

****McCafe® GIFT WITH ENTRY [GWE] OFFER**

TERMS & CONDITIONS

The 'Milk MOOVes You' McCafÉ® GIFT WITH ENTRY COUPON (the 'Offer') is sponsored by the BC Dairy Association, Alberta Milk, Saskatchewan Milk Marketing Board (SaskMilk) and Dairy Farmers of Manitoba (collectively the 'Sponsor') and offered in connection with an entry into the Milk MOOVes You Contest (the "Contest") sponsored by the Sponsor. THE OFFER IS OPEN ONLY TO LEGAL RESIDENTS OF BRITISH COLUMBIA, ALBERTA, SASKATCHEWAN, MANITOBA, YUKON TERRITORY, NORTHWEST TERRITORIES, NUNAVUT TERRITORY AND NORTHWESTERN ONTARIO (CONSISTING OF THE DISTRICTS OF KENORA, RAINY RIVER AND THUNDER BAY), WHO ARE 16 YEARS OF AGE OR OLDER AS OF MARCH 20, 2017.

1. DEFINITIONS

'Offer'

Shall mean a coupon redeemable for one (1) small hot McCafÉ® specialty beverage from a participating McDonald's® restaurant in British Columbia, Alberta, Saskatchewan, Manitoba, Yukon Territory, Northwest Territories and Northwestern Ontario. Specifically:

- Latte
- Cappuccino
- Mocha
- Single shot Espresso
- Americano
- Deluxe Hot Chocolate

* Additional charge for flavour shots. See coupon for conditions. The Offer is limited and available while supplies last. No cash value.

'Contest Entry'

Shall mean the process of submitting a valid entry including email address and a valid code found on a specially-marked participating 1L carton, 2L carton or 4L jug of milk, or obtained through the NO PURCHASE NECESSARY process, at the Contest website located at <http://www.MilkMOOVesYou.ca> (the "Website") in connection with the Contest.

2. HOW IT WORKS

The Offer is printed on specially marked packages of milk including 1L carton, 2L carton and 4L jug formats between approximately March 20, 2017 and June 15, 2017 (the 'Offer Period') subject to trade demand and regional fluctuations WHILE SUPPLIES LAST.

Every successful Contest Entry will entitle the Entrant to receive access to print one (1) Offer WHILE SUPPLIES LAST.

The Offer must be printed at the time of Offer presentation by following the instructions provided in you entry confirmation email. In order to print the Offer you must have access to necessary computer hardware components including without limitation, an active functioning printer, paper, and computer with active Internet access.

Offers expire five (5) days from the date of printing and will no longer be accepted at participating McDonald's® restaurants after this date. See printed coupon for expiry date and conditions.

A limited quantity of 500,000 McCAFÉ® Gift With Entry Offer Coupons will be available to be distributed during the Offer Period.

3. HOW TO REDEEM

A printed and valid Offer may be redeemed prior to the coupon expiry date at participating McDonald's® restaurants in British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, Northwest Territories and Northwestern Ontario from March 20, 2017 until June 30, 2017. See coupon for conditions and expiry date.

4. LIMITATION OF LIABILITY

The Sponsor, the participating dairies, the promotional partner companies and the prize suppliers, anyone associated with the operation of the Contest on behalf of the Sponsor, each of the foregoing entities' respective parent companies, affiliates, subsidiaries, franchisees and advertising and promotion agencies, and all of those entities' respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the 'Releasees') will not be responsible for lost, late, incomplete or misdirected e-mail, on-line, or Internet requests (including Contest Entries and Offer requests), any failure of the Website, or for any problems or technical malfunction of a telephone, ISP, broadcast network or lines, computer on-line systems, servers, access providers, computer equipment (including printers), software, failure of any e-mail, on-line, or Internet request to be received by the Sponsor or their third party service providers on account of technical problems or traffic congestion on the Internet, any other failure beyond the control of Sponsor, or any combination thereof which may affect an individual's ability to submit an entry into the Contest or access the Offer, or for any injury, cause of action, cost, expense, or damage to any person or to a consumer's or any other person's computer or property, including without limitation in relation to or resulting from downloading any material in connection with this Contest.

The Releasees accept no liability or responsibility, financial or otherwise, for loss, theft, or misuse of the Offer, and are not liable or responsible for any damage, inconvenience, expense, personal loss, property loss, injury, accident, death, illness or liability of any nature relating to the use by the consumer.

The Sponsor reserves the right to verify the validity of all Contest Entries and disqualify any entrant for tampering with the Contest Entry or Offer request process or for making a Contest Entry and receiving the Offer which is not in accordance with these terms and conditions or the Contest Rules. The Sponsor reserves the right to suspend or terminate this Offer in the event that activity indicates that improper or fraudulent Contest Entry or Offer requests are being attempted.

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The Milk MOOves You promotion is managed and administered on behalf of the Contest Sponsor by The Activation Group Inc. [listen@theactivationgroup.com].