



OFFICIAL CONTEST RULES
(the “Contest Rules”)

CONTEST NAME: “HALLOWEEN TRICK-OR-TREAT” (the “Contest”)

DATE: October 25, 2025

1. ORGANIZER. The contest is held by Metro Ontario Inc.
(Individually and collectively the “**Organizer**” or “**Contest Organizer**” or “**Metro**”).

2. CONTEST PERIOD. The Contest will run during the following period (“**Contest Period**”)

Contest Start

Date: October 25, 2025

Time: 10:00:01 a.m. Eastern Time (ET)

Contest End

Date: October 25 2025

Time: 04:00:00 p.m. Eastern Time (ET)

3. ELIGIBILITY:

Contest is open to residents of Ontario who are of legal age at the time of entry except employees, representatives or agents of Metro Ontario Inc. (the “**Sponsor**” and the “**Administrator**”), its associated and affiliated entities, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively with the Sponsor, the “**Contest Parties**”), as well as the immediate family members and any persons domiciled with any of the above (whether related or not).

4. HOW TO ENTER:

ENTRY OPTION 1 – ENTRY WITH SUBMISSION:

To receive one (1) Contest entry with submission (an “Option 1 Entry” or “Entries”), an entrant must be following the official Metro Instagram Page ([@metroontario](#)) or Metro Facebook Page ([@metro.ontario](#)). The entrant must submit a photo from the Halloween Trick-or-Treat (Event) using the hashtag #MetroHalloween. He/she/they must tag Metro’s official account to qualify. The entrants account must be set to Public for the post to be visible. By submitting a photo and using the hashtag, the entrant signifies they have read and agree to be legally bound by the terms and conditions of these official rules and regulations (the “**Rules**”). To be eligible, the Entry must be submitted and received during the Contest Period and be in accordance with these Rules posted on the following address: www.metro.ca/halloweenevent. There is a maximum of one (1) Option 1 Entry per account. Any person that has attempted to use multiple names, identities, or social accounts to enter in or otherwise

participate in or to disrupt this Contest or otherwise attempt to exceed the maximum number of Option 1 Entries, then he/she/they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Your Option 1 Entry may also be rejected if (in the sole and absolute discretion of the Sponsor) it is not fully completed with all required information and submitted and received in accordance with these Rules.

ENTRY OPTION 2 – ENTRY WITHOUT SUBMISSION:

To receive one (1) Contest entry without social submission (an “Option 2 Entry” or “Entries”), an entrant must submit via email his or her first and last name, complete mailing address including city, province, postal code, daytime phone number (including area code), email address plus a fifty (50) word or more original essay describing “What I Like About My Shopping Experience At My Ontario Metro” (an “Entry”), and email to: metromarketing@metro.ca (with “**Metro Halloween Trick-or-Treat**” in the subject line of the email). The email must be received by Contest Sponsor no later than 4:00:00 p.m. ET on October 25th, 2025, to be entered in the Contest. Any person that has attempted to (i) provide more than one (1) Option 2 Entry; and/or (ii) use multiple names, identities, addresses, email addresses to enter or otherwise participate in or to disrupt this Contest, then he/she/they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Your Option 2 Entry may also be rejected if (in the sole and absolute discretion of the Sponsor) the Option 2 Entry is not fully completed with all required information and submitted and received in accordance with these Rules.

5. VERIFICATION:

All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor, including, without limitation, government issued photo identification for: (i) the purposes of verifying an individual's eligibility to participate in this Contest; (ii) the purposes of verifying the eligibility and/or legitimacy of any Entry or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Sponsor's Official Clock(s).

6. THE PRIZES:

There will be five (5) Prizes available to be won which will consist of five (5) Metro Ontario gift cards (“**Gift Cards**”) valued at \$250 each (Approximate Retail Value or “**ARV**”), for a total amount of \$1,250 in prizes. The winner will be randomly selected from all Option 1 and Option 2 Entries that comply with the Rules. The Prize must be accepted as awarded and is not transferable, assignable, or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). All terms and conditions applicable to Metro Gift Cards apply to the Prize. Gift Card increments will be allocated at the Sponsor's discretion. Gift Cards have no expiration date, and no inactivity or other fees associated with them. You can check your balance in-store or by visiting <https://www.metro.ca/en/gift-card>. Protect gift cards as if they were cash. The balance on a Gift Card cannot be replaced if it is lost, stolen, damaged or used without your consent. Any difference between the ARV and the actual value of the Gift Cards as taken will not be awarded.

7. WINNER SELECTION PROCESS:

There will be 1 draw date (the “**Draw Date**”), October 28, 2025, in Toronto, ON at approximately 9:00 a.m. ET. Five (5) entrants will be selected from among all eligible Option 1 and Option 2 Entries submitted pursuant to the Rules. The odds of winning depend on the number of eligible Entries submitted and received in accordance with these Rules.

8. WINNER NOTIFICATION PROCESS:

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact an eligible winner (using their Facebook or Instagram account, or email address for No Purchase Necessary entrants) within seven (7) business days of the Draw Date. If an eligible winner cannot be contacted within seven (7) business days of the Draw Date, or if there is a return of any notification as undeliverable, then he/she/they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to a Prize). The Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible winner from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

9. WINNER CONFIRMATION PROCESS:

BEFORE BEING DECLARED A CONFIRMED PRIZE WINNER, each eligible winner will be required to: (a) correctly answer a **mathematical skill-testing question** without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor’s form of declaration and release); and (b) sign and return within Seven (7) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her/they name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or social media. If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules, all as determined by the Sponsor in its sole and absolute discretion, then he/she/they will be disqualified and will forfeit all rights to a Prize. The Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible winner from among the remaining eligible Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

10. GENERAL CONDITIONS:

All Entries become the property of the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants. **ANYONE DEEMED BY THE SPONSOR TO BE IN**

VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of the Website or third party applications during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, request or other information to be received, captured or recorded for any reason whatsoever; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above. *This Contest is in no way sponsored, administered, or associated with Facebook or Instagram. Facebook and Instagram are completely released of all liability by each entrant or participant in this Contest. Any questions, comments or complaints regarding this Contest must be directed to the Sponsor and not Facebook or Instagram.*

In the event of a dispute regarding who submitted an Entry, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the Facebook or Instagram account or email address submitted at the time of entry. An entrant may be required to provide proof (in a form acceptable to the Sponsor, including, without limitation, government issued photo identification) that he/she/they is the authorized account holder of the Facebook or Instagram account or email address associated with the Entry/Request in question. The Sponsor reserves the right, to withdraw or suspend this Contest in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. The Sponsor further reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) could be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <https://www.metro.ca/en/protection-of-personal-information>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.