

“SIP-TEMBER TO REMEMBER” CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

By entering the Contest, each eligible entrant acknowledges and agrees that the Contest 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 Contest, including the selection of winners and the distribution of prizes.

1. Eligibility: “Sip-Tember to Remember” Contest (the"Contest") is open to legal residents of Canada who are at least eighteen (18) years old at the time of entry and have linked their Canadian Starbucks[®] Rewards loyalty program account (“Starbucks Account”) with their Aeroplan loyalty program account (“Aeroplan Account”) at the time of entry. Employees of Starbucks Coffee Canada, Inc., Aeroplan Inc., Air Canada, Merkle Inc. and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate. The Contest is subject to all federal, provincial and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Starbucks Coffee Canada, Inc., 5160 Yonge Street, Suite 1700, Toronto, ON M2N 6L9, Canada. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

3. Timing: The Contest begins on September 2, 2024 at 12:01 a.m. at entrant’s local time, ends on September 29, 2024 at 11:59 p.m. Pacific Time (“PT”) (the “Contest Period”). The Contest includes four (4) offers (each an “Offer”), described below, and a sweepstakes (“Sweepstakes”). The Sweepstakes consists of four (4) “Weekly Entry Periods” as set forth in the tables in Section 4(b) below, as well as one (1) “Grand Prize Entry Period”, spanning the entire Contest Period. Sponsor’s servers are the official time keeping devices for this Sweepstakes.

4. How to Enter: There are two ways to enter the Sweepstakes. Offers are only available to participants who use the Purchase Method, detailed below, to enter.

(a) Participation Requirements: A Starbucks Account in good standing linked with an Aeroplan Account in good standing (collectively, a “Linked Account”) is required to participate. If you do not have a Starbucks Account and/or Aeroplan Account, you may open each for free by clicking [HERE](#) for a Starbucks Account or [HERE](#) for an Aeroplan Account. Creating each Account is subject to the applicable terms and conditions and privacy policies: [Starbucks Rewards Terms of Use](#) and [Privacy Policy](#) or [Aeroplan Program General Terms and Conditions](#) and [Privacy Policy](#). You must then link your Starbucks Account and your Aeroplan Account by following the prompts available [HERE](#). Linked Accounts are subject to the [Aeroplan and Starbucks Promotion Terms and Conditions](#) (“Aeroplan/Starbucks Terms”).

(b) Entry Requirements: During the Contest Period take the actions listed in 4.(b)i. or 4.(b)ii., below, to enter:

i. Purchase Method: Complete a “Required Action” during the specified Entry Period (described below) using your digital Starbucks Card or other payment method linked to your Starbucks Account in the Starbucks App or by scanning your Starbucks App at the register prior to checkout at any participating Starbucks Canada location to receive the applicable Offer loaded directly to your Aeroplan Account, one (1) entry into the applicable

Weekly Entry Period drawing and one (1) entry into the Grand Prize Sweepstakes drawing.

Entry Period	Starts at: 12:01 am Entrant's Local Time	Ends at: 11:59 pm Entrant's Local Time	Required Action	Offer	Limits
Week 1	September 2, 2024	September 8, 2024	Buy a handcrafted latte of any variety or size. Ready to drink beverages not eligible.	10 Aeroplan points, 1 entry into Week 1 Sweepstakes prize drawing and 1 entry into the Sweepstakes Grand Prize drawing	Maximum of 2 Offers/20 Aeroplan points and 2 Sweepstakes entries (into both Week 1 and Grand Prize drawings)
Week 2	September 9, 2024	September 15, 2024	Make at least three (3) separate Eligible Transactions (defined below) using the Mobile Order & Pay functionality in the Starbucks App. An "Eligible Transaction" is defined as any purchase of food, beverage(s), and/or merchandise, excluding alcoholic beverages and Starbucks Card activations and reloads.	20 Aeroplan points, 1 entry into Week 2 Sweepstakes prize drawing and 1 entry into the Sweepstakes Grand Prize drawing	Maximum of 1 Offer/20 Aeroplan points and 1 Sweepstakes entry (into both Week 2 and Grand Prize drawings)
Week 3	September 16, 2024	September 22, 2024	Buy one (1) beverage (of any kind and size) and one (1) bakery item in the same transaction.	30 Aeroplan points, 1 entry into Week 3 Sweepstakes prize drawing and 1 entry into the Sweepstakes Grand Prize drawing	Maximum of 1 Offer/30 Aeroplan points and 1 Sweepstakes entry (into both Week 3 and Grand Prize drawings)
Week 4	September 23, 2024	September 29, 2024	Make at least four (4) or more separate Eligible Transactions of at least CAD 3.00 (before taxes).	40 Aeroplan points, 1 entry into Week 4 Sweepstakes prize drawing and 1 entry	Maximum of 1 Offer/40 Aeroplan points and 1 Sweepstakes entry (into both Week 4

				into the Sweepstakes Grand Prize drawing	and Grand Prize drawings)
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Offers will be fulfilled within 8 weeks after the Required Action is completed.

To OPT OUT of participation in the Contest. If you have a Linked Account as of 12:00 a.m. PT on September 2, 2024, or you wish to link your Starbucks Account with your Aeroplan Account during the Contest Period but do not wish to be entered into the Contest when making a purchase that includes a Required Action as set forth the table above, you may opt out. **If you would like to Opt-Out of this Contest, go to siptemberoptout.starbucks.ca to OPT-OUT.**

- ii Alternate Method of Entry: To obtain Sweepstakes entries without purchase, print your name, home address, your Starbucks Rewards account and Aeroplan account numbers and date of birth on a piece of paper and mail it in an envelope with proper postage to “Sip-Tember Contest” P.O. Box 246, Dept. 259747 Starbucks SipTember Contest, Pickering, ON CA L1V 2R4. You must designate the Weekly Entry Period for which you would like to receive entries on the front of your envelope (Week 1, Week 2, Week 3 or Week 4). All mail-in entries must be postmarked and received by the dates set forth in the table below. If timely received, you will receive the maximum number of Sweepstakes entries for the Weekly Entry Period listed on the front of your envelope as set forth in the table in 4(b)i. above. Limit: One (1) Weekly Entry Period entry request per envelope.

Entry Period	Starts at: 12:01 am Entrant’s Local Time	Ends at: 11:59 pm Entrant’s Local Time	Mail in Entry Postmark Date	Mail in Entry Received By Date
Week 1	September 2, 2024	September 8, 2024	September 9, 2024	September 16, 2024
Week 2	September 9, 2024	September 15, 2024	September 16, 2024	September 23, 2024
Week 3	September 16, 2024	September 22, 2024	September 23, 2024	September 30, 2024
Week 4	September 23, 2024	September 29, 2024	September 30, 2024	October 7, 2024

All mail-in entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

For all Entries: Entrants are not permitted to share the same email address, Starbucks Account, Aeroplan Account or Linked Account. Each Entrant is limited to only one (1) Linked Account. Any attempt by any Entrant to obtain more than the stated number of entries or Offers as outlined in the table in Section 4.(b)i.

above by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that Entrant's entries and Offers 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 entries, which will be disqualified. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant when enrolling in their Starbucks and Aeroplan Accounts. If any additional information provided by entrant is inconsistent with the information provided upon enrollment into the Starbucks or Aeroplan loyalty programs, 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. Prize Drawings and Winner Requirements: Administrator is an independent organization whose decisions as to the selection of potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during each Entry Period at 10:00 a.m. ET on October 22, 2024 in Southfield, MI, U.S.A. Weekly Entry Period entries will not be included in subsequent Weekly Entry Period drawings. The potential winners will be notified by email after the date of the random drawings. The potential Grand Prize winner (or parent/legal guardian if winner is a minor in their place of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration"), which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize.

All potential winners will also be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive the prize. If the question is answered incorrectly, the prize will be forfeited. Without limiting the generality of the foregoing, Sponsor reserves the right, in its sole discretion, to administer an alternate skill 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 cannot be contacted, fails to correctly answer the time-limited skill testing question, or fails to sign and return the Declaration (as applicable) or provide any other requested information within the required time period, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner forfeits the prize or is disqualified for any reason, an alternate winner will be selected in a random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the applicable prize will remain unawarded. Prizes will be fulfilled within approximately 8-14 weeks after the conclusion of the Contest and confirmation of all winners.

6. Prizes, Approximate Retail Value ("ARV") and Odds of Winning:

A. Prizes:

ONE (1) GRAND PRIZE: One-Hundred Thousand (100,000) Aeroplan points. ARV: \$3,000 CAD.

FOUR (4) WEEKLY PRIZES (one (1) per each Weekly Entry Period): Twenty-Five Thousand (25,000) Aeroplan points. ARV each prize: \$750 CAD.

B. Total ARV: The total ARV of all available prizes in this Sweepstakes is \$6,000 CAD.

C. Odds of Winning: The odds of winning a prize depend on the total number of eligible entries received during the applicable Entry Period.

For All Prizes: 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. The retail value of rewards obtained using Aeroplan points will vary depending on a range of factors including the type of reward issued, details of which may be found at <https://www.aircanada.com/ca/en/aco/home/aeroplan.html>. Aeroplan points may be redeemed only in accordance with the General Terms & Conditions of the Aeroplan program. Full terms and conditions of the Aeroplan Program are available online at

[https://www.aircanada.com/ca/en/aco/home/aeroplan/legal/terms-and-conditions.html#/.](https://www.aircanada.com/ca/en/aco/home/aeroplan/legal/terms-and-conditions.html#/) Prize must be accepted as awarded. Prize is 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 for one of equal or greater value if the prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the prize depend on the number of eligible entries received during the Contest Period. Limit: One (1) Weekly Prize and one (1) Grand Prize per person.

7. Release: By entering this Contest, each entrant agrees to release and hold harmless Sponsor, Aeroplan Inc., Air Canada, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, 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 Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

8. Publicity: Except where prohibited, participation in the Contest constitutes winner's consent to Sponsor's and its agents' use of winner's name, prize information, 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.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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 Contest, including but, not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this or any other Contest or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest 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 and the Official Rules as posted on the Contest Site, the Official Rules as posted on the Contest Site shall prevail, govern, and control.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, either caused by printing errors or by any of the equipment or programming associated with or utilized in the Contest 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 Contest, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Contest or receipt or use or misuse of any Offer or prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry into the Sweepstakes portion of the Contest, if it is possible.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any Offer or 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 U.S.A.; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, 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 Contest, shall be governed by, and construed in accordance with, the laws of the State of Washington, U.S.A. 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.

12. Entrant's Personal Information: Information collected from Entrants is subject to the Sponsor's Privacy Policy <https://www.starbucks.ca/terms/privacy-statement>.

13. Winner List: For a winner list, please click [HERE](#). The winner list will be posted after winner confirmation is complete.

14. Contest Emails: By participating in the Contest, you agree to receive emails related to the Contest.

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