The odds of winning will depend on the number of eligible entries received.
6. **WINNER NOTIFICATION AND PRIZE CLAIM:** Three (3) attempts will be made to contact each selected entrant at the email address and two (2) attempts at the phone number provided on their entry form between 9:00 a.m. and 5:00 p.m. ET during a period of seven

(7) days following the draw. If a selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Grand Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries, in the Sponsor's sole discretion. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

To be declared a winner, each selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by telephone at the number provided during registration for the Contest or by email at the email address provided during registration for the Contest. The selected entrant, and his/her travel companions, will also be required to sign a Declaration and Release Form (the "Release Form") (or, if a his/her travel companion is under the age of majority in his/her province of residence, have his/her parent or legal guardian sign such Release Form on his/her behalf) confirming compliance with the Official Rules, acceptance of the Prize, as awarded, and releasing the Contest Entities and each of their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "Released Parties") from any liability in connection with the Contest, the Grand Prize, and any travel related thereto.

The selected entrant and his/her travel companions must return the signed Release Form within thirty (30) days of receipt, or he/she will be disqualified from receiving the Grand Prize.

If a potential winner fails to correctly answer the skill-testing question, is found to be ineligible, declines to accept the Grand Prize, fails to return the Release Form within the timeframe provided or in the event that the Grand Prize confirmation or Grand Prize elements are returned undeliverable, the Grand Prize will be forfeited, and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor's sole discretion, however no entrant will be selected after April 30, 2019.

- 7. LIMITATION OF LIABILITY:** By participating in this Contest, Entrants agree that the Released Parties are not responsible for any and all liabilities, including but not limited to lost, late, incomplete, stolen, misdirected, garbled, postage due, or undeliverable PINs, PIN requests or fulfilments, e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/website accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of Contest -related information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any Contest -related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer or mobile device related to or resulting from participating in the Contest

and/or accepting a prize. Released Parties shall not be responsible or liable for entries entered by any automated computer, program, mechanism or device; or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries will, at Sponsor's sole discretion, be disqualified.

If for any reason, Sponsor believes the Contest is not capable of running as planned, Sponsor reserves the right, at its sole discretion, subject to the approval of the Régie des alcools, des courses et des jeux in Quebec, to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed than are intended to be awarded according to these Official Rules, the intended winners will be awarded in a random drawing from among all verified prize claims received for that prize. Notice of such cancellation, termination, or modification of the Contest shall be posted at [www.postconsumerbrands.ca/Universal](http://www.postconsumerbrands.ca/Universal).

By entering the Contest and to the fullest extent permissible by law, each Entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and the Administrator which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release, defend, indemnify and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside legal fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest -related activity or element thereof, and the Entrant's Entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Contest materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Grand Prize (or any component thereof including travel related thereto); (e) change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including, but not limited to, acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labour dispute or strike (whether legal or illegal), labour or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules; (f) any interruptions in or postponement, cancellation or modification of the Contest; (g) human error; (h) incorrect or inaccurate transcription, receipt or transmission of an Entry; (i) any technical malfunctions or unavailability of any social media platform or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an Entrant; and (j) interruption or inability to access the Contest, or any other Contest -related websites or any online service via the Internet due to hardware or software compatibility problems.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING PRIZE COMPONENTS, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES, THEREFORE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

- 8. DISPUTES:** As a condition of participating in this Contest, each Entrant agrees, to the fullest extent permissible by law: (1) under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket expenses as set forth in subsection 3 below, and any and all rights to have damages multiplied or otherwise increased; (2) this Contest is governed by the laws of the Province of Ontario, and the laws of Canada applicable therein without regard to its conflicts of law principles and any and all disputes, claims and causes of action arising out of or connected with this Contest or any Prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively before a court of competent jurisdiction located within the city of Toronto; and, (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in participating in this Contest and in no event will participant be entitled to receive legal fees, or any other costs; and (4) participant shall be bound by these Contest Rules. ***FOR RESIDENTS OF QUEBEC: 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 PURPOSE OF HELPING THE PARTIES REACH A SETTLEMENT.***
- 9. PRIVACY POLICY:** Sponsor's privacy policy is located at <https://www.postconsumerbrands.ca/privacy-policy/>.
- 10. PUBLICITY RIGHTS:** By participating in the Contest and/or accepting a Prize, each Entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for Contest, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 11. GENERAL:** Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and will result in the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS.**

**SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in the English version of these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media) or the French version of these rules, the details of the Contest as set forth in the English version of these Official Rules shall prevail.

**12. PARTICIPATING PRODUCTS:**

<b>PARTICIPATING PRODUCT</b>
Shreddies 550 g
Honey Shreddies 540 g
Alpha-Bits 340 g
Honeycomb 400 g
Sugar Crisp 365 g
Honey Bunches of Oats Almond 411g
Honey Bunches of Oats Honey Roasted 411 g

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