

ASTRO “ 50th Anniversary ” CONTEST OFFICIAL RULES AND REGULATIONS (“OFFICIAL RULES”)

Astro “50th Anniversary” Contest (the “Contest”) is sponsored by Lactalis Canada Inc. (the “Sponsor”). The Contest starts on Tuesday March 1st 2022 at 10:00 a.m. (ET), (the “Contest Opening Date”). The Contest closes on April 26, 2022 at 11:59 p.m. (ET) (the “Contest Closing Date”). The “Contest Period” runs from the Contest Opening Date to the Contest Closing Date.

1. ELIGIBILITY

The Contest is open to all individuals who are residents of Canada and located in Canada at the time of entry, except individuals residing in the province of Quebec who are under the age of thirteen (13). 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 enter the Contest and win a Prize provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions hereof for and on behalf of such entrant and completes the required Declaration and Release Form (as further outlined below). Each entrant who is under the age of majority will be required to provide the contact email address and telephone number of his/her parent or legal guardian upon entry.

The Contest is not open to the Sponsor or its parents, related and affiliated companies, advertising and promotional agencies, or employees, officers, directors, representatives, agents, successors or assignees thereof (collectively the “Contest Group”), or any persons residing in the same household with members of the Contest Group. By entering the Contest, entrants agree to abide by these Official Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters pertaining to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial and territorial laws and regulations. The Contest is void where prohibited by law.

2. HOW TO ENTER

NO PURCHASE NECESSARY.

For a chance to win a Grand Prize and/or Weekly Prize, before the Contest Closing Date, visit www.winwithastro.ca and click on the “Enter Now” button to register and complete the online entry form by entering your required information (ex. Name, age, mailing address, telephone number, valid email address, etc.). To obtain one (1) entry to both the Grand Prize and Weekly Prize the entrant shall click on the “Enter Now” button and complete the online entry form (“Entry”).

Bonus Entries

There are two (2) options to obtain four (4) bonus entries (“Bonus Entries”) for both the Grand Prize and Weekly Prize:

1. To receive 4 (four) bonus entries, select “Upload Receipt” box of the online entry form to upload a photo of your product purchase receipt showing at least one (1) eligible purchase of any participating Astro yogurt product from a Canadian retailer (an “Eligible Receipt”). For a list of participating Astro products see Section 8 below. Receipts must be submitted in one of the following formats: .jpg, .jpeg, .png, or .pdf, with a max file size of 20 MB. You will receive four (4) bonus entries for every Eligible Receipt submission. **Note:** One

Eligible Receipt = 1 Bonus Entry (i.e.: 4 entries), regardless of the number of participating Astro products on the Eligible Receipt.

2. No Purchase Necessary. To receive four (4) bonus entries without a Purchase, " select "Upload 50 word essay" box to upload an original 50 word essay on how you are going to celebrate Astro's 50th Anniversary and click submit. Essays must be submitted in doc, docx or pdf. format. You will receive four (4) bonus entries for each essay."

You must have a valid email address, phone number, and mailing address to enter the Contest. Only one (1) email address account and one (1) telephone number may be used by any person to enter the Contest. Proof of sending an online entry is not proof of receipt by the Sponsor. If the Contest entrant is under the age of majority in his/her province of residence at the time of entry, he or she must provide the email address and telephone number of his/her parent or legal guardian during the Contest registration process.

Limit of one (1) Entry and (1) Bonus Entry (i.e.: Bonus Entries with a total of 4 entries) per person per day during the Contest Period. For clarity: 1) for additional single entries, you can obtain 1 Entry per day by clicking on "Enter Now" and 2) for additional Bonus Entries, you can obtain 4 entries per day by one of the 2 methods described above.

Note: For Weekly Prizes, an Entry & Bonus Entries will count towards the week of entry and will ***not*** carry over into subsequent Weekly Draw Periods (as such term is defined below).

If any entrant attempts to obtain more than the specified number of entries, the Sponsor may, in its sole and absolute discretion, disqualify the entrant from the Contest and disqualify all of that entrant's entries.

Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Should it be discovered that an entrant is using the aid of computer software programs to auto-fill entries in an unauthorized manner, that entrant will be immediately disqualified from the Contest. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by the Sponsor without further notice.

3. PRIZING

All Prizes must be accepted as awarded without substitution and are not transferable. If a Prize winner is under the age of majority in their province of residence, the Declaration and Release Form required to claim the Prize must be signed by a parent/legal guardian (as described in section 5 below).

The Sponsor reserves the right, in the event that a Prize, or any component of a Prize, cannot be awarded as described for any reason, to substitute the same for another prize or component of equal or greater value without liability.

If the selected entrant of a Prize forfeits the Prize, it will be re-awarded at the option of the Sponsor, subject to, among other things, time availability.

GRAND PRIZE: There is one (1) Grand Prize available to be won consisting of \$50,000 (CAD). Sponsor's agency will contact the Prize winner directly and help with prize fulfillment. Grand

Prize must be accepted as awarded and is not transferable. No substitutions except at Sponsor's option.

Odds of Winning: The odds of winning the Grand Prize depend on the total number of eligible entries during the Contest Period.

WEEKLY PRIZES: There are in total eight (8) Weekly Prizes available to be won during the contest period (one for each Weekly Draw Period as defined in section 5 below), each consisting of \$1,000(CAD). Weekly Prizes must be accepted as awarded and are not transferable. No substitutions except at Sponsor's option. Sponsor's agency will contact the Prize winner directly and help with prize fulfillment.

Odds of Winning: The odds of winning a Weekly Prize depend on the total number of eligible entries during the Weekly Draw Period, as described below.

Limit: No limit on the number of Weekly Prizes that an individual can win.

4. GRAND PRIZE DRAWS

A random draw for one (1) Grand Prize will be held on Wednesday April 27, 2022 at 10:00 a.m. (ET) in Toronto, ON by an independent contest organization from among all eligible entries received by the Contest Closing Date. The odds of winning the Grand Prize will depend on the total number of eligible entries received during the Contest Period.

Three (3) attempts will be made to contact the 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 the selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

5. WEEKLY PRIZE DRAWS

A random draw for each Weekly Prize will be held each Tuesday beginning on March 8, 2022 until April 26, 2022 at 1:00 PM (ET) in Toronto, ON by an independent contest organization from among all eligible entries received during the preceding Weekly Draw Period as set out in the table below. The odds of winning a Weekly Prize will depend upon the total number of eligible entries received during the Weekly Draw Period. In the event that no eligible entries are received for a Weekly Prize during a Weekly Draw Period ("No Entry Week"), then on the next Weekly Draw Period following the No Entry Week, two (2) random draws will take place, provided that on the said following Weekly Draw Period has at least two (2) eligible entries. For clarity, for Weekly Prizes, an Entry & Bonus Entries will count towards the week of entry and will ***not*** carry over into subsequent Weekly Draw Periods.

For the purposes of this Contest, there will be eight (8) Weekly Draw Periods that will run as follows:

Week Draw Period 1	Starts at 10:00 AM (ET) on	March 01, 2022	And ends at 12:00 PM (ET) on	March 08, 2022
Week Draw Period 2	Starts at 12:01 PM (ET) on	March 08, 2022	And ends at 12:00 PM (ET) on	March 15, 2022
Week Draw Period 3	Starts at 12:01 PM (ET) on	March 15, 2022	And ends at 12:00 PM (ET) on	March 22, 2022
Week Draw Period 4	Starts at 12:01 PM (ET) on	March 22, 2022	And ends at 12:00 PM (ET) on	March 29, 2022
Week Draw Period 5	Starts at 12:01 PM (ET) on	March 29, 2022	And ends at 12:00 PM (ET) on	April 05, 2022
Week Draw Period 6	Starts at 12:01 PM (ET) on	April 05, 2022	And ends at 12:00 PM (ET) on	April 12, 2022
Week Draw Period 7	Starts at 12:01 PM (ET) on	April 12, 2022	And ends at 12:00 PM (ET) on	April 19, 2022
Week Draw Period 8	Starts at 12:01 PM (ET) on	April 19, 2022	And ends at 11:59 PM (ET) on	April 26, 2022

Three (3) attempts will be made to contact the 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 the selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the Prize and will be disqualified and another entrant may be drawn from the remaining eligible entries until such time as contact is made with a selected entrant or there are no more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

6. CLAIMING YOUR PRIZE

All Prize claims are subject to verification. To be declared a winner, each selected entrant (or his/her parent or legal guardian, if the selected entrant is under the age of majority in his/her province of residence) must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill- testing question posed by email at the address provided during registration for the Contest. Each selected entrant will also be required to sign a Declaration and Release Form (the "Release Form") (or, if the selected entrant(s) is under the age of majority in his/her province of residence, he/she must 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, without substitution, and releasing the Sponsor, the Contest Group, the independent contest organization and each of their respective shareholders, directors, officers, employees, agents, representatives, parents, subsidiaries, affiliated and related companies,

successors and assigns (collectively, the “Released Parties”) from any liability in connection with any Prize or the Contest.

Each selected entrant must return a signed Release Form within thirty (30) days of receipt, or he/she will be disqualified from receiving the Prize and another entrant may be selected from the remaining eligible entrants until such time as a winner is chosen or there are no more eligible entrants, whichever comes first. The Sponsor will contact each Prize winner within thirty (30) days of receiving his/her signed Release Form to arrange delivery of the Prize. For the Prizes, please allow up to 6 to 8 weeks for delivery of the Prize from the end of the Contest Period.

The refusal by any potential winner to accept a Prize releases and forever discharges the Released Parties of all obligations related to the Prize, including delivery. If a potential winner is found to be ineligible, declines to accept the Prize, or in the event that the Prize confirmation or Prize itself is returned undeliverable, the Prize will be forfeited and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor’s sole discretion.

7. GENERAL

Official Rules Govern

In the event of a conflict between the Official Rules and any instructions or interpretations of these Official Rules given by an employee of the Sponsor regarding the Contest, these rules shall prevail. 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, the registration form, point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control.

Indemnification

By submitting an entry into this Contest, each entrant confirms his or her understanding of and compliance with these Official Rules. Each entrant hereby releases and holds the Released Parties harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Official Rules, or in any Prize-related activity, including, but not limited to, computer viruses that the entrant or their household members may come into contact with through their participation in the Contest. The entrant agrees to fully indemnify the Released Parties from any and all claims by third parties relating to the Contest, without any limitation, whatsoever.

Limitation of Liability

Incomplete entries, damaged entries, illegible entries or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, stolen, misdirected, damaged, illegible or late entries, which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors.

None of the Released Parties assumes any responsibility for any problems or technical malfunctions of or relating to any telephone network or lines, unavailable network connections, failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications (regardless of whether caused by the sender or by any of the equipment or programming associated with or utilized in this Contest), human error in the processing of entries in this Contest, computer online systems or servers, computer software problems, traffic congestion on the Internet or at any website, or other errors or difficulties of any kind whether human, mechanical,

electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of any Prize or in any Contest-related materials; nor will any of the Released Parties assume any responsibility for any damage to an entrant's or any person's computer or for breaches of privacy due to interference by third party computer "hackers" arising as a result of participating in this Contest.

For avoidance of doubt, none of the Released Parties assumes any liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to an entrant's or any other person's computer equipment resulting from an entrant's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of any website. Without limiting the foregoing, everything on any website is provided "as is" without any 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. Furthermore, none of the Released Parties assumes any liability for any additional aspects of the Contest.

Contest Administration

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor. In addition, the Sponsor reserves the right, in its sole discretion, subject to the approval of the Régie des Alcools, des Courses et des Jeux (the "RACJ"), to modify, cancel, suspend and/or terminate any or all parts of the Contest for any reason.

The Sponsor reserves the right, in its sole discretion, to disqualify any individual that it finds to be in violation of these Official Rules. The 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. Any attempt to tamper with the entry process, interfere with these Official Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws, and the Sponsor reserves the right to seek damages and/or other relief (including attorneys' fees) from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future Sponsor contests. In its sole determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's associated entries. The Sponsor reserves the right, in its sole discretion, to terminate or suspend the Contest should fraud, computer viruses, programming bugs, or other reasons beyond the control of Sponsor corrupt the security, proper play, operation, or administration of the Contest.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the Authorized Account Holder in whose name the email account is registered, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an email address and/or telephone number, by an Internet access provider, online service provider, telephone service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the RACJ. Any litigation respecting the awarding of a prize may be submitted to the RACJ only for the purposes of helping the parties reach a settlement.

Privacy and Publicity Rights

By accepting a Prize, each selected entrant agrees to allow the Contest Group and/or the Contest Group's designees the perpetual right to use his/her name, biographical information, image, photos and/or likeness and statements for programming, promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, worldwide, including but not limited to on television, video, the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

The Contest Group respects your right to privacy. Personal information collected from entrants will only be used by the Contest Group to administer the Contest and, only if consent is actively given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events, product news or special offers from the Contest Group. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at www.lactalis.ca

Governing Law & Other General Provisions

The Contest is subject to applicable federal, provincial and territorial laws and regulations. The Official Rules are subject to change without notice in order to comply with any applicable federal, provincial and territorial laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules or the rights and obligations as between an entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario, including procedural provisions, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

Any words herein importing the masculine gender shall include the feminine gender and vice versa in both the singular and the plural.

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

8. PARTICIPATING PRODUCTS

UPC	Finished Good Description
068200750156	ASTRO ORIGINAL BALKAN STYLE 6% PLAIN 750 GM
057825750023	ASTRO ORIGINAL BALKAN STYLE PLAIN YOGOURT 2% 750 GM
057825750016	ASTRO ORIGINAL BALKAN STYLE PLAIN YOGOURT 3.% 750 GM
057825750030	ASTRO ORIGINAL BALKAN STYLE PLAIN YOGOURT 1% 750 GM
057825750078	ASTRO ORIGINAL BALKAN STYLE PLAIN 0.3% FAT FREE 750GM
068200442884	ASTRO ORIGINAL BALKAN 3.25% CHERRY 650GM

068200442839	ASTRO ORIGINAL BALKAN 6% STRAWBERRY DELIGHT 650GM
068200443065	ASTRO ORIGINAL BALKAN STYLE 3.25% VANILLA 650 GM
068200442877	ASTRO ORIGINAL BALKAN 3.25% BANANA CREAM 650GM
068200442846	ASTRO ORIGINAL BALKAN 3.25% LEMON 650GM
068200442600	ASTRO ORIGINAL BALKAN 3.25% MAPLE 650GM
068200442945	ASTRO ORIGINAL BALKAN 3.25% BLUEBERRY 650GM
057825750085	ASTRO ORIGINAL BALKAN NATURALLY FLV 1% FRNCH VAN 750GM
068200442822	ASTRO ORIGINAL BALKAN 6% CAPPUCCINO 650GM
068200442709	ASTRO ORIGINAL ORGANIC 2% PLAIN 650GM
068200442730	ASTRO ORIGINAL ORGANIC BALKAN 6% NATURAL PLAIN 650GM
068200442716	ASTRO ORIGINAL ORGANIC VANILLA 650 GM
068200346724	ASTRO SMOOTH N FRUITY STIRRED 2% BLUEBERRY 650 GM
068200346748	ASTRO SMOOTH N FRUITY STIRRED 2% PEACH 650 GM
068200346755	ASTRO SMOOTH N FRUITY STIRRED 2% STRAWBERRY 650 GM
068200346717	ASTRO SMOOTH N FRUITY STIRRED 2% FRENCH VANILLA 650GM
068200347448	ASTRO BIOBEST LACTOSE REDUCED 1% PLAIN 750 GM
068200442501	ASTRO ORIGINAL BALKAN LF 6% PLAIN 650GM
068200325415	ASTRO ORIGINAL KEFIR PROBIOTIC VANILLA 3% 500GM
068200325422	ASTRO ORIGINAL KEFIR PROBIOTIC STRAWBERRY 2.5% 500GM
068200325408	ASTRO ORIGINAL KEFIR PROBIOTIC PLAIN 3% 500GM
068200325439	ASTRO ORIGINAL KEFIR PROBIOTIC BLBRY PMGRNT 2.5% 500GM
068200325149	ASTRO ORIGINAL RASPBERRY WHITE CHOCOLATE 6X500g
068200325132	ASTRO ORIGINAL MANGO VANILLA CREAM 6X500g
068200325378	ASTRO ORIGINAL BAKED APPLE CINNAMON 6X500g
068200315898	ASTRO SMOOTH N FRUITY STRD 2% STR/BLU/CHR 12X100GM
068200315881	ASTRO SMOOTH N FRUITY STRD 2% VAN/RAS/PCH 12X100GM
068200316208	ASTRO SMOOTH N FRUITY STRD 2% VANILLA/STRAWBRY12X100GM
068200326016	ASTRO SMOOTH N FRUITY STRAWBERRY 4X100GM
068200326009	ASTRO SMOOTH N FRUITY BLUEBERRY 4X100GM
068200326078	ASTRO SMOOTH N FRUITY VANILLA 4X100GM
068200315904	ASTRO ORIGINAL BALKAN ST RSP/STR/BLK CHRY/NEC 12X100GM
068200315911	ASTRO ORIGINAL BALKAN STYL PCH/FLDBRY/STR/BRY 12X100GM
068200366050	ASTRO ORIGINAL BALKAN STYLE ASST P/FB/SB/BB 24X100GM
068200315478	ASTRO ORIGINAL BALKAN STRWBRY/VNIL/PCH/BLUBRY12X100GM
068200315447	ASTRO ORIGINAL BALKAN VANCN STRWBERRY DELIGHT 12X100GM
057825175130	ASTRO ORIGINAL BALKAN STYLE FIRM 4.5% FRNCH VAN 175GM
057825175123	ASTRO ORIGINAL BALKAN STYLE FIRM4.5% CAPPUCCINO 175GM
057825175031	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% PEACH 175GM
057825175017	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% STRAW 175GM

057825175048	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% BLUEBERRY 175GM
057825175024	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% RASPBERRY 175 GM
057825175116	Astro Original Balkan Plain 6% 175g
068200315485	4x12x100gAstOrigYogLctFVanStrRasBlu3.25%
057825175130	ASTRO ORIGINAL BALKAN STYLE FIRM 4.5% FRNCH VAN 175GM
057825175123	ASTRO ORIGINAL BALKAN STYLE FIRM4.5% CAPPUCCINO 175GM
057825175031	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% PEACH 175GM
057825175017	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% STRAW 175GM
057825175048	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% BLUEBERRY 175GM
057825175024	ASTRO ORIGINAL BALKAN STYLE FOB 4.5% RASPBERRY 175 GM
057825175116	Astro Original Balkan Plain 6% 175g
068200346809	6x500g Ast Yog Pch Cob
068200347790	Astro Protein&Fibre Yogourt Plain Honey 6x650g
068200347806	Astro Protein&Fibre Yogourt Vanilla 6x650g
068200347813	Astro Protein&Fibre Yogourt Pineapple 6x650g
068200347820	Astro Protein&Fibre Yogourt Blueberry 6x650g
068200315805	ASTRO ZERO FAT FREE PCH/CHRY/STBRY/BLBRY 12X100GM
068200315812	ASTRO ZERO FAT FREE VAN/RAS/STRBRY/FLDBRY 12X100GM

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