

Starbucks Summer Game Boardwalk

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 Summer Game Boardwalk (the "Promotion") is open only to legal residents of Canada (excluding Quebec) who are at least eighteen (18) years old and who are members of the Starbucks Rewards™/MC loyalty program at the time of entry ("Entrant(s)"). Employees of HelloWorld, Inc., Ustwo Fampany Limited, 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 in Quebec and 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. The Promotional Game ("Game") offers Instant Win prizes and Collect and Win prizes that Entrants can earn by collecting "Game Pieces." If you would like to register for the Starbucks Rewards loyalty program without a Starbucks Card, call 800-Starbuc (800-782-7282) to request a Star Code. Then, visit www.starbucks.ca/card/rewards and follow the instructions to enter the Star Code and create a Starbucks Rewards loyalty account.

2. Sponsor: Starbucks Coffee Canada, Inc., 5140 Yonge Street, Suite 1205, Toronto, ON M2N 6L7, Canada. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075, U.S.A.

3. Timing: The Promotion begins on August 7, 2018 at 12:00 a.m. Pacific Time ("PT") and ends on September 10, 2018 at 11:59 p.m. PT (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: The Promotion contains a virtual game board. In order to move along on the virtual game board, you must first obtain a game play. There are two (2) ways to earn a game play, as outlined below:

a. Make a Purchase at Starbucks Using a Starbucks Card: During the Promotion Period, make a qualifying purchase (excluding alcoholic beverages, Starbucks Card and Starbucks Card reloads) at a participating Starbucks retail location in Canada using a Starbucks Card ("Card") registered to your Starbucks Rewards account ("Account") or a registered digital Starbucks Card on your Starbucks mobile application ("App") for payment. Then, visit <https://www.starbackssummertimegame.ca> ("Promotion Site") and sign into your Account. If you make a purchase before 2 p.m. (local time), you will receive one (1) play. If you make a purchase at or after 2 p.m. (local time), you will receive two (2) plays. **You can receive a maximum one (1) play for transactions before 2 p.m., and a maximum two (2) plays for transactions at or after 2 p.m., up to a total of three (3) plays per day.**

b. Enter without Making a Purchase: During the Promotion Period, to play without making a purchase, visit <https://www.starbackssummertimegame.ca> and follow the links and instructions to complete and submit the entry form including selecting either the "before 2 p.m. purchase" option or the "at or after 2 p.m. purchase" option from the dropdown. An email with a unique link will be sent to the email address you provided on the form. Click on the unique link to enter the Promotion Site and sign into your Account. If you select the "before 2 p.m. purchase" option, you will receive one (1) play. If you select the "at or after 2 p.m. purchase" option, you will receive two (2) plays. **You can receive a maximum of three (3) game plays per day.**

Once you obtain a game play, follow the links and instructions to click or tap the virtual spinner. The spinner will determine how many spots you will move on the virtual game board. Once you move on the virtual game board, you will land on one of the following spaces:

Move 3 Spaces: If you land on this space, you will move ahead 3 spaces.

Move 4 Spaces: If you land on this space, you will move ahead 4 spaces.

Skip Ahead Space: If you land on this space, you will move ahead to the indicated space.

Spin Again Space: If you land on this space, you will immediately spin the virtual spinner again and advance accordingly on the virtual game board.

Game Space: If you land on this space, follow the links and instructions to play the provided Game and you will receive either an Instant Win Game prize or one (1) Collect and Win Game Piece. 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.

Souvenir Space: If you land on this space, you will view an animation and have the option to select one (1) souvenir to add to your collection.

“Go” Space: If you land on this space, you will view celebration animation.

Limit: Each Entrant may earn up to three (3) plays per day during the Promotion Period by either making up to two (2) qualifying purchase transactions (one (1) purchase before 2 p.m. (local time) and one (1) purchase at or after 2 p.m. (local time)) with a registered Starbucks Card or App; or up to two (2) “free” requests; or a combination of the purchase and free entry method for a total of up to three (3) plays per day. Each Entrant who participates by making two (2) purchases per day must make one (1) purchase before 2 p.m. (local time) and one (1) purchase at or after 2 p.m. (local time); Entrants cannot earn additional plays if they make two (2) or more purchases before 2 p.m. (local time) or two (2) or more purchases at or after 2 p.m. (local time). For avoidance of doubt, Entrants will earn a maximum of one (1) play before 2 p.m. and a maximum of two (2) plays at or after 2 p.m.

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 plays by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that Entrant’s plays 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 any registration or play, the authorized account holder of the Starbucks Rewards account or email address used to register will be deemed to be the Entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Bonus Plays: During the Promotion Period, for every three (3) duplicate Collect and Win Game Pieces earned (through any combination of duplicate Game Pieces), Entrant will receive one (1) bonus play.

5. Collect and Win Game/Instant Win Game 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 (for Entrants who land on the Game Spaces): There are five (5) Collect and Win prize types (Free Drinks for 10 Years, Free Drinks for 5 Years, Free Drinks for 1 Year, Free Drinks for 6 Months and Free Drinks for 3 Months; see details below in Section 7) (each a "Prize Type").

The Grand Prize Type and First Prize Type have 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 Rare Game Pieces
Grand Prize - Free Drinks for 10 Years	1
First Prize - Free Drinks for 5 Years	2

The Second Prize Type, Third Prize Type and Fourth Prize Type have two (2) unique Game Pieces. One (1) of the two (2) Game Pieces for the outlined Prize Type will be awarded regularly to Entrants. However, there will be a limited number of the second 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 Rare Game Pieces
Second Prize - Free Drinks for 1 Year	5
Third Prize - Free Drinks for 6 Months	10
Fourth Prize - Free Drinks for 3 Months	15

Each Rare Game Piece will be associated with a random, computer generated winning time during the Promotion Period. 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 Game Pieces for the applicable Prize Type, you will be a potential winner of the applicable Prize Type.

For the Instant Win Game (for Entrants who land on the Game Spaces): There will be two hundred thirty-one thousand fifty (231,050) random, computer-generated winning times, one for each prize listed below, during the Promotion Period. If you are the first player to play the Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated.

6. Verification of Collect and Win Game and Instant Win Game Winners: All potential winners are subject to verification by Sponsor or Administrator. An Entrant is not a winner of any prize, even if the Instant Win Game or Collect and Win Game should so indicate, unless and until Entrant's eligibility and the potential winning Game play 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 Grand, First, Second, and Third Prize winner (parent/legal guardian if winner is a minor in his/her place of residence) 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 four (4) 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. 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 Collect and Win Game Grand, First, Second, Third, Fourth, or Instant Win Game Fifth prize winner 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 for those who landed on the Game Space. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed Instant Win Game prizes valued at \$25 or less will not be awarded. Collect and Win Game prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion; Instant Win Game prizes will be fulfilled within thirty (30) days after the conclusion of the Promotion.

7. Prizes:

Collect and Win Game Prizes: ONE (1) GRAND PRIZE: Free Drinks for 10 Years and one (1) tumbler. Winner will receive a daily credit to his/her Account for ten (10) years (three thousand six hundred fifty (3,650) days) for one (1) free standard menu beverage item (excluding alcoholic beverages, multi-serve items, and bottled beverages) redeemable at participating Starbucks stores in Canada. Beverage credits expire daily. At any time during the 10-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. Approximate Retail Value ("ARV"): \$14,065.95. TWO (2) FIRST PRIZES: Free Drinks for 5 Years and one (1) tumbler. Winner will receive a daily credit to his/her Account for five (5) years (one thousand eight hundred twenty-five (1,825) days) for one (1) free standard menu beverage item (excluding alcoholic beverages, multi-serve items, and bottled beverages) redeemable at participating Starbucks stores in Canada. Beverage credits expire daily. At any time during the 5-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. ARV: \$7,038.95. FIVE (5) SECOND PRIZES: Free Drinks for 1 Year and one (1) tumbler. Winner will receive a daily credit to his/her Account for one (1) year (three hundred sixty-five (365) days) for one (1) free standard menu beverage (excluding alcoholic beverages, multi-serve items, and bottled beverages) item redeemable at participating Starbucks stores in Canada. Beverage credits expire daily. ARV: \$1,417.95. TEN (10) THIRD PRIZES: Free Drinks for 6 Months and one (1) tumbler. Winner will receive a daily credit to his/her Account for six (6) months (one hundred eighty-six (186) days) for one (1) free standard menu beverage (excluding alcoholic beverages, multi-serve items, and bottled beverages) item redeemable at participating Starbucks stores in Canada. Beverage credits expire daily. ARV: \$715.95. FIFTEEN (15) FOURTH PRIZES: Free Drinks for 3 Months and one (1) tumbler. Winner will receive a daily credit to his/her Account for three (3) months (ninety-three (93) days) for one (1) free standard menu beverage (excluding alcoholic beverages and multi-serve items) item redeemable at participating Starbucks stores in Canada. Beverage credits expire daily. ARV: \$363.95.

For all Collect and Win Game Prizes: The first daily credit will be loaded to winners' accounts on or around November 8, 2018. Alcoholic beverages, multi-serve items, and bottled beverages are excluded. Winner must present a Starbucks Card registered to their Account to redeem the free 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. 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, and one (1) Fourth Prize per person.

Winners that are Starbucks Employees: Each winner will receive an annual form reflecting the taxable value of the Collect and Win Game prizes redeemed. The taxable value will reflect any employee discount the winner would otherwise be eligible to receive. The taxable amount 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.

In the event that an employee of Starbucks Coffee Canada, Inc., or its affiliates, is a winner of the Grand, First, Second, Third or Fourth Prize Type, Sponsor reserves the right to award an additional Grand, First, Second, Third or Fourth Prize Type to a non-employee Entrant at its sole discretion.

Instant Win Game Prizes: FIFTY (50) FIFTH PRIZES: One thousand (1,000) Bonus Stars which will be automatically added to the Starbucks Rewards Account used to register for the Promotion. ARV: \$43.00. TWO HUNDRED FIFTY (250) SIXTH PRIZES: Two hundred fifty (250) Bonus Stars which will be automatically added to the Starbucks Rewards Account used to register for the Promotion. ARV: \$10.75. SEVEN HUNDRED FIFTY (750) SEVENTH PRIZES: A coupon good for a free brewed coffee. Terms and conditions of coupons apply. ARV: \$2.31. ONE THOUSAND (1,000) EIGHTH PRIZES: A coupon good for a free bakery item. Terms and conditions of coupons apply. ARV: \$2.33. ONE THOUSAND (1,000) NINTH PRIZES: A coupon good for a BOGO on any Grande or larger handcrafted espresso. Terms and conditions of coupons apply. ONE THOUSAND (1,000) TENTH PRIZES: A coupon good for 50% off any Grande or larger handcrafted espresso. Terms and conditions of coupons apply. ONE THOUSAND (1,000) ELEVENTH PRIZES: A coupon good for 50% off any Grande or larger Frappuccino® Blended Beverage. Terms and conditions of coupons apply. ONE THOUSAND (1,000) TWELFTH PRIZES: A coupon good for 50% off any Grande or larger Teavana™/MC Iced Tea or Starbucks Refreshers® handcrafted beverage. Terms and conditions of coupons apply. TWENTY-FIVE THOUSAND (25,000) THIRTEENTH PRIZE: Twenty-five (25) Bonus Stars which will be automatically added to the Starbucks Rewards Account used to register for the Promotion. ARV: \$1.08. TWO HUNDRED THOUSAND (200,000) FOURTEENTH PRIZES: Ten (10) Bonus Stars which will be automatically added to the Starbucks Rewards Account used to register for the Promotion. ARV: \$0.43.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: one (1) Fifth Prize, one (1) Sixth Prize, one (1) Seventh Prize, one (1) Eighth Prize, one (1) Ninth Prize, one (1) Tenth Prize, one (1) Eleventh Prize, one (1) Twelfth Prize, one (1) Thirteenth Prize, and one (1) Fourteenth Prize per person per day during the Promotion Period.

For All Prizes: Stars accumulated under the Starbucks Rewards™ loyalty program are promotional and have no cash value; Bonus Stars awarded in this Promotion have value in the Starbucks Rewards™ loyalty program when awarded. 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 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. **TOTAL ARV OF ALL PRIZES:** \$169,752.35

8. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., Ustwo Fampany Limited, and each of their respective direct or indirect parents, subsidiaries, affiliates, related entities, suppliers, distributors, advertising/promotion agencies and each such company's officers, directors, members, employees, contractors, and agents (collectively, the "Released Parties") from and against any and all losses, liability, illness, injury, claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt, possession, use or misuse of any prize.

9. Publicity: Except where prohibited, participation in the Promotion constitutes entrant'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 worldwide, in perpetuity, in any and all media, manner, and formats now known or hereafter devised, without further payment or consideration.

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 Collect and Win Game or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random to all eligible entrants who have registered 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 Collect and Win Game or Instant Win Game 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 Collect and Win Game or the Instant Win Game 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.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by any Entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or 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 or use or misuse of any prize. If for any reason an Entrant's play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Collect and Win Game or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

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.

13. Entrant's Personal Information: Information collected from Entrants is subject to the Sponsor's Privacy Policy <http://www.starbucks.ca/about-us/company-information/online-policies/privacy-statement> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

14. Winner List: For a winner list, visit <http://bit.ly/2NqIzG0>. 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 free game play email(s).