

**Level Up Contest**  
**CONTEST RULES AND REGULATIONS**  
**Official Rules**

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**NO PURCHASE IS NECESSARY. By entering this Contest, entrants agree to abide by these Official Rules. The decisions of the Independent Contest Organization with respect to all aspects of the Contest are final.**

1. **SPONSOR & CONTEST PERIOD:** The Level Up Contest (the “**Contest**”) is sponsored by Mondelez Canada Inc. (the “**Sponsor**”). The Contest commences at 12:00:00 AM Eastern Time (“**ET**”) on November 01, 2018 and will end at 11:59:59 PM ET on December 31, 2018 (the “**Contest Period**”). All times are Eastern Times. Entries must be received by 11:59:59 PM ET on January 07, 2019 (the “**Grace Period**”).
2. **ELIGIBILITY:** To enter the Contest and be eligible to win a Grand Prize (see rule 6), a person (“**Entrant**”) must be a legal resident of Canada who at the time of entry has reached the age of majority in the province/territory in which he/she resides. Employees, officers, and directors of the Sponsor, their affiliates, representatives, agents, participating stores, advertising or promotional agencies, and the independent contest organization (collectively the “**Contest Parties**”) and immediate members and members of the same household of such persons, whether related or not are not eligible to enter the Contest. For these Official Rules, "immediate family" means mother, father, sister, brother, son, daughter and spouse, including common law spouse, regardless of where they reside.
3. **HOW TO ENTER:** There are two (2) ways to enter the Contest.
  - **With Purchase:** During the Contest Period, text “Xbox” to 811811 and click through link to visit [levelupcontest.ca](http://levelupcontest.ca) (the “**Contest Website**”) and snap a photo of a Canadian store identified cash register sales receipt dated between November 01, 2018 and December 31, 2018, of your eligible purchase of a participating Sponsor product clearly identified and circled (see rule 16 for participating products) (the “**Receipt**”). Next complete the entry form (the “**Entry Form**”) with your full name, a valid email address, daytime telephone number (including area code), and postal code; upload a copy of your Receipt; check the box to confirm that you are entering the Contest and in compliance with these Official Rules; and that you are the age of majority or older at time of entering the Contest. Upon doing so, click “Submit” and your Receipt will be reviewed by the Sponsor (or its designated representative(s)) to determine if it meets the above requirements. If deemed eligible, you will receive one (1) entry for each Participating Product purchased into the applicable Monthly Draw (see rule 5). Receipts must be uploaded by 11:59:59 PM ET on December 05, 2018 to be eligible for Monthly Draw #1 and by 11:59:59 PM ET on January 07, 2019 to be eligible for Monthly Draw #2 (see rule 5).  
**\*If you wish to enter into the Contest portion of this promotion, click the opt-in button on the claim form.**
  - **Without Purchase:** On a plain piece of paper, hand-print your full name, province or territory of residence, daytime telephone number (including area code), a valid email

address, the following statement: “I have read, understand and agree to the Contest Official Rules”; write an original maximum fifty (50) word essay on “Why you want to enter the contest. ” (the “**Essay**”) and mail with sufficient postage to: The Level Up Contest, Dept 3940, Box 9500 Lakeshore West PO, Oakville ON, L6K 0G4. Each mail-in entry must be an original (no photocopies or other reproductions) and mailed in a separate envelope, bearing sufficient postage. Mail-in Entries must be received prior to the applicable upload deadline to be eligible for the applicable Monthly Draw (see rule 5).

4. **ENTRIES:** Limit of five (5) entries (each an “**Entry**”) per person per day during the Contest Period regardless of method of Entry. Only one (1) email account per person may be used to enter the Contest online. Any person who is found to have entered in a fashion not sanctioned by these Official Rules and/or who has submitted more than the number of Entries permitted by these Official Rules will be disqualified. Proof of transmission (screenshots or captures, etc.) does not constitute proof of delivery. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, misdirected, mutilated, garbled or incomplete Entries, which will be void. All Entries become the property of the Sponsor upon receipt and none will be returned.
5. **MONTHLY CONTEST PERIODS:** The Contest Period is divided into two (2) periods (each a “**Monthly Contest Period**”) and they are as follows:

Monthly Contest Periods		Receipt Upload Deadline	Draw Date
<b>Month 1</b>	Begins 12:00:00 AM ET on November 01, 2018 and ends 11:59:59 PM ET on November 30, 2018	11:59:59 PM ET on December 05, 2018	10-Dec-18
<b>Month 2</b>	Begins 12:00:00 AM ET on December 01, 2018 and ends 11:59:59 PM ET on December 31, 2018	11:59:59 PM ET on January 07, 2019	11-Jan-19

6. **PRIZES:** There are ten (10) grand prizes (herein referred to as “**Grand Prizes**”) available to be won (five (5) per Monthly Contest Period), each consisting of one (1) Xbox One X console (\$599) and one (1) Xbox Game Pass 1-year membership code (\$69). The total approximate retail value (“ARV”) of each Grand Prize is \$668.00 (CDN).

Grand Prizes must be accepted as awarded without substitution, are not transferable, not for resale and have no cash surrender value. The Sponsor reserves the right, in the event that a Grand Prize cannot be awarded as described for any reason, to substitute another prize of equal or greater value, without liability. Limit of one (1) Grand Prize per person during the Contest Period.

7. **DRAWS:** A random draw will be held following each Monthly Contest Period (see rule 5 for Draw Dates) at approximately 10:00:00 AM ET (each a “**Monthly Draw Date**”) at the office of Promotion Solutions (the “**Independent Contest Organization**”) in Oakville, ON from among all eligible Entries received up to the end date of the applicable Receipt Upload deadline (see rule 5). Odds of being selected for a Grand Prize depend on the total number of eligible Entries received. PLEASE NOTE: Non-winning eligible Entries will be carried over into the following

Monthly Prize Period Draw. Each selected entrant will be contacted by telephone and/or email using the information provided at time of entry within three (3) business days of the applicable Draw Date. If a selected entrant (a) cannot be reached by telephone and/or email within five (5) business days of being contacted; (b) fails to correctly answer the skill testing question (see rule 8); or (c) fails to return the properly executed Release Form within the specified time (see rule 8), then he/she will be disqualified and another entrant will be randomly selected until such time as a Grand Prize winner is confirmed or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

8. To be declared a Grand Prize winner, each selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. Each selected entrant will also be required to sign and return within five (5) business days of notification a declaration and release form (the “**Release Form**”), which (among other things): (a) confirms compliance with these Official Rules including eligibility requirements; (b) acknowledges acceptance of the Grand Prize as awarded; (c) releases the Contest Parties and each of their respective agents and associated companies and each of their respective officers, directors, employees, successors and assigns (collectively the “**Releasees**”) from any and all liability in connection with this Contest, the selected entrants participation therein and/or the awarding and use/misuse of the Grand Prize or any portion thereof; and (d) agrees to the publication, reproduction and/or other use of the selected entrants name, address, voice, statements about the Contest, photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast and the internet. Grand Prizes will be shipped to the winners by the Sponsor upon receipt and verification of his/her Release Form (and subject to compliance with all other condition and requirements provided in these Official Rules).
9. **CONDITIONS OF ENTRY:** By entering the Contest, entrants (i) acknowledge compliance with these Official Rules including all eligibility requirements, and (ii) agree to be bound by these Official Rules and by the decisions of the Independent Contest Organization, made in its sole discretion, which shall be final and binding in all matters relating to this Contest. Entrants who have not complied with these Official Rules are subject to disqualification.
10. **GENERAL:** The Releasees do not assume any responsibility for (i) the incorrect or inaccurate capture of entry information and Entries that fail to comply with these Official Rules; (ii) any loss, damage, or claims caused by an awarded Grand Prize or the Contest itself; or (iii) any failure of the Contest Website during the Contest Period, including any problems, human or technical, printing errors, lost, delayed, garbled data or transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer lines, or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant’s or any other person’s computer related to or resulting from downloading any material connected to the Contest, all of which may affect a person’s ability to participate in the Contest. Entry material/data that has been tampered with or altered is void.
11. The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux (the “**Regie**”), to terminate or suspend this Contest or to amend the Official Rules at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the

Contest is not capable of running as originally planned, the Sponsor reserves the right, with the consent of the Régie, to cancel the Contest and conduct a draw from all previously received eligible Entries. The Releasees shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

12. **For Quebec residents only.** Any litigation respecting the conduct or organization of a publicity contest in Québec may be submitted to the Régie for a ruling. Any litigation respecting the awarding of the Prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
13. All issues and questions concerning the construction, validity, interpretation, and enforceability of the Official Rules, or the rights and obligations of entrants and the Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with (i) the laws of the Province of Québec and the laws of Canada applicable therein in respect of residents of the Province of Québec, and (ii) the laws of the Province of Ontario and the laws of Canada applicable therein in respect of residents of the other Canadian provinces/territories, without regard to conflicts of law principles. Any attempt by an entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Promotion could be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. This Promotion is subject to all federal, provincial/territorial, and municipal laws.
14. In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest related materials, including, but not limited to point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control to the fullest extent permitted by law. In the event of any discrepancy or inconsistency between the English language version and the French version of these Official Rules, the English version shall prevail and govern.
15. **CONSENT TO USE PERSONAL INFORMATION:** The Sponsor respects your right to privacy. The information you provided will only be used for the purpose of administering this Contest and prize fulfillment. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit <https://ca.mondelezinternational.com/privacy-policy>
16. **PARTICIPATING PRODUCTS:**

Brand	Category	Product Description	Weight	UPC
Maynards	Candy	MAYNARDS FUZZY PEACH	185G	57700215203
Maynards	Candy	MAYNARDS FUZZY PEACH	355G	57700215418
Maynards	Candy	MAYNARDS GRANNY SMITH	170G	57700243671
Maynards	Candy	MAYNARDS GUMMIES	170G	57700215029
Maynards	Candy	MAYNARDS SOUR CHERRY BLASTERS	185G	57700215036
Maynards	Candy	MAYNARDS SOUR CHERRY BLASTERS	355G	57700228135
Maynards	Candy	MAYNARDS SOUR PATCH KIDS	185G	57700215067
Maynards	Candy	MAYNARDS SOUR PATCH KIDS	355G	57700228159
Maynards	Candy	MAYNARDS SOUR PATCH KIDS WATERMELON / MELON D'EAU	180G	57700014554
Maynards	Candy	MAYNARDS SOUR PATCH KIDS WATERMELON / MELON D'EAU	355G	57700014530
Maynards	Candy	MAYNARDS SWEDISH BERRIES	185G	57700215050

Maynards	Candy	MAYNARDS SWEDISH BERRIES	355G	57700215470
Maynards	Candy	MAYNARDS SWEDISH FISH	185G	57700228142
Maynards	Candy	MAYNARDS SWEDISH FISH	355G	57700232521
Maynards	Candy	MAYNARDS WINE GUMS	170G	57700215012
Maynards	Candy	MAYNARDS WINE GUMS	315G	57700215401
Maynards	Candy	MAYNARDS SOUR PATCH KIDS	96.4g	57700014430
Maynards	Candy	MAYNARDS FUZZY PEACH	96.4g	57700014490
Maynards	Candy	MAYNARDS SWEDISH BERRIES	96.4g	57700014510
Maynards	Candy	MAYNARDS SOUR PATCH KIDS Tropical	185g	57700014059
Maynards	Candy	MAYNRD SWEDFISH RED BIG 102G	102g	57700012994
Maynards	Candy	MAYNRD SOUR WATERMELON BOX 100G 12	100g	57700227950
Maynards	Candy	MAYNARDS SPK EXTREME BOX 100G 12	100g	57700227970
Maynards	Candy	MAYNARDS FUZZY PEACH BOX 100G 12	100g	57700227940
Maynards	Candy	MAYNRD SWEDISH BERRIES BOX 100G 12	100g	57700227960
Maynards	Candy	MAYNRD SOUR PATCH KIDS BIG GO PAK 91G	91g	57700013007
Maynards	Candy	MAYNARDS WINE GUMS RL 44G	44g	57700215074
Maynards	Candy	MAYNARDS SWEDISH BERRIES 64G	64g	57700215999
Maynards	Candy	MAYNARDS FUZZY PEACH 64G	64g	57700215876
Maynards	Candy	MAYNARDS SOUR PATCH KDS 60G	60g	57700221921
Maynards	Candy	MAYNARDS SOUR CHERRY BLASTER 64G	64g	57700215852
Maynards	Candy	MAYNARDS BEANZ FUZZY PEACH 60G	60g	57700011737
Maynards	Candy	MAYNARDS BEANZ SOUR PATCH KIDS 60G	60g	57700001615
Maynards	Candy	MAYNARDS BEANZ SWEDISH BERRIES 60G	60g	57700001639
Maynards	Candy	MAYNARDS GRANNY SMITH 55G	55g	57700243695
Maynards	Candy	MAYNARDS GUMMIES ORIG 60G	60g	57700216422
Maynards	Candy	MAYNARDS SOUR WINE GUMS 55G	55g	57700215937
Maynards	Candy	MAYNARDS SWEDISH BERRIES355G	355g	57700215470
CADBURY	Chocolate	CADBURY CARAMILK MINIS	120G	61200012088
CADBURY	Chocolate	CADBURY CARAMILK MINIS	200G	61200012163
CADBURY	Chocolate	CADBURY CRISPY CRUNCH MINIS	200G	61200012194
CADBURY	Chocolate	CADBURY MARVELOUS MIXES OREO	200G	61200225914
CADBURY	Chocolate	CADBURY EVDY MINI EGGS	188G	61200225013
CADBURY	Chocolate	CADBURY MARVELOUS MIXES MAYNARDS	200G	61200012590
CADBURY	Chocolate	CADBURY MARVELOUS MIXES OREO	150G	61200012583
CADBURY	Chocolate	CADBURY MARVELOUS MIXES RITZ	150G	61200012606
CADBURY	Chocolate	CADBURY MR BIG MINIS	100G	61200012095
CADBURY	Chocolate	CADBURY MR BIG MINIS	170G	61200012170
CADBURY	Chocolate	CADBURY WUNDERBAR MINIS	120G	61200012101
CADBURY	Chocolate	CADBURY WUNDERBAR MINIS	200G	61200012187
CADBURY	Chocolate	CARAMILK	100G	61200225969
CADBURY	Chocolate	CARAMILK	50G	61200000542
CADBURY	Chocolate	CARAMILK KING SIZE	78G	61200228373
CADBURY	Chocolate	CARAMILK THICK	50G	61200225891
CADBURY	Chocolate	CRISPY CRUNCH KING SIZE	72G	61200243949
CADBURY	Chocolate	CRISPY CRUNCH	48G	61200002423
CADBURY	Chocolate	CRUNCHIE	44G	61200225952
CADBURY	Chocolate	CRUNCHIE 4PK	176G	61200225884
CADBURY	Chocolate	CRUNCHIE KING SIZE	66G	61200011883
CADBURY	Chocolate	MR BIG	60G	61200003451
CADBURY	Chocolate	MR BIG 4PK	240G	61200215106
CADBURY	Chocolate	MR BIG KING SIZE 90G	90G	61200228007
CADBURY	Chocolate	WUNDERBAR	58G	61200003499

CADBURY	Chocolate	WUNDERBAR KING SIZE 90G	90G	61200228014
CADBURY	Chocolate	JERSEY MILK 4PK 180G 24	180G	61200042016
CADBURY	Chocolate	CARAMILK 4PK 200GR 24	200G	61200000603
Dentyne	Gum	DENTYNE FIRE CINNAMON	12PC	57700331484
Dentyne	Gum	DENTYNE FIRE CINNAMON BOTTLE	60PC	57700218068
Dentyne	Gum	DENTYNE ICE SPEARMINT BOTTLE	60PC	57700218075
Dentyne	Gum	DENTYNE FIRE CINNAMON	12PC	57700331484
Dentyne	Gum	DENTYNE FIRE CINNAMON 4 PK	48PC	57700331279
Dentyne	Gum	DENTYNE FIRE CINNAMON BOTTLE	60PC	57700218068
Dentyne	Gum	DENTYNE ICE ASSTD 4PK	48PC	57700329771
Dentyne	Gum	DENTYNE ICE AVALANCHE	12PC	57700010389
Dentyne	Gum	DENTYNE ICE AVALANCHE 4PK	48PC	57700010402
Dentyne	Gum	DENTYNE ICE AVALANCHE BOTTLE	60PC	57700010525
Dentyne	Gum	DENTYNE ICE INTENSE	12PC	57700329443
Dentyne	Gum	DENTYNE ICE INTENSE 4 PK	48PC	57700329467
Dentyne	Gum	DENTYNE ICE INTENSE BOTTLE	60PC	57700226575
Dentyne	Gum	DENTYNE ICE PEPPERMINT	12PC	57700329375
Dentyne	Gum	DENTYNE ICE PEPPERMINT 4 PK	48PC	57700329276
Dentyne	Gum	DENTYNE ICE PEPPERMINT BOTTLE	60PC	57700243909
Dentyne	Gum	DENTYNE ICE SPEARMINT	12PC	57700329436
Dentyne	Gum	DENTYNE ICE SPEARMINT 4 PK	48PC	57700329887
Trident	Gum	TRIDENT ORIGINAL / ORIGINALE	14PC	57700012727
Trident	Gum	TRIDENT SPLASH ASSORTED	40PC	57700000878
Trident	Gum	TRIDENT SPLASH STRAWBERRY KIWI BOTTLE	40PC	57700218051
Trident	Gum	TRIDENT UNWRAPPED SPEARMINT BOTTLE	50PC	57700011355
Trident	Gum	TRIDENT UNWRAPPED TROPICAL TWIST BOTTLE	50PC	57700011379
Trident	Gum	TRIDENT UNWRAPPED WATERMELON TWIST BOTTLE	50PC	57700011393
Trident	Gum	TRIDENT WHITE PEPPERMINT BOTTLE	60PC	57700243923
Trident	Gum	TRIDENT LAYERS GREEN APPLE / PINEAPPLE 14PC SGL		57700227152
Trident	Gum	TRIDENT LAYERS JUICY BERRY/TANGY TANGERINE 14PC SGL		57700002087
Trident	Gum	TRIDENT LAYERS ORCHARD PEACH / RIPE MANGO 14PC SGL		57700244333
Trident	Gum	TRIDENT LAYERS STRAWBERRY CITRUS 14PC SGL		57700227176
Trident	Gum	TRIDENT LAYERS SWEDISH FISH BERRY + LEMON 14PC SGL		57700011942
Trident	Gum	TRIDENT LAYERS SWEET CHERRY / ISLAND LIME 14PC SGL		57700243992
Trident	Gum	TRIDENT LAYERS WATERMELON TROPICAL PUNCH 14PC SGL		57700010136
Trident	Gum	TRIDENT SLB TROPICAL TWIST 14PC		57700225653
Trident	Gum	TRIDENT LAYERS GRAPE LEMONADE 14PC - H2 2014		57700002131
Trident	Gum	TRIDENT SLB BUBBLEGUM 14 PC		57700225707
Trident	Gum	TRIDENT SLB HYDRAMINT 14PC		57700232224
Trident	Gum	TRIDENT SLB STRAWBERRY TWST 14PC		57700225554
Trident	Gum	TRIDENT SPLASH ORANGE GRAPE P9PC		57700232262
Trident	Gum	TRIDENT SPLASH PUCKERMEBERRY 9 PC		57700227381
Trident	Gum	TRIDENT SPLASH STRAWBERRY KIWI 9PC		57700618967
Trident	Gum	TRIDENT SPLASH VANILLA MINT 9PC		57700618493
Trident	Gum	TRIDENT PEL PEPPERMINT 12 PC		57700622872
Trident	Gum	TRIDENT PEL SPEARMINT 12 PC		57700622933
Trident	Gum	TRIDENT PEL VERY BERRY 12 PC		57700617724
Trident	Gum	TRIDENT WHITE PEPPERMINT 12 PC		57700222966

Trident	Gum	TRIDENT WHITE WINTERGREEN 12PC	57700232200
Trident	Gum	TRIDENT SLB WATERMELON TWIST 14PC	57700225622
Trident	Gum	TRIDENT SLB PEPPERMINT 14 PC	57700225646
Trident	Gum	TRIDENT SLB SPEARMINT 14 PC	57700225608
Trident	Gum	TRIDENT SLB FRESHMINT 14 PC	57700225684
Trident	Gum	PURELY TRIDENT PPRMT 14PC	57700013790
Trident	Gum	PURELY TRIDENT SPEARMINT 14PC	57700013820
Trident	Gum	TRIDENT VIBES SPEARMINT 40PC	577000146100
Trident	Gum	TRIDENT VIBES TROPICAL BEAT 40PC	577000146500
Trident	Gum	TRIDENT VIBES OH LA LEMON 40PC	577000146700
Trident	Gum	TRIDENT PEL SPEARMINT 4PK	57700622964
Trident	Gum	TRIDENT SPLASH STRAWBERRY KIWI 3PK	57700618271
Trident	Gum	TRIDENT LAYERS ASSTD 3PK	57700244012
Trident	Gum	TRIDENT LAYERS GRAPE LEMONADE 3PK - H2 2014	57700002148
Trident	Gum	TRIDENT LAYERS GREEN APPLE & PINEAPPLE 3PK	57700227183
Trident	Gum	TRIDENT LAYERS PEPPERMINT SPEARMINT 3PK	57700229651
Trident	Gum	TRIDENT LAYERS STRAWBERRY CITRUS 3PK	57700227190
Trident	Gum	TRIDENT LAYERS WATERMELON TROPICAL PUNCH 3PK	57700010150
Trident	Gum	TRIDENT SLB PEPPERMINT 3PK	57700216750
Trident	Gum	TRIDENT SLB SPEARMINT 3 PK	57700216767
Trident	Gum	TRIDENT SLB WATERMELON 3PK	57700216743
Trident	Gum	TRIDENT PEL PEPPERMINT 4PK	57700622902
Trident	Gum	TRIDENT SPLASH VANILLA MINT 3PK	57700618912
Trident	Gum	TRIDENT VERY BERRY 4 PK	57700617632
Trident	Gum	TRIDENT WHITE PEPPERMINT 4 PK	57700222980
Trident	Gum	TRIDENT WHITE WINTERGEEN 4PK	57700232187
Trident	Gum	TRIDENT PEL ASSORTED 4 PK	57700622582