

***Lactantia* Vintage Milk Bottle Promotion**
Official Rules & Regulations (“Official Rules”)

PURCHASE REQUIRED. WHILE SUPPLIES LAST.

Lactantia Vintage Milk Bottle (the “Promotion”) is sponsored by Parmalat Canada Inc. (the “Sponsor”). Purchases must be made between April 20, 2015 (the “Promotion Starting Date”) and July 19, 2015 (the “Promotion Closing Date”). The “Promotion Period” runs from the Promotion Starting Date to the Promotion Closing Date.

Approximate retail value is \$24.00 CAD.

1. ELIGIBILITY

The Promo is only open to legal residents of Ontario and Quebec who are thirteen (13) years of age or older, are residing and present in Ontario and Quebec at the time of entry and have a valid mail address for delivery, no P.O boxes. Individuals who are at any time on or after January 1, 2015, a director, officer or employee of the Sponsor or its subsidiaries and associated companies, advertising and promotion agencies, the independent Promotion organization (collectively the “Promotion Entities”), or persons who are domiciled or a member of the immediate family (defined as mother, father, brothers, sisters, sons, daughters and spouse) of any of the Promotion Entities, are NOT eligible to participate in the Promotion. Subject to the age limitation provided above, entrants who are under the age of majority in their province of residence at the date of entry are still eligible to submit the Promotion and redeem a Bottle provided that the parent or legal guardian of the entrant accepts the Bottle and the terms and conditions hereof for and on behalf of such entrant. Each entrant who is under the age of majority will be required to provide the contact mail and email address of his/her parent or legal guardian upon entry.

2. HOW TO PARTICIPATE

1. Buy any 4 *Lactantia* 2L or 4L milk products.
2. Download the registration form from lactantia.ca.
3. Complete the form and send with your receipt(s) by mail or email.
4. Receive your free* *Lactantia* Limited Edition Vintage Milk Bottle by mail.

*While quantities last – Sponsor may at its sole discretion substitute the Bottle at any time. Decorative bottle only – not recommended for storing food or non-food products – see GENERAL CONDITIONS section 6 for more details.

Images of Bottle and packages may not be consistent or accurate.

Purchases must be made between April 20, 2015 and July 19, 2015.

3. REDEEMING YOUR BOTTLE

All Promotion entries are subject to verification.

1) Collect and mail your receipt(s) as proof of purchase(s) for any 4 (four) Lactantia 2L or 4L milk products and the completed registration form to receive a *Lactantia* Limited Edition Vintage Milk Bottle. (See accepted products table below)

2) Mail and postmark by July 31, 2015 to: Lactantia Vintage Milk Bottle, P.O. Box 460, Kirkland, Quebec, H9H 5J0.

OR

1) Collect and email scanned receipt(s) as proof of purchase(s) of any 4 (four) *Lactantia* 2L or 4L milk products and the completed registration form to receive a *Lactantia* Limited Edition Vintage Milk Bottle. (See accepted products table below)

2) Email to: lactantiapromo@harlingdirect.com

3) Email must be received by July 31, 2015

Allow 8 (eight) to 10 (ten) weeks for delivery. Limit one (1) bottle per household.

Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants.

ACCEPTED PRODUCTS

Product Description	UPC Code
LACTANTIA PURFILTRE 2% MILK 2L	068200010120
LACTANTIA PURFILTRE 1% MILK 2L	068200010229
LACTANTIA PURFILTRE SKIM MILK 2L	068200010328
LACTANTIA PURFILTRE 3.25% MILK 2L	068200010021
LACTANTIA PURFILTRE 2% MILK 4L	068200010144
LACTANTIA PURFILTRE 1% MILK 4L	068200010243
LACTANTIA PURFILTRE 3.25% MILK 4L	068200010045
LACTANTIA PURFILTRE SKIM MILK 4L	068200010342
LACTANTIA LACTOSE FREE 2% MILK 2L	068200148434
LACTANTIA LACTOSE FREE 1% MILK 2L	068200148441
LACTANTIA LACTOSE FREE SKIM MILK 2L	068200148458
LACTANTIA LACTOSE FREE 3.25% MILK 2L	068200148403
LACTANTIA LACTOSE FREE 2% MILK 4L	068200148977
LACTANTIA LACTOSE FREE SKIM MILK 4L	068200148953
LACTANTIA LACTOSE FREE 3.25% MILK 4L	068200203010
LACTANTIA ORGANIC 2% MILK 2L	068200010526
LACTANTIA ORGANIC 1% MILK 2L	068200010519
LACTANTIA ORGANIC 3.8% MILK 2L	068200910536
LACTANTIA ORGANIC 2% MILK 4L	068200010571
LACTANTIA ORGANIC 1% MILK 4L	068200010564
LACTANTIA OMEGA 3 2% MILK 2L	068200112169
LACTANTIA OMEGA 3 1% MILK 2L	068200122236
LACTANTIA SMART GROWTH 2% MILK 2L	068200115542
LACTANTIA SMART GROWTH 2% CHOCOLATE MILK 2L	068200115559
LACTANTIA SMART GROWTH 3.25% MILK 2L	068200115535
LACTANTIA SMART GROWTH 2% MILK 4L	068200116648
LACTANTIA SMART GROWTH 3.25% MILK 4L	068200116631
LACTANTIA CALCIUM 2% MILK 2L	068200010427
LACTANTIA SLIMSMART MILK 2L	068200122168
LACTANTIA ICED COFFEE ORIGINAL 2L	068200552958
LACTANTIA ICED COFFEE MOCHA 2L	068200552972

4. GENERAL CONDITIONS

1. Electronic registration forms are subject to verification by Sponsor. Any electronic registration form that is, as the case may be, incomplete, sent in late, does not allow identification of the Promotion entrant or does not meet the conditions provided for in these Official Rules will be automatically rejected. A Bottle cannot be claimed by an entrant whose registration form has been rejected under the circumstances outlined above.
2. Sponsor reserves the right to disqualify any individual that it finds to be in violation of these Official Rules or is guilty of tampering with the Promotion entry process. Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Any attempt by anyone to deliberately undermine the legitimate operation of this Promotion is in violation of criminal and civil laws and Sponsor reserves the right to seek damages or other legal remedy to the fullest extent permitted by law.
3. By submitting an entry to this Promotion, each entrant confirms his or her compliance with the Official Rules and releases the Released Parties from all liability or responsibility for any claim, loss, damage or injury arising out of, relating to or in connection with participation in this Promotion or any Bottle redeemed.
4. Sponsor reserves the right, in its sole discretion, to cancel, modify, terminate or suspend this Promotion, in whole or in part, if an event or any human intervention corrupts or affects the administration, security, impartiality or the normal running of the Promotion as provided for in these Official Rules.
5. Entrants do hereby and for their respective agents, employees, representatives, servants, successors, heirs, executors, administrators, insurers, re-insurers, and parent and related and affiliated persons, firms, corporations, associations, partnerships, companies, successors, and assigns and any other insurers "Released Parties", release and forever discharge. Sponsor and their respective agents, employees, representatives, servants, successors, heirs, executors, administrators, insurers, re-insurers, and parent and related and affiliated persons, firms, corporations, associations, partnerships, companies, successors, and assigns and any other insurers, from any and all claims, actions, causes of action, demands, rights, damages, costs, expenses and compensation whatsoever arising

from the alleged supply of broken, chipped, cracked, fragmented, contaminated (including contamination by ceramic fragments) or other defective or allegedly defective ceramic bottles.

6. This Bottle is for decorative use only, it is not recommended to use this Bottle to store food or non-food products; the transfer of any products, such as liquid or any other food product, can affect the freshness, quality and purity of the original ingredients. Sponsor and their respective agents, employees, representatives, servants, successors, heirs, executors, administrators, insurers, re-insurers, and parent and related and affiliated persons, firms, corporations, associations, partnerships, companies, successors, and assigns and any other insurers, are not responsible for any injury, illness, etc. arising from use of this Bottle.
7. The Released Parties are not liable for faulty computer components, software, or communication lines relating to the loss or absence of network communication or relating to any transmission that is faulty, incomplete, jumbled, incomprehensible or erased by any computer or network, nor are the Released Parties liable for any other error of any kind whether human, mechanical or electronic that could limit the possibility of, or prevent any entrant from, entering the Promotion. The Released Parties waive all liability from any damage or loss that could arise, directly or indirectly, in whole or in part, from downloading any software and by transmitting any data relating to the participation in this Promotion.
8. For the purposes of these Official Rules, an entrant is the person whose name appears on the registration form. A Bottle will be awarded to the person whose name appears on the registration form (or his/her parent or legal guardian if the entrant is under the age of majority in his/her province of residence). In the event of a dispute regarding the identity of the person submitting a registration form, the entry will be deemed to be submitted by the name appearing on the registration form, provided that person meets all eligibility criteria of this Promotion.
9. The Sponsor respects the right to privacy of the Promotion entrants. Personal information of the Promotion entrants is collected solely for the purpose of administering this Promotion and compiling consumer data. By entering the Promotion, Promotion entrants consent to the manner of collection, use and disclosure of personal information as set out in the privacy policy available at www.parmalat.ca.
10. In the event of a conflict between the Official Rules and any instructions or interpretation of these Official Rules given by an employee of the Sponsor regarding a Promotion, these rules shall prevail. In the event of any discrepancy or inconsistency between the terms and conditions of the Official Rules and disclosures or other statements contained in any

Promotion-related materials, including but not limited to the Registration Form, or point of sale, print or online advertising, the terms and conditions of the Official Rules shall prevail, govern and control. In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, the English version shall prevail, govern and control.

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