



A & W Food Services of Canada Inc.

Rewardiversary (the “Contest”) – Contest Rules and Regulations

Contest begins on May 11, 2026 at 12:00 a.m. Pacific Time (“PT”) and closes on May 24, 2026 at 11:59 p.m. PT (the “Contest Period”). The Contest is administered by A & W Food Services of Canada Inc. (“Food Services” or “Sponsor”), subject to the following terms and conditions (the “Contest Rules”):

- (1) No limit on number of entries regardless of method of entry. Incomplete or duplicate entries or entries that do not comply with these Contest Rules will be disqualified.
- (2) The Contest is open to age-of-majority residents of Canada, except for directors, officers, employees, representatives and/or agents of Food Services, its franchisees, affiliates, parent companies, subsidiaries, contractors, advertising/promotion agencies, and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfilment of the Contest (collectively, the “Contest Parties”) and any immediate family members or persons domiciled, whether related or not, with any of the foregoing individuals.
- (3) Prior to being declared a winner, the selected entrants will be required to provide proof of identity and eligibility to participate in the Contest. Failure to provide such proof will result in disqualification. Without limiting the foregoing, 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) at any time for the purposes of verifying an entrant’s eligibility to participate in this Contest and/or for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the letter and spirit of these Contest Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification.
- (4) In order to redeem Daily Prizes, as described below in Section (5)(a), winners will need to download the free A&W Rewards app (the “A&W App”) and create an account as required in Section (17) below.
- (5) There are sixty-four (64) prizes available to be won (collectively, the “Prizes”), as described below:
 - (a) Fourteen (14) “Free Teen burgers for 1 Year” Prizes. Each Prize is valued at approximately \$436.28 – \$555.36 CAD and will be awarded as fifty-two (52) weekly offers each valid for one (1) free Teen Burger deposited into the winner’s A&W App account (the “Daily Prizes”). Offers are subject to the A&W Rewards Terms and Conditions (<https://web.aw.ca/en/terms>). Each offer will expire 30 days after deposited in the winner’s A&W App account.
 - (b) Fifty (50) Merchandise Prize Packs, valued at approximately \$75.00 CAD each. Each pack consists of one (1) 15" plush A&W Great Root Bear, one (1) A&W-branded 12 oz Root Beer glass mug, one (1) A&W-branded bucket hat, one (1) A&W-branded tote bag and one (1) A&W-branded enamel pin (the “Merch Prizes”).

- (6) No purchase is necessary to enter the Contest. To enter the Contest, eligible entrants must complete either method of entry set out below during the Contest Period:
- (a) make an order using the A&W App either by ordering ahead through the A&W App or scanning the QR code at a participating A&W Restaurant (the “**A&W App Order**”); or
 - (b) print their first name, last name, telephone number, monitored valid email address, age and signature on a plain white piece of paper along with a 50-word or more unique and original handwritten essay on “*Describe a fond memory you have of A&W*” (an “**Essay**”) and mail it (in an envelope with sufficient Canadian postage) to Food Services to the attention of Rewardiversity at the mailing address set out in Section (25). For an Essay to be eligible for a specific Daily Draw, it must be received by the Sponsor no later than 11:59 p.m. PT on the day immediately preceding that draw date as outlined below in Section (7)(a). The Essay must be postmarked during the Contest Period (May 11, 2026 – May 24, 2026) and received by the Sponsor no later than May 30, 2026. Upon receipt of an eligible Essay in accordance with these Contest Rules (as determined by the Sponsor in its sole and absolute discretion), you will receive one (1) entry in the Contest;

Each Essay must be unique and original. Limit of one (1) entry per Essay. An Essay may only be submitted once in the Contest, duplicate Essay submissions will be disqualified. To be eligible, an Essay must be received separately in an envelope bearing sufficient Canadian postage (i.e., multiple Essays in the same envelope will be void).

- (7) From all eligible entries received during the Contest Period (regardless of entry method), Food Services will randomly select entries for the sixty-four (64) Prizes as follows:
- (a) Daily Prizes (14 total): A Daily Draw will occur at Food Services’ Home Office at 11:00 a.m. PT each day from May 18, 2026 to May 31, 2026 (the “**Daily Draw**”). One (1) Daily Prize will be awarded on each Daily Draw. Each Daily Draw will be conducted from among all eligible entries received from the start of the Contest Period up to 11:59 p.m. PT on the day immediately preceding the applicable Daily Draw. For example, to be eligible for the first Daily Draw on May 18, 2026, an entry must be received by the Sponsor no later than 11:59 p.m. PT on May 17, 2026.
 - (b) Merch Prizes (50 total): Fifty (50) draws will occur at Food Services’ Home Office at approximately 11:00 a.m. PT on May 31, 2026 (the “**Merch Draw**”). These draws will be conducted from among all eligible entries received during the entire Contest Period (May 11, 2026 – May 24, 2026), including those Essay entries received by the final mail-in cut-off of May 30, 2026, and postmarked during the Contest Period.
- (8) In the event that an entrant’s name is drawn more than once for the same Prize category (e.g., multiple Daily Prizes or multiple Merch Prizes), Food Services will select an alternate eligible entrant through a random draw from among the remaining eligible entries received in accordance with these official Contest Rules prior to the close of the Contest Period.
- (9) Limit of one (1) Daily Prize and one (1) Merch Prize per person. Winning a Daily Prize does not disqualify an entrant from being eligible for the Merch Draw. All eligible entries received during the Contest Period will be included in the Merch Draw, regardless of whether they have previously won a Daily Prize.
- (10) The chances of winning any of the Prizes will depend on the number of eligible entries received in relation to each Prize as of the respective draw dates.

- (11) Food Services is not responsible for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Essay entries or any problems or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the Internet or at any website. Food Services assumes no liability for damage to entrant's or any person's computer or other device resulting from participating in the Contest.
- (12) The selected entrants of the Prizes will be notified by the methods indicated below.
IMPORTANT NOTE: Selected entrants must respond to the notification within 24 hours or the Prize will be forfeited, as set out in Section (13) below.
- (a) Daily Prizes (14): One (1) selected entrant will be notified following the draw by two (2) of the following methods: email, telephone, or A&W App push message on each day of the Daily Draw;
- (b) Merch Prizes (50): Selected entrants will be notified by email within five (5) business days of the Merch Draw.
- (13) All selected entrants must confirm receipt of such notice, correctly answer a mathematical skill-testing question without the benefit of a calculating device (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in a form of declaration and release), and confirm their full name, email, phone number and mailing address. **IMPORTANT NOTE:** The required information and the correct answer to the mathematical skill-testing question must be provided no later than twenty-four (24) hours after the entrant's receipt of such notification. Failure to respond within this 24-hour window will result in the entrant forfeiting the Prize, which will then be awarded to the next randomly selected entrant as applicable.
- (14) Food Services is not responsible for the failure for any reason whatsoever of a selected entrant to receive a notification or for Food Services to receive a selected entrant's confirmation of receipt of such notification within the specified time.
- (15) Prizes are not transferable or convertible to cash and must be accepted as awarded. No additions or substitutions permitted, except at the Sponsor's option (the Sponsor reserves the right to substitute the Prize in whole or in part with a Prize or Prize component(s) of equal or greater retail value, including, without limitation, a cash award). Prize winner is solely responsible for all costs not expressly described herein.
- (16) Once a selected entrant has been officially declared a winner—following the successful verification of their eligibility, mailing address and the correct completion of the mathematical skill-testing question, Food Services will fulfill the Prizes as follows:
- (a) Daily Prizes: These Prizes will be delivered digitally via the A&W App. The winners will receive fifty-two (52) weekly offers, each valid for one (1) free Teen Burger deposited into their registered A&W App account starting June 8, 2026;
- (b) Merch Prizes: These physical Prizes will be sent via registered mail or courier to the mailing address confirmed by the winner during the verification process. Please allow approximately four (4) weeks for delivery following the Merch Draw.
- (17) Daily Prizes will be fulfilled exclusively via the A&W App. If a selected entrant entered via the Essay method is not currently a registered user of the A&W App, they must download the free A&W App and create an account using the same email address provided in their Essay entry to receive their weekly Prize credits. Failure to create a valid account within seventy-two (72) hours of winner notification may result in disqualification and forfeiture of the Prize.

- (18) In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be deemed to have been made by the authorized account holder of the email address at the time of entry. "Authorized account holder" is the natural person who is assigned an email address by an Internet service provider or other organization responsible for assigning email addresses for the domain associated with the email address in question.
- (19) Personal information of Contest entrants will only be used for the purpose of administering the Contest. By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted in accordance with the Sponsor's privacy policy (available at: <https://web.aw.ca/en/privacy>). 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.
- (20) By entering this Contest, each Contest winner agrees to grant Food Services the right to use their name and likeness or photograph, and city of residence, in any advertising or publicity related to this Contest, without any compensation payable.
- (21) By entering this Contest, entrants agree to release and hold harmless the Contest Parties, and each of their respective employees, directors, officers, contractors, successors, assigns and agents (collectively, the "**Released Parties**") from any and all liability for any loss, harm, damages, cost or expense arising from or relating to this Contest, their participation in this Contest and/or (as applicable) the awarding and receipt, use or misuse of the Prizes. Without limiting the foregoing, by accepting a Prize, each winner confirms that he/she has read, understood and is in compliance with these Contest Rules and accepts the applicable Prize as awarded.
- (22) These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial or municipal law or policies. The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Contest Rules, or to withdraw, amend or suspend the Contest (or to amend these Contest Rules) in any way, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance of any entrants, entries and/or other information, or as a result of any technical or other problem, 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 Contest Rules, including without limitation, all eligibility requirements set out in Section (2) above, or for any other reason.
- (23) This Contest is subject to all applicable federal, provincial, and municipal laws and regulations.
- (24) By entering this Contest, participants agree to be legally bound by these Contest Rules. In the event of any discrepancy or inconsistency between the terms and conditions of these Contest Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, point of sale, television, print or online advertising and/or any instructions or interpretations of these Contest Rules given by any representative of the Sponsor, the terms and conditions of these Contest Rules shall prevail, govern and control to the fullest extent permitted by law. The invalidity or unenforceability of any provision of these Contest Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Contest Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

(25) The names of the winners of the Prizes may be obtained by written request sent to Rewardiversary, A&W Food Services of Canada Inc., 300 – 171 West Esplanade, North Vancouver, British Columbia, V7M 3K9, no later than Friday, July 24, 2026.