

Starbucks for Life: 2024 Holiday Edition Member Game Official Rules - Canada

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility:

Starbucks for Life: 2024 Holiday Edition (the "Promotion") includes a collect and win game ("Collect and Win Game"), an instant win game ("Instant Win Game"), and two (2) separate sweepstakes ("Sweepstakes") prize pools (each a "Prize Pool") that randomly award prizes ("Prizes") (see Section 4 for details and Section 7 for available Prizes). Employees of Starbucks Coffee Canada, Inc. (the "Sponsor") will comprise its own Prize Pool for the Sweepstakes, which shall be referred to as the "Partner Sweepstakes Prize Pool." Non-employees of the Sponsor will comprise the "Consumer Sweepstakes Prize Pool." Starbucks Partners (employees) are eligible to win Instant Win Game Prizes, the Partner Sweepstakes Prize Pool Prizes, and certain Collect and Win Game Prizes (see Section 5 below) but are not eligible to win the Consumer Sweepstakes Prize Pool Prizes.

The Promotion is open only to legal residents of Canada who are at least eighteen (18) years old and who are members of the Starbucks® Rewards loyalty program at the time of entry ("Entrant(s)"). Employees of Merkle Inc. and any of their direct or indirect parent and affiliate companies, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, provincial, municipal, territorial, and local laws and regulations and is void where prohibited. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a Prize is contingent upon fulfilling all requirements set forth herein.

By entering the Promotion, each eligible Entrant acknowledges and agrees that the Promotion is in no way sponsored, endorsed, administered by, nor is associated with Aeroplan®, its parent company Air Canada®, and each of their respective subsidiaries and affiliates, and that Starbucks Coffee Canada, Inc. is fully responsible for the conduct and administration of the Promotion, including the selection of winners and the distribution of prizes.

2. Sponsor:

Starbucks Coffee Canada, Inc., 5160 Yonge St Suite 1700, Toronto, ON M2N 6L9, Canada.

Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A.

3. Timing:

The Promotion begins on December 2, 2024 at 4:00 a.m. Pacific Time ("PT") and ends on January 5, 2025 at 11:59 p.m. PT (the "Promotion Period").

- A "Day" begins at 12:00 a.m. PT and ends at 11:59 p.m. PT, except the first Day which begins at 4:00 a.m. PT and ends at 11:59 p.m. PT.
- A "Week" begins each Monday and ends the following Sunday.

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter for a Chance to Win Prizes:

Register for this Promotion: During the Promotion Period, visit starbucksforlife.ca ("Promotion Site") and sign into your Starbucks Rewards account ("Account").

Earn/Receive Instant Win Game Plays: Entrants can earn/receive game plays (each a "Game Play") throughout the Promotion Period by the methods set forth below. Once earned Game Plays are deposited into Entrant's Account, Entrants can redeem them to play the game at any

time during the Promotion Period.

(A) Each Entrant will receive one (1) Game Play deposited into their Account for registering for the Promotion (first visit only) and for logging in on each Friday during the Promotion Period (December 6, 2024, December 13, 2024, December 20, 2024, December 27, 2024, and January 3, 2025). If you register on a Friday during the Promotion Period, you will receive two (2) Game Plays.

(B) Entrants can earn Daily Game Plays (each Day) by taking the actions outlined below. There are two (2) ways to earn Daily Game Plays.

(1) Make a Starbucks Purchase Using a payment method linked to your Account (either a Starbucks Card or other payment method) or by scanning your Starbucks® App prior to checkout: During the Promotion Period, make an instore Starbucks purchase (excluding Starbucks Card and Starbucks Card reloads) using a Starbucks Card or other payment method linked to your Account in the App or by scanning your Starbucks App to pay at any participating Starbucks store in Canada (herein a “Qualifying Purchase”). You will receive one (1) Game Play deposited into your Account, except for each Monday during the Promotion Period (December 2, 2024, December 9, 2024, December 16, 2024, December 23, 2024, and December 30, 2024) where you will receive two (2) Game Plays deposited into your Account.

(2) Enter without Making a Purchase (“Alternate Method Request”): During the Promotion Period, to receive a Game Play without making a purchase, visit the Promotion Site and follow the links and instructions to complete and submit the entry form which includes providing your first and last name and valid email address associated with your Account and submitting answers to the questions. An email with a unique link will be sent to your Account email address. Click on the unique link to enter the Promotion Site and sign into your Account and you will receive one (1) Game Play deposited into your Account, except for each Monday during the Promotion Period (December 2, 2024, December 9, 2024, December 16, 2024, December 23, 2024, and December 30, 2024) where you will receive two (2) Game Plays deposited into your Account.

Limit: Except as expressly provided below or receiving a bonus Game Play, each Entrant may earn up to two (2) Game Plays per Day during the Promotion Period by either making up to two (2) Qualifying Purchases; or up to two (2) Alternate Method Requests; or any combination of these two methods for a total of two (2) Game Plays per Day. Each Entrant may earn up to four (4) Game Plays each Monday during the Promotion Period by either making up to two (2) Qualifying Purchases; or up to two (2) Alternate Method Requests; or any combination of these two methods for a total of four (4) Game Plays each Monday during the Promotion Period.

Earn Bonus Game Plays: Each Entrant may receive one (1) bonus Game Play either by completing the “Activity” listed below or by making an Alternate Method Request (as described above in Section 4(B)(2)) and selecting the particular Activity for which you would like to apply the Alternate Method Request. Entrants may only receive one (1) bonus Game Play for completing each Activity (or by making an Alternate Method Request) during the specific Week, as outlined below. Once an Activity is completed, visit the Promotion Site and “claim” the Game Play. There is no Alternate Method Request available for the Linking Aeroplan Account Activity during Week 5, as this Activity does not require a purchase.

Week Activity is Available	Activity
Week 1	Make one (1) Qualifying Purchase after 12:00 p.m. local time
Week 1	Redeem 100 Stars.
Week 2	Make one (1) Qualifying Purchase that includes one (1)

	Venti handcrafted beverage.
Week 2	Make three (3) Qualifying Purchases within Week 2.
Week 3	Purchase three (3) bakery items during Week 3.
Week 3	Purchase two (2) handcrafted beverages that can be customized during Week 3.
Week 4	Make one (1) \$12.00 or greater Qualifying Purchase.
Week 4	Purchase four (4) handcrafted drinks within Week 4.
Week 5	Make one (1) Qualifying Purchase that includes three (3) handcrafted drinks in one (1) purchase transaction.
Week 5	Link your Starbucks Account with your Aeroplan account ("Aeroplan Account") by following the prompts available . If you do not have an Aeroplan Account, you may open one for free . Creating an Aeroplan Account is subject to the terms and conditions and privacy policies: Aeroplan Program General Terms and Conditions and Privacy Policy .

NOTE: Each Qualifying Purchase made during the Promotion Period will automatically be applied (a) to earn a Daily Game Play and (b) towards completing any applicable Game Play Activities for Bonus Game Plays.

Game Play Limits: Limits for earning/receiving Game Plays are listed above.

How to Play the Game: Each Game Play earned/received will be deposited into your Account. At any time, during the Promotion Period, you may sign into your Account and follow the links and instructions to redeem Game Plays to play the game. You will receive either an Instant Win Game Prize (see Section 7), one (1) Collect and Win Game game piece ("Game Piece") (see Section 5), one (1) Game Play, or one (1) Sweepstakes entry into the applicable Prize Pool drawing. If you are a potential winner of a Prize, you will be provided directions for validation. All potential winners are subject to verification before any Prize will be awarded. Administrator is responsible for the functionality of the game.

Multiple Entrants are not permitted to share the same email address or Account. Each Entrant is limited to only one (1) Account. Any attempt by any Entrant to obtain more than the stated number of Game Plays/Sweepstakes entries/Game Pieces by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that Entrant's plays/entries and that Entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to the identity of any Entrant, Sponsor and Administrator will rely on the information submitted by the Entrant to register for this Promotion and used to enroll in the Starbucks® Rewards loyalty program. If any additional information provided by Entrant is inconsistent with the information provided at registration for this Promotion or enrollment into Starbucks® Rewards loyalty program, Sponsor and/or Administrator may disqualify such Entrant, and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from Entrant to show proof of Entrant's identity.

5. Collect and Win Game/Instant Win Game/Sweepstakes Functionality:

Administrator is an independent judging organization whose decisions as to the administration and operation of the Game and the selection of potential winners for each are final and binding in all matters related to the Promotion.

For the Collect and Win Game: There are six (6) Collect and Win Game prize types (Grand Prize: Starbucks for Life; First Prize: Aeroplan 25,000 AE Points; Second Prize: \$100 Starbucks Gift Card

Third Prize: \$25 Starbucks Gift Card; Fourth Prize: 100 Stars; and Fifth Prize: \$20 Door Dash Gift Card; see details below in Section 7) (each a “Prize Type”). Each Prize Type has three (3) unique Game Pieces. Two (2) of the three (3) Game Pieces for each Prize Type will be awarded regularly to Entrants. However, there will be a limited number of the third Game Pieces for each Prize Type ("Rare Game Piece") correlating to the number of prizes offered for each Prize Type as set forth in the table below.

Prize Type	Number of Rare Game Pieces	NOTE:
Grand Prize: Starbucks for Life	1	Starbucks Partners are not eligible to win this prize.
First Prize: Aeroplan 25,000 AE Points	2	Starbucks Partners are not eligible to win this prize.
Second Prize: \$100 Starbucks Gift Card	20	Starbucks Partners are not eligible to win this prize.
Third Prize: \$25 Starbucks Gift Card	500	
Fourth Prize: 100 Stars	10,000	
Fifth Prize: \$20 DoorDash Gift Card	50	

Each Rare Game Piece will be associated with a random, computer-generated winning time during the Promotion Period. See the Promotion Site for the Rare Game Piece for each Prize Type. If you are the first player to play the game at or after the randomly generated winning time you will be awarded a Rare Game Piece. Once you have collected all three (3) Game Pieces for the applicable Prize Type, you will be a potential winner of the applicable Prize Type.

For the Instant Win Game: There will be 1,003,475 computer-generated and randomly seeded winning times. There are select Instant Win Game Prizes only available during certain Weeks of the Promotion Period (see Section 7 below). If you are the first player to play the game at or after one of the randomly seeded times, you will be a potential instant winner of the Prize indicated.

For the Sweepstakes: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received for each respective Prize Pool during the Promotion Period at 9:00 a.m. PT on January 6, 2025 in Southfield, MI, U.S.A.

6. Verification of Collect and Win Game, Instant Win Game, and Sweepstakes Winners:

All potential winners are subject to verification by Sponsor or Administrator. An Entrant is not a winner of any prize, even if the Sweepstakes, Instant Win Game, or Collect and Win Game should so indicate, unless and until Entrant’s eligibility and the potential winning Game play/entry has been verified and Entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

Receiving a prize is contingent upon compliance with these Official Rules. Each potential winner (parent/legal guardian if winner is a minor in his/her place of residence) of a prize valued at or over \$600 will be sent an email to the email address associated with his/her Account and required to sign and return a Declaration of Compliance, Liability Waiver, Publicity Release ("Declaration") which must be received by Administrator, within three (3) days of the date notice or attempted notice is sent, in order to claim the prize. Each potential winner of any prize will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize within the time frame indicated. If the question is answered incorrectly, the prize will be forfeited. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole discretion, to administer an alternate skills testing question as it deems

appropriate based on the circumstances, to address disability issues and/or to comply with applicable law. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration, or correctly answer the skills testing questions within the time frame requested, potential winner forfeits the prize. In the event that a potential winner of a Collect and Win Game prize valued over \$25.00 is disqualified for any reason or if each applicable prize is not awarded during the Promotion Period, Sponsor will award the applicable prize to an alternate winner by random drawing from among all eligible Game plays. In the event that the potential Sweepstakes prize winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all eligible entries. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed prizes valued at or less than \$25.00 will not be awarded.

7. Prizes:

Collect and Win Game Prizes:

ONE (1) GRAND PRIZE: "Starbucks for Life" is fulfilled as a daily credit to winner's Account for 30 years for one (1) free food or standard menu beverage item redeemable at participating Starbucks stores in Canada. Food and beverage credits expire daily. At any time during the 30-year period, Sponsor may pay the remaining credit balance to the winner as a cash payment, to be reasonably determined by Sponsor, in satisfaction of the prize award. The first daily credit will be loaded to the Grand Prize winner's Account on or around March 3, 2025. Winner must present a Starbucks Card registered to their Account to redeem the free food or beverage item. Credits are non-transferable and will expire at 11:59 p.m. PT of each day and will not accumulate in the winner's Account. Approximate Retail Value ("ARV"): \$72,108.18.

TWO (2) FIRST PRIZES: Twenty-five thousand (25,000) Aeroplan points each. Aeroplan points prizes must be accepted as awarded. Aeroplan points have no cash value but are redeemable under the Aeroplan program for flights and other rewards. Points expire December 31, 2025. The retail value of rewards obtained using Aeroplan points will vary depending on a range of factors including the type of reward issued, [see details terms and conditions of the Aeroplan Program](#). ARV: \$750.00.

TWENTY (20) SECOND PRIZES: A \$100 Starbucks Gift Card. Terms and conditions apply. ARV: \$100.00.

FIVE HUNDRED (500) THIRD PRIZES: A \$25 Starbucks Gift Card. Terms and conditions apply. ARV: \$25.00.

TEN THOUSAND (10,000) FOURTH PRIZES: 100 Stars will be added to each winner's Account. ARV: \$3.57.

FIFTY (50) FIFTH PRIZES: A \$20 DoorDash Gift Card, Terms: bit.ly/46csTP1 for French Canadian and bit.ly/3PqgnV8 for English. ARV: \$20.00.

For all Collect and Win Game Prizes: Odds of winning the Collect and Win Game Prize depend on the number of times Entrants play and the Game Pieces distributed. Starbucks Card and Starbucks Account terms and conditions apply. Limit: one (1) Grand Prize, one (1) First Prize, one (1) Second Prize, one (1) Third Prize, one (1) Fourth Prize, and one (1) Fifth Prize per person.

Sweepstakes Prize:

Consumer Sweepstakes Prize Pool:

ONE (1) CONSUMER SWEEPSTAKES PRIZE (awarded for the Consumer Sweepstakes

Prize Pool): A \$500.00 Starbucks gift card. ARV: \$500.00. Odds of winning the Sweepstakes prize depend on the number of eligible entries received for the Consumer Sweepstakes Prize Pool during the Promotion Period.

Partner Sweepstakes Prize Pool:

FOUR (4) PARTNER SWEEPSTAKES PRIZES (awarded for the Partner Sweepstakes Prize Pool): Starbucks A \$100 Starbucks Gift Card. Terms and conditions apply. ARV: \$100.00. Odds of winning a Partner Sweepstakes Prize depend on the number of eligible entries received for the Partner Sweepstakes Prize Pool during the Promotion Period. Limit: one (1) Partner Sweepstakes Prize per person eligible for the Partner Sweepstakes Prize Pool.

Instant Win Game Prizes:

Prize Description	ARV	Quantity	When Prize is Available to Win	Prize Limit
400 Stars	\$14.26	100	Entire Promotion Period	One (1) per day per person
300 Stars	\$10.70	200	Entire Promotion Period	One (1) per day per person
200 Stars	\$7.13	2,500	Entire Promotion Period	One (1) per day per person
\$5 Starbucks Gift Card	\$5.00	1,000	Entire Promotion Period	One (1) per person
100 Stars	\$3.57	3,175	Entire Promotion Period	One (1) per day per person
25 Stars	-	66,500	Entire Promotion Period	One (1) per day per person
5 Stars	-	155,000	From December 2, 2024 at 4:00 a.m. PT through December 8, 2024 at 11:59 p.m. PT	One (1) per person
5 Stars	-	125,000	From December 9, 2024 at 12:00 a.m. PT through January 5, 2025 at 11:59 p.m. PT	One (1) per day
5 Stars	-	650,000	Entire Promotion Period	No limit

Odds of winning depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Instant Win Game plays received.

For All Prizes: Starbucks Gift Card, Starbucks Card, and Starbucks Account terms and conditions apply. Stars accumulated under the Starbucks Rewards loyalty program are promotional and have no cash value; Stars awarded in this Promotion have value in the Starbucks Rewards loyalty program when awarded. Where applicable, prize style, size, product color, and all other details will be determined by Sponsor in its sole discretion. No cash equivalent unless required by law and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize or prize component for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Tax compliance is the sole responsibility of winner. TOTAL ARV OF ALL

PRIZES: \$163,389.88.

Winners that are Starbucks Employees: The prize value will be reported by Starbucks Coffee Canada, Inc. to winners that are residents in Canada on an annual CRA Form T4. Winners are responsible for any taxes and fees associated with prize receipt and/or use.

8. Release:

By entering the Promotion, Entrants agree to release and hold harmless Sponsor, Administrator, Aeroplan Inc., Air Canada and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of any prize (including any injury or harm related thereto).

9. Publicity:

Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

10. General Conditions:

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Promotion, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. In such event, Sponsor reserves the right to modify the prizes offered herein and to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion, including but not limited to submitting fraudulent game plays, or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

11. Limitations of Liability:

The Released Parties are not responsible for: (1) any incorrect or inaccurate information either caused printing errors or by any of the equipment or programming associated with or utilized in the Promotion or provided by Entrants; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (3) unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (4) technical or human error which may occur in the

administration of the Promotion, including but not limited to the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt, use, inability to use, or misuse of any prize. If for any reason an Entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Sweepstakes entry or Game Play, if possible.

12. Disputes:

Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of Washington or the appropriate Washington state court located in King County, Washington; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Washington, without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Washington. **For Residents of Quebec Only:** 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 only for the purpose of helping the parties reach a settlement.

13. Entrant's Personal Information:

Information collected from Entrants is subject to the [Sponsor's Privacy Policy](#).

14. Winner List:

See the [winner list](#) for Promotion winners. The winner list will be posted after winner confirmation is complete.

15. Promotion Emails:

By participating in the Promotion, you agree to receive emails related to the Promotion including, but not limited to, registration confirmation email and alternate method game play email(s).

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