

## Longo's 70<sup>th</sup> Anniversary Contest

(the "Contest")

# CONTEST RULES & REGULATIONS

### CONTEST PERIOD

The Longo's 70<sup>th</sup> Anniversary contest (the "Contest") commences at 12:00:00AM Eastern Time ("EST") on January 22<sup>nd</sup>, 2026 and concludes at 11:59:59 PM EST on February 22<sup>nd</sup>, 2026 (the "Contest Period"). The Contest is sponsored and administered by Longo Brothers Fruit Markets Inc (the "Contest Sponsor"). The prize is supplied by Longo Brothers Fruit Markets Inc (the "Prize Supplier").

### ELIGIBILITY

1. NO PURCHASE NECESSARY. The Contest is open to all legal residents of Ontario who have reached 18 years of age or older and are registered Longo's Thank You Rewards members. Notwithstanding the above, the Contest is not open to employees, officers and directors of the Contest Sponsor, its subsidiaries or affiliates, its respective advertising and promotional agencies, Contest sponsor, prize supplier, judges and employees of Longo's, members of their immediate families (parents, siblings, spouses) and those with whom they are domiciled. The Contest Sponsor reserves the right to require proof of eligibility, which proof shall be in the form required by the Contest Sponsor.

### PRIZES & ODDS OF WINNING

2. There is ONE (1) GRAND Prize, consisting of cash amount of \$25,000.00 CND (via wire/issue payment) , and SEVENTY (70) SECONDARY Prizes, consisting of 70,000 Thank You Reward Points (approx. value of \$350.00 CND) (the "Prize") available to be won in the Contest. Odds of winning a Prize depends on the total number of eligible entries received in accordance with these Official Contest Rules and Regulations (the "Contest Rules and Regulations").

### HOW TO ENTER

3. TO ENTER WITH PURCHASE: All eligible entrants who are registered members of Longo's Thank You Rewards program (the "Program") will be entered automatically into the Contest during the Contest Period. Each time you visit a participating Longo's store (see schedule 1) during the Contest Period, spend \$150 or more in a single transaction (before taxes) and scan your registered Longo's Thank You Rewards card at checkout, you will receive ONE (1) entry into the prize draw for this contest. Limit of ONE (1) entry per transaction.

NO PURCHASE ENTRY: To obtain an entry into the Contest without purchase, the entrant must write a-unique and original fifty (50) word or more essay on **Why you enjoy shopping at Longo's**. Write your name, address, phone number, Thank You Rewards card number and e-mail address (if applicable) on the essay (not exceeding 8.5" x 11") and mail it in an envelope bearing sufficient postage to: Longo's 70<sup>th</sup> Anniversary Contest, c/o Longo's, 8800 Huntingdon Road, Vaughan ON, L4H 3M6.

Only one (1) essay can be mailed per external envelope. Essays must be received by February 22<sup>nd</sup>, 2026 at the above-noted address to be eligible for an entry into the Contest. Any requests received after such date will not be eligible. If

you are not a Longo's Thank You Rewards member and wish to participate in the components of the Contest that require Longo's Thank You Rewards membership, then you may enroll in Longo's Thank You Rewards at no cost by going online at [www.longos.com](http://www.longos.com) and follow the instructions to join, or by calling the Longo's Customer Care Centre at 1-877-Longos1. By enrolling as a Longo's Thank You Rewards member, you agree to be bound by the terms and conditions of the Longo's Thank You Rewards program as amended from time to time.

By entering into the Contest, entrants agree to be bound by the Contest Rules and Regulations and the decisions of the Contest Sponsor and/or Contest judges, and to allow their contact information to be released to a 3<sup>rd</sup> party company for the sole purpose of selecting a Grand prize winner.

### **DRAW**

4. A random draw to award the GRAND Prize, subject to the Contest Rules and Regulations (including, without limitation the Prize Claim Form and skill-testing requirements set out below), will be conducted by a third party company (XMC) on behalf of the contest supplier on or around February 24<sup>th</sup>, 2026 (the "Draw") from all eligible entries received by the end of the Contest Period Closing Time. Selected entrants will be contacted by telephone and/or email. If a selected entrant cannot be contacted within seven (7) days of the Draw (including, where an e-mail is sent, if a response is not received within such seven (7) day period), or if a selected entrant is ineligible or does not comply with the Contest Rules and Regulations, such entrant will have forfeited his/her opportunity to win a Prize and an alternative entrant will be selected by random draw to win, subject to the Contest Rules and Regulations.

There will be TWO (2) SECONDARY Prize winners selected for each day during the contest period, with the draw occurring weekly. The Thank You Reward points will be applied to the winner's Thank You Rewards card used for the selected transaction. The winner will be contacted via telephone or email once the prize has been awarded.

Prizes will be awarded only on verification by the Contest Sponsor that all Contest requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Contest Sponsor which may substitute a Prize of comparable or greater value.

### **SKILL TESTING QUESTION**

5. Before being declared a winner, the selected entrant must correctly answer, unaided, a mathematical skill-testing question and complete, sign and return a Declaration and Release Form (and any other documents, as applicable) by the date indicated on the form (the 'Prize Claim Date'). If a selected entrant provides an incorrect answer to the skill-testing mathematical question, the Contest Sponsor reserves the right to void that entry and select another eligible entrant for the prize won.

### **PRIZE CLAIM FORM**

6. The selected entrants will be required to complete, sign and return to the Contest Sponsor a signed prize claim form (which may include but is not limited to, a declaration, publicity consent, release/waiver as required by the Contest Sponsor) (the "Form") within seven (7) days of receipt. If a selected entrant fails to complete, sign and return the Form to the Contest Sponsor within seven (7) days, the Contest Sponsor reserves the right to void that entry and select another eligible entrant for the prize won.

By completing, signing and returning the Form to the Contest Sponsor, the entrant (i) confirms compliance with the Contest Rules and Regulations, (ii) releases and forever discharges the Contest Sponsor and Prize Supplier, its affiliates and subsidiaries, its affiliates and subsidiaries and their respective advertising and promotional agencies (collectively, the “Released Parties”) from all claims, demands, damages, actions and causes or action arising or to arise because of the entrant’s participation in the Contest and acceptance of use of the Prize, and (iii) gives permission to the Contest Sponsor and the Prize Supplier, at their option, to publish or otherwise use the entrant’s name, address, photograph, voice and comments, without compensation, in any publicity carried out by Contest Sponsor, or the Prize Supplier or their respective advertising agencies.

### **PRIZE DISCLAIMER**

7. The Contest Sponsor is solely responsible for the delivery of the Prizes as provided by the Prize Supplier to the prize winners, as declared by the Contest Sponsor, and administration of the Contest, but the Prize Supplier is not otherwise responsible for the conduct of the Contest. The Contest Sponsor and Prize Supplier shall not be responsible or liable to entrants for any losses, damages or costs incurred as a result of entrants entering the Contest or use of a Prize won in connection with the Contest or the failure by the Contest Sponsor or Prize Supplier to deliver the Prize to the winner in accordance with the Contest Rules and Regulations. By participating in the Contest, each entrant agrees to release and hold harmless the Released Parties from any losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any Prize, including without limitation, personal injury, death and property damage and claims based on publicity rights, defamation or invasion of privacy. The Grand Prize is a cash sum and any reference to Italy in advertising material is for illustrative purposes only. No travel arrangements, services, documentation, etc. are included. The winner is solely responsible for paying any applicable taxes or reporting obligations arising from receipt of the Grand Prize.

### **DISQUALIFICATION**

8. The Contest Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest, and to ban that individual from any future promotion of the Contest Sponsor, if it finds or believes such individual to be tampering with the entry process or the operation of the Contest or where applicable, the Contest website to be acting in violation of the Contest Rules and Regulations or an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Contest Sponsor, the Contest Sponsor’s agencies, the Prize Supplier, other entrants or any other person. Any attempt by an entrant or any other person to deliberately damage any website or undermine the legitimate operation of the Contest is a violation and should such an attempt be made, the Contest Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

### **APPLICABLE LAWS**

9. The Contest is subject to all applicable laws and shall be governed by and construed by the laws of the Province of Ontario and the laws of Canada, applicable therein.

### **GENERAL**

10. The Contest Sponsor is collecting personal information about the entrants for the purpose of administering the Contest and, by entering the Contest, entrants consent to the collection and use of their personal information for such purpose, including the sharing of such personal information for the purposes contemplated in these Rules and Regulations. No further information or marketing communications will be received by entrants unless entrants have otherwise

consented to receive such information or communications. The Contest Sponsor respects your right to privacy of your personal information. View the Contest Sponsor's privacy policy at: <http://www.longos.com/SiteMap/PrivacyPolicy.aspx>.

11. All entries become the property of the Contest Sponsor. Any entry that is late, illegible, and/or is incomplete, altered, or contains false information, is invalid. The Contest Sponsor is not responsible for lost, stolen, delayed, damaged or misdirected claims or entries or for any problems or technical malfunction during the Contest Period. The Contest Sponsor is not responsible for any errors or omissions with respect to the printing or advertising of the Contest and reserves the right to withdraw, amend or cancel the Contest in the event of a printing or administrative error.
12. If an eligible entrant becomes a winner of this Contest, his/her voice/statements and/or any photograph/likeness/video of him/her, may be used, without notice or compensation, in any subsequent publicity or advertising by or on behalf of the Contest Sponsor or Prize Supplier relating to this Contest by or on behalf of the Contest Sponsor.
13. The Contest Sponsor reserves the right to modify, cancel, suspend and/or terminate this Contest at any time and for any reason, without notice. In the event of Contest cancellation, any Prizes still to be won will, in the Contest Sponsor's sole discretion, be deemed expired and void and will be ineligible for Contest play, and, without limiting any other provision of these Contest Rules and Regulations, the Released Parties shall not have any further liability with respect thereto.
14. The invalidity or unenforceability of any provision of the Contest Rules and Regulations 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, the Contest Rules and Regulations 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.
15. The decisions of the Contest Sponsor and/or the Contest judges are final and binding, without right of appeal, with respect to all aspects of the Contest (including, without limitation, eligibility and/or disqualification of entries) and each entrant agrees to abide by the Contest Rules and Regulations and all of the instructions and decisions of the Contest Sponsor and/or Contest judges.
16. Full Contest Rules and Regulations are available in-store at participating Longo's locations at the Personal Touch Counter.

SHORT RULES:

The contest starts on January 22nd, 2026 and ends on February 22nd, 2026. The Contest is open only to legal residents of Ontario aged 18 years or older who are registered Longo's Thank You Rewards members. The winner must correctly answer mathematical skill-testing question to be declared a winner. Approximate odds of winning the Prize depend on the total number of eligible entries received by the Contest Closing Time. Receive one (1) entry into the Contest each time you spend \$150 or more (before taxes) in a single transaction and scan your registered Longo's Thank You Rewards card at the time of checkout at any Participating Longo's Stores in Ontario. The grand prize is a cash prize that can be used at the winner's discretion. Any reference to Italy is for illustrative purposes only. Details on "No Purchase" entry and full Contest Rules are available at participating Longo's stores at the Personal Touch Counter.

**SCHEDULE 1:**

<b>STORE</b>	<b>ADDRESS</b>
02 Oakville	338 Dundas St. East, Oakville, ON, L6H 6Z9
03 Fairview	1225 Fairview St., Burlington, ON, L7S 1Y3
04 Markham	3085 Hwy. 7, Markham, ON, L3R 0J5
05 Bayview	7355 Bayview Ave., Thornhill, ON, L3T 5Z2
06 Weston	8401 Weston Rd., Woodbridge, ON, L4L 1A6
07 Brampton	7700 Hurontario St., Brampton, ON, L6Y 4M3
08 Glen Erin	5636 Glen Erin Dr., Mississauga, ON, L5M 6B1
09 Walkers Line	2900 Walkers Line, Burlington, ON, L7M 4M8
10 York Mills	808 York Mills Rd., Toronto, ON, M3B 1X7
11 Rutherford	5283 Rutherford Rd., Woodbridge, ON, L4H 2T2
12 Maple	2810 Major Mackenzie Rd., Maple, ON, L6A 1R8
13 Winston Churchill	3163 Winston Churchill Blvd., Mississauga, ON, L5L 2W1
14 Ponytrail	1891 Rathburn Rd. East, Mississauga, ON, L4W 3Z3
15 Brookfield	181 Bay St., Toronto, ON, M5J 2T3
16 Burloak	3455 Wyecroft Rd., Oakville, ON, L6L 0B1
17 Boxgrove	98 Copper Creek Dr., Markham, ON, L6B 0P2
18 Elizabeth	111 Elizabeth St., Toronto, ON, M5G 1P7
19 Aurora	650 Wellington St., Aurora, ON, L4G 0K3
20 Bathurst	9306 Bathurst St., Toronto, ON, L6A 4N9
21 Bloor (HBC)	100 Bloor St. East, Toronto, ON, M4W 1A7
22 Richmond Hill	10860 Yonge St., Richmond Hill, ON, L4C 3E4
23 King (FCP)	100 King St., West. Toronto, ON, M5X 1A9
24 Maple Leaf Square (MLS)	15 York St., Toronto, ON, M5J 0A3
25 Milton	1079 Maple Ave., Milton, ON, L9T 0A5
26 Leaside	93 Laird Dr., Toronto, ON, M4G 3T7
27 Southeast Oakville	469 Cornwall Rd., Oakville, ON, L6J 7S8
28 Applewood	1125 North Service Rd., Mississauga, ON, L4Y 1A6
29 Imperial Plaza	11 St Clair Ave. West, Toronto, ON, M4V 1N5
30 Mount Pleasant	65 Dufay Rd., Brampton, ON, L7A 0B5
31 Ancaster	1191 Wilson St. West, Ancaster, ON, L9G 3K9
32 Guelph	24 Clair Rd. West, Guelph, ON, N1L 0G6
33 Ajax	1 Rossland Rd. East, Ajax, ON, L1T 4V2
34 Stouffville	5769 Main St., Stouffville, ON, L4A 2T1
35 Yonge & Sheppard	4841 Yonge St., Level 3, Toronto, ON, M2N 5Y1
36 Green Lane	18319 Yonge St., East Gwillimbury, ON, L9N 0A2
37 Liberty Village	1100 King St. West, Toronto, ON, M6K 1E6
38 Brooklin	5550 Baldwin St. S., Whitby, ON, L1M 1T5
40 Kitchener	1950 Fischer-Hallman Rd., Kitchener, ON, N2R 1R3
41 Meadowvale	2975 Argentia Rd., Mississauga, ON, L5N 0A2
42 Kleinburg	6530 Major Mackenzie West, Kleinburg, ON, L4H 3Y1
43 Queensway	1055 The Queensway, Etobicoke, Ontario, M8Z 1R2
44 Colossus	67 Colossus Dr., Unit D20, Woodbridge, ON, L4L 9J8