

OFFICIAL TERMS & CONDITIONS

This Promotion is intended for viewing and participation in Canada only and shall be construed and evaluated according to the laws of Canada. Please do not proceed if you are not a legal resident of Canada at time of entry.

1. PROMOTION PERIOD. BEN'S BEGINNERS™ collet and get promotion (the "Promotion") commences on August 1, 2018 at 9:00 AM (ET) and ends on October 15, 2018 11:59:59 PM (ET) (the "Promotion Period").

2. HOW TO PARTICIPATE

i) PROMOTION. At any time during the Promotion Period, Upload a photo of receipt(s) containing one(1) or more UNCLE BEN'S® participating product(s) purchased , and register in the promotion.

ii) To enter the BEN'S BEGINNERS™ collet and get promotion, go to www.unclebens.ca and click on the "Register" button. Then complete the online registration form by providing your first and last name, email address, confirm email address, Age range, Full address (Street, City, Postal Code & Province) and click on the "Submit" Button, a registration confirmation email will be issued. Then upload a unique receipt showing the store name, store address, store telephone number, date of purchase, receipt transaction number and purchase of a Participating Product(s) showing the description quantity and price (see product list below) and click on the "Upload Receipt" button, an email will be sent to confirm your submission has been received. Receipts will be processed within 48 hours and will be subject to verification prior to being recorded as confirmed qualifying product purchase.

Promotion Participating Products:

UNCLE BEN'S® BISTRO EXPRESS® RICE & GRAINS

Rice & Grains RTH Spicy Wholegrain & Quinoa - 0 58496 43488 5

Rice & Grains RTH Wholegrain & Wild Garden Herbs - 0 58496 43490 8

Rice & Grains RTH Wholegrain & Quinoa Garlic - 0 58496 42334 6

Rice & Grains DRY Basmati Medley Savoury Herbs - 0 58496 43479 3

Rice & Grains DRY Brown Rice & Quinoa - 0 58496 43481 6

Rice & Grains DRY Brown Rice Medley & Roasted Garlic - 0 58496 43483 0

Rice & Grains DRY 5 Grains - 0 58496 43485 4

UNCLE BEN'S® BISTRO EXPRESS® SIDES

UB BE BASMATI COCONUT – 58496441586

UB BE BASMATI CILANTRO LIME – 58496443603

UB BE BASMATI COCONUT LEMONGRASS CHILI – 58496443870

UB BE JASMINE SOY GINGER – 58496447823

UB SOUTHWEST BROWN RICE & BLACK BEAN – 58496441111

UB LIME & CILANTRO BLACK BEANS & RICE – 58496441302

UB BE JAMBALYA - 0 58496 43626 1

UB BE BROCCOLI AND CHEDDAR - 0 58496 43624 7

UB BE GARLIC AND BUTTER - 0 58496 43644 5

UB BE SMOKY RED BEANS & RICE - 0 58496 43648 3

ORIGINAL UNCLE BEN'S® CONVERTED® BRAND - 0 58496 14140 0

LONG GRAIN & WILD - FINE HERBS - 0 58496 14141 7

LONG GRAIN & WILD - ROASTED CHICKEN FLAVOUR - 0 58496 14142 4

ORIENTAL STYLE - 0 58496 14143 1

TOMATO & HERB FLAVOUR - 0 58496 14144 8

LONG GRAIN & WILD - MUSHROOM FLAVOUR - 0 58496 14149 3

LONG GRAIN & WILD - ROASTED GARLIC FLAVOUR - 0 58496 14150 9

WHOLEGRAIN BROWN - 0 58496 22308 3

WHOLEGRAIN BROWN - ROASTED CHICKEN FLAVOUR - 0 58496 22310 6

VEGETABLE MEDLEY - 0 58496 22311 3

BASMATI - 0 58496 26628 8

WHOLEGRAIN MEDLEY - GARDEN VEGETABLE - 0 58496 26650 9

JASMINE - 0 58496 36325 3

INDIAN STYLE CURRY - 0 58496 38529 3

CREAMY CHEDDAR - 0 58496 42336 0

UNCLE BEN'S® NATURAL SELECT® RICE

GARLIC & BUTTER - 0 58496 30016 6

CHICKEN & HERB - 0 58496 30017 3

TOMATO & BASIL - 0 58496 30018 0

PARMESAN & BUTTER - 0 58496 30022 7

SPANISH STYLE - 0 58496 30026 5

ROASTED CHICKEN & WILD - 0 58496 30046 3

ROASTED GARLIC & OLIVE OIL WITH WILD RICE - 0 58496 36385 7

MEXICAN - 0 58496 43628 5

UNCLE BEN'S® CONVERTED® Brand rice & Wholegrain brown rice

UNCLE BEN'S® CONVERTED® - 0 58496 01015 7

UNCLE BEN'S® CONVERTED® - 0 58496 01040 9

CONVERTED® Stand-up Pouch - 0 58496 30610 6

Wholegrain Brown Rice 10 Minute - 0 58496 42679 8

Wholegrain Brown Rice 10 Minute - 0 58496 28456 5

WHOLEGRAIN BROWN RICE - 0 58496 32636 4

WHOLEGRAIN BROWN RICE - 0 58496 12003 0

SPECIALTY RICE

Specialty Rice - Basmati 10 Minute - 0 58496 42089 5

Specialty Rice - Jasmine 10 Minute - 0 58496 42090 1

Specialty Rice - 7 Grains - 0 58496 47452 2

BASMATI 1.6kg - 0 58496 42374 2

BOIL-IN-BAG - 0 58496 04426 8

JASMINE 1.6kg - 0 58496 43638 4

Quick Cook Rice

QUICK COOK PERFECTION™ - 0 58496 31038 7

QUICK COOK PERFECTION™ - 0 58496 31040 0

Once you have registered for BEN'S BEGINNERS™ collect and get promotion, you can enter by uploading additional unique receipts showing the purchase of a Participating Product(s), subject to receipt processing time, verification, by entering your email address and clicking on the "Upload Receipt Photo" button. Every time you upload a valid unique receipt containing a participating product, subject to receipt processing, verification you will automatically receive confirmation of a qualifying product. Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Promotion is prohibited and is grounds for disqualification by the Sponsor.

All submission become the property of Sponsor and will not be returned. The sponsor accept no responsibility for lost, stolen, delayed, damaged, incomplete or misdirected entries, or any failure of the website during the Promotion Period for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material relating to the Promotion. In the event of a dispute as to the identity of an entrant, submissions made online will be deemed made by the authorized account holder of the e-mail address submitted at the time of the submission. "Authorized account holder" is

defined as the natural person assigned to an e-mail address by an Internet service provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain. All requests are subject to verification. 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) to participate in this Promotion. ORIGINAL RECIEPTS MAY BE REQUIRED TO VALIDATE OFFER. KEEP RECIEPTS IN A SAFE PLACE. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid request claim in this Promotion will be the Promotion server machine(s).

3. ELIGIBILITY: To be eligible to enter the Promotion, a person must be a legal resident of Canada who is 13 years of age or older and who is resident and present in Canada at the time of entry and has a valid email address. Employees of Mars Canada Inc. (the "Sponsor"), it's respective affiliates, subsidiaries, associated companies advertising and promotion agencies, (collectively the "Promotion Entities") or persons with whom any of these are domiciled or a member of their immediate family (defined as mother, father, brothers, sisters, sons, daughters and spouse of any of the above persons are not eligible to enter the Promotion.

4. OFFER DETAILS

Upon submitting three (3) confirmed qualifying product purchases the registrant in the promotion will receive one (1) personalized UNCLE BEN'S® branded apron - maximum of 10 characters (ARV \$ 15.00 CAD). The personalization that appears on the apron must be the name of the individual Promotion participant, the name of a member of his or her family or a non-disparaging nickname of any such person. The Sponsor may, at its sole discretion, refuse to honour any personalization request which does not fit the personalization criteria set out herein. Limit of 10 aprons per household. Allow 8 -12 weeks for delivery.

5. GENERAL

1. The Sponsor is not responsible for typographical or other errors in the offer or administration of this Promotion, including but not limited to errors in advertising materials and the Official Terms and conditions.

Participants consent to the collection of their personal information by Mars Canada Inc., and to the use and disclosure of this information for the sole purpose of administering this Promotion. All personal information collected relating to the issuance of the UNCLE BEN'S® brand personalized apron will be collected and used in accordance with the terms of our privacy policy.

http://www.mars.com/privacy/pp_english.asp.

Sponsor reserves the right to contact the participant directly or through its authorized agent to qualify or confirm information provided.

Any misrepresentation or fraudulent information submitted including, but not limited to use of fictitious or multiple names or addresses will void the request and may result in civil or criminal action.

This Promotion is governed by the laws of Canada, is subject to all applicable federal, provincial and local laws and is void where prohibited by law.

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