

#EPICLIFE 90-DAY CHALLENGE: RULES & REGULATIONS

No purchase or payment of any kind is necessary to enter or win this challenge. A purchase or payment will not increase or improve your chances of winning. Void where prohibited by law. Internet access required.

Each winner may be required to participate in the prize fulfillment process and sign documentation, such as a release, within 10 business days, as more fully detailed below.

By entering the sweepstakes, you agree to these official rules, which are a contract, so read them carefully before entering. Without limitation, this contract includes indemnities to the sponsor (defined below) from you and a limitation of your rights and remedies.

WHAT IS THE 90-DAY #EPICLIFE CHALLENGE?

The #EpicLife Challenge (or “Challenge”) is a focused 90-day challenge created to provide participants with access to tips, resources, support, and accountability to help them achieve their health and wellness goals. The Challenge is administered online through a private Facebook group. This supportive group is open to only people participating in the Challenge is meant to be a place of motivation, inspiration, and guidance.

The Challenge is sponsored by Victorian Epicure Inc. (“Epicure” or “Sponsor”). You may contact the Sponsor at 10555 W. Saanich Road, North Saanich, British Columbia, V8L 6A8. Reference to third parties in connection with the prize is for reference and identification purposes only and not intended to suggest endorsement, sponsorship, or affiliation with Sponsor or the Challenge.

HOW CAN I PARTICIPATE?

The 90-Day #EpicLife Challenge is open to Epicure’s community. To join the Challenge, you must complete an online registration form, found here: <http://signup.epiclifechallenge.com>. Epicure will then send you an email with a link to the #EpicLife Challenge Facebook Group, which is a private Facebook group. You can only be added to the group by the group administrator. Before joining, you must provide your email address (for Challenge administration purposes) and the name of your Epicure Consultant.

Participants must be 18 years or older and residents of Canada or the contiguous United States of America (excludes Alaska, Hawaii, and US Territories) at the time that the Challenge starts (“Eligible Participant”). Epicure Employees, and people they live with can participate in the Challenge but are excluded from winning a prize.

No purchase necessary. To enter by mail for a chance to win a Participation Prize without joining the Facebook group, print your name, address, day and evening telephone numbers and email address on a piece of paper or card and send by mail to the respective address. Canadian residents—mail to “Spring 2021 Epic Life Challenge”, 10555 W. Saanich Road, North Saanich, British Columbia, V8L 6A8, Canada; US residents—mail to “Spring 2021 Epic Life Challenge”, 26 S. Rio Grande Street, Suite 2072, Salt Lake City, UT, 84101, USA. Only one mail-in entry per person. Mail-in entries must be received by the Sponsor before July 27, 2021 at midnight PT.

WHAT ARE THE PRIZES?

Eligible Participants may qualify for two levels of prizes including “Participant Prizes” and “Program Prizes”.

Eligible Participants can be awarded one of the 20 “Participant Prizes” that will be awarded throughout the Challenge, as set out in the chart below. The following chart provides information about each “Participant Prize”, the challenge, the date that the potential prize winner will be selected (at 9:00 am PT on each date, as selected and announced by the Review Committee), and the date the prize will be awarded. Information about each of the challenges for the Participant Prizes will be posted in the Facebook Group.

PRIZE*	THE CHALLENGE	SELECTION DATE	DATE AWARDED
\$100 in Epicure Products	7-Minute Workout Contest	May 21, 2021	May 25, 2021
\$200 in Epicure Products	Meal Prep Contest	May 30, 2021	June 3, 2021
\$200 in Epicure Products	Accountability Partner Contest	June 7, 2021	June 10, 2021
\$200 in Epicure Products	Non-Scale Victory (NSV) Contest	June 14, 2021	June 17, 2021
\$200 in Epicure Products	Product Contest	June 21, 2021	June 24, 2021
\$200 in Epicure Products	#SweatySelfie Contest	June 25, 2021	June 29, 2021
\$200 in Epicure Products	Survey Contest	June 28, 2021	July 5, 2021

*Prizes listed in Canadian dollars

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PRIZE*	THE CHALLENGE	SELECTION DATE	DATE AWARDED
\$150 in Epicure Products	Product Contest	July 12, 2021	July 15, 2021
\$200 in Epicure Products	Non-Scale Victory (NSV) Contest	July 19, 2021	July 22, 2021
\$150 in Epicure Products	Meal Prep Contest	July 25, 2021	July 29, 2021
10 prizes of \$100 in Epicure Products	Top 10 Participation in Facebook Group	August 2, 2021	August 4, 2021

*Prizes listed in Canadian dollars

Eligible Participants may also qualify for one of six “Program Prizes”, which have a combined value of over \$6,000 CA. To qualify for “Program Prizes”, Eligible Participants are required to submit “before” and “after” photos, photos, and body weight and measurements at the start of the Challenge and every two weeks throughout the 90-day Challenge until the Challenge End Date.

The Program Prizes are:

MOST SIGNIFICANT NON-SCALE VICTORY:

- 1st Place: \$2,500 cash
- 2nd Place: \$500 cash
- 3rd Place: \$250 in Epicure products
- 4th Place: \$100 in Epicure products

TOP % WEIGHT LOST:

- 1st Place: \$2,500 cash
- 2nd Place: \$500 cash

Prizes listed in Canadian dollars

Potential winners will be subjectively judged and pre-selected by the Review Committee who will make all final decisions, in their sole, absolute, and final discretion, about awarding Participant Prizes and Program Prizes. **Participant Prizes** throughout the Challenge are selected based on a random draw from all participants who complete the contest entry. The **10 Participation Awards** are awarded at the end of the Challenge based on participation in the Epic Life Challenge Facebook group. The **6 Program Prizes** awarded at the end of the Challenge are selected by a Review Committee. Potential winners may be required to execute, have notarized (if applicable), and return to Sponsor an Affidavit of Eligibility, a Liability Release, and, except where prohibited by law, a Publicity Release, as well as tax documents (collectively, the “**Prize Winner Documents**”) (any or all of which may require the winner to provide his or her Social Security Number), without alteration and in the form provided by Sponsor in order to claim his/her prize. The Prize Winner Documents must be returned to Sponsor by the date and/or time indicated within the Prize Winner Documents and are subject to .

SPRING 2021 #EPICLIFE CHALLENGE DATES & REQUIREMENTS

May 7 – 9, 2021	Getting Started, Ordering Program & Prepping for a Successful Start (“Prep Weekend”)
May 10, 2021	Challenge Start Date (12:00:01 am PT)
May 14, 2021	Submit Starting Weight, Measurements, and Photos (“Before”)
May 14 – August 6, 2021	Every two weeks you must submit Body Weight, Measurements, and Photos
August 6, 2021	Submit Final Weight, Measurements, and Photos (“After”)
August 7, 2021	Challenge End Date (12:00:00 pm PT)
August 13, 2021	Program Prizes announced on Facebook (within the private Facebook group)

Registration begins at 12:00:01 am PT on April 16, 2021 and must be completed by 12:00:01 pm PT on May 14, 2021 (“Entry Period”).

WHAT PRODUCTS DO I NEED TO BE SUCCESSFUL?

To set you up for success in the 90-Day #EpicLife Challenge, Epicure has created the Epic Life Collection.

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HOW AND WHEN DO I SUBMIT MY “BEFORE” AND “AFTER” PICTURES, BODY MEASUREMENTS AND WEIGHT?

A link will be provided in the weekly email and posted in the #EpicLife Challenge Facebook Group to an online form where you must enter your photos, measurements, and weight every two weeks.

Please submit “before” and “after” photos, each with a front, back, and side view. Please note: photos may not be altered in any way. For tips on taking your photos, please see page 19 of The Good Food. Real Results.™ Guide.

CAN I SHARE MY SUCCESS AS WELL AS THAT OF OTHERS?

Absolutely! As you share amazing success with Good Food. Real Results., ensure that each of your heart-centered stories is always three things: Authentic, Approved, and Claim-Free.

1. AUTHENTIC

- Make sure what you say or show is truthful and framed in the proper context so no part of your message can be seen as misleading.
- Keep this in mind when you’re using photos as well; this means they’re unedited and have the appropriate timelines attached.

2. APPROVED

- If you’re sharing someone else’s story, be sure to ask for approval first.

3. CLAIM-FREE

- We encourage you to share your story, but remember that all health and wellness journeys are individual. Because of that, it’s important to avoid making any claims or guarantees.

CHALLENGE DETAILS

By participating in the 90-Day #EpicLife Challenge, Eligible Participants agree to the following:

- I hereby grant Epicure an unlimited license to use my name, story, photos, or written materials in any future Epicure publication, advertisement, or promotion.
- I certify that my testimonial or endorsement of the Challenge, Good Food. Real Results., or any Epicure products is authentic, truthful, and provided voluntarily.
- I understand that I will not be entitled to receive any remuneration of any kind for the future use of my name, story, photos, or written materials.
- I grant Epicure the right to edit, publish, promote, and otherwise use Challenge entries and photos, without restriction, in any and all media, and without further permission, notice, or compensation.

Entries:

- All entries must be submitted by the deadlines listed above.
- All entries must be provided with the correct contact information.
- Epicure is not responsible for lost, late, or misdirected entries, or other errors.
- All entries become the sole property of Epicure once submitted. Entries (photos, essays, and/or supplemental material) will not be returned and may be used in any manner deemed appropriate by Epicure.
- Epicure respects your privacy and will only use your personal information for the purposes of administering this Challenge. Our privacy policy can be found at <https://epicure.com/en-ca/privacy###privacy> (CA) and <https://epicure.com/en-us/privacy> (US).

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THE CHALLENGE:

- All decisions regarding potential prize winners will be made by the Review Committee, and, in regard to all matters relating to the Challenge, are final; Eligible Participants agree to abide by these binding decisions.
- Eligible Participants are encouraged to consult their physician prior to starting the Challenge. Eligible Participants may modify their diet and/or training program to suit their goals.

PRIZES:

- The odds of winning a prize through the Challenge depend on the number of people entering and completing the requirements.
- Prizes will be awarded at 10555 West Saanich Road, North Saanich, BC V8L 6A8.
- Challenge winners will be notified by phone or by email on August 13, 2021 at the latest, around 10:00 am PT.
- At least two attempts will be made to contact each potential winner on different days. If the potential winner cannot be reached or does not respond within 72 hours, or if, for any reason, the prize cannot be awarded, another Challenge Participant will be selected and given 72 hours to claim the prize, and so on, until all Prizes have been awarded.
- Prizes will only be awarded to the Eligible Participants whose verifiable full name is associated with the social media account. Prizes will be sent to the winners within 60 days of confirming the winner and receiving signed consent and liability release form (as applicable).
- Winners of Epicure products have the choice of what products they want (including tax). Epicure will arrange the shipment and handle shipping fees.
- Epicure makes no express warranty, guarantee or representation of any kind concerning the prizes.
- Prizes are non-transferable, and Epicure product prizes cannot be converted into cash.
- Epicure reserves the right to substitute a prize of equal or greater value for any of the prizes, and Epicure reserves the right to award additional prizes at the Review Committee's discretion.
- Epicure reserves the right not to award all prizes in the event that there are an insufficient number of Eligible Participants or entries received.

ADDITIONAL:

- Participants assume all risk of injury, loss, or harm of any kind arising from participation in or prizes awarded as a result of the Challenge. Epicure is not responsible or liable for damages of any kind arising therefrom. Eligible Participants release Epicure and its directors, executives, employees, and consultants from all risk, harm, loss, injury, or damage that may occur from participating in or resulting from the Challenge.
- By entering the Challenge, entrant releases and holds Epicure and its directors, executives, employees, consultants, and Facebook harmless from any and all liability for any losses, harm, damages, costs or expenses of any kind to the entrant or any other person, including but not limited to personal injury, death, damage to, loss or destruction of property, damage, rights of publicity or privacy, defamation, portrayal in a false light and third party claims resulting in whole or in part, directly or indirectly, from participation in the Challenge, participation in any Challenge related activity or the acceptance, possession, use or misuse of any Prize or any breach of the Challenge Rules.
- By entering this Challenge, Eligible Participants agree to abide by the rules and the decisions of Epicure and the Review Committee, which are final.
- If a prize is declined, then Epicure reserves the right to select another Eligible Participant at its sole and absolute discretion, or not to award the prize to another Eligible Participant.

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- This Challenge is in no way sponsored, endorsed, or administered by, or associated with, Facebook.
- Epicure reserves the right to terminate or withdraw this Challenge at any time, for any reason whatsoever.
- This Challenge is subject to all applicable federal, provincial, and municipal laws and bylaws. Challenge is void where prohibited. These are the official Challenge Rules. The Challenge is subject to applicable federal, provincial, and municipal laws and regulations. The Challenge Rules are subject to change without notice in order to comply with any applicable federal, provincial, and municipal 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 Challenge Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Challenge shall be governed by and construed in accordance with the laws of the province of British Columbia, 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. FURTHER, IN ANY SUCH DISPUTE, UNDER NO CIRCUMSTANCES WILL AN ENTRANT BE PERMITTED OR ENTITLED TO OBTAIN (AND HEREBY WAIVES ALL RIGHTS TO SEEK OR CLAIM) INJUNCTIVE, EQUITABLE, OR OTHER NON-MONETARY RELIEF OR AWARDS FOR PUNITIVE, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, OR ANY OTHER DAMAGES, INCLUDING ATTORNEYS' FEES, OTHER THAN ENTRANT'S ACTUAL OUT-OF-POCKET EXPENSES (IF ANY), NOT TO EXCEED TEN DOLLARS (\$10), AND ENTRANT FURTHER WAIVES ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR INCREASED.
- 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 des alcools, des courses et des jeux* only for the purpose of helping the parties reach a settlement.
- All intellectual property, including but not limited to trade-marks, trade names, logos, designs, copyrights, and any other intellectual property and trade secrets contained in any materials including without limitation print, digital, and any other media is owned by the Sponsor and/or their affiliates, unless otherwise stated. All rights are reserved. Unauthorized copying or other use of such material without the express written consent of its owner is strictly prohibited.

OFFICIAL RULES. These Official Rules are available at <http://signup.epiclifechallenge.com> or by sending a self-addressed, stamped envelope to Official Rules, c/o Victorian Epicure, Inc., 10555 W. Saanich Road, North Saanich, British Columbia, V8L 6A8. Limit one (1) request per outer envelope. Rules requests must be received during the Entry Period.

WINNERS LIST. To request a copy of the Sweepstakes winners list, send a self-addressed, stamped envelope to "#EPICLIFE 90-DAY CHALLENGE - Winner List Request," c/o Victorian Epicure Inc. 10555 W. Saanich Road, North Saanich, British Columbia, V8L 6A8. Limit one (1) request per outer envelope. Requests for a copy of the winners list must be received by **November 4, 2021**.