

Starbucks Road Trip: Morning Edition

Official Rules

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

1. Eligibility: Starbucks Road Trip: Morning Edition (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™/MC loyalty program at the time of entry ("Entrant(s)"). Employees of Starbucks Coffee Canada, Inc., HelloWorld, 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. The Promotion consists of an instant win game (the "Instant Win Game") and a program (the "Program").

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 March 16, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on April 30, 2017 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter:

Instant Win Game: There are two (2) ways to play the Instant Win Game, as outlined below:

a. Make a Purchase at Starbucks Using a Starbucks Card: During the Promotion Period, purchase any item (excluding alcoholic beverages and Starbucks Cards) at a participating Starbucks retail location in the Canada using a Starbucks Card registered to your Starbucks Rewards™ account ("Account") or a registered digital Starbucks Card on your Starbucks mobile application ("App") for payment. Then, visit either www.starbucksurlaroute.ca (French version) or www.starbucksroadtrip.ca (English version) (each a "Promotion Site") and sign into your Account and you will have received one (1) Instant Win Game play. Follow the links and instructions to play the Instant Win Game. 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. Each Entrant must register for the Promotion in order for any purchase(s) made on the previous day and any subsequent day to count as an Instant Win Game play. Any purchases made prior will not award any Instant Win Game plays.

b. Enter without Making a Purchase: During the Promotion Period, to play without making a purchase, visit either www.starbucksurlaroute.ca (French version) or www.starbucksroadtrip.ca (English version) (each a "Promotion Site") and follow the links and instructions to complete and submit the entry form. 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 and you will have received one (1) Instant Win Game play. Follow the links and instructions to play the Instant Win Game. 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.

Limit: Each Entrant may earn up to two (2) Instant Win Game plays per day during the Promotion Period by either making up to two (2) purchase transactions 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 two (2) plays per day.

Program: During the Promotion Period, make one (1) purchase transaction at a participating Starbucks® retail location in Canada between 5 a.m. and 11 a.m. (local store time) (excluding alcoholic beverages and Starbucks Cards) using the Starbucks App or registered Starbucks Card. Then, during the Promotion Period, visit www.starbucksurlaroute.ca (French version) or www.starbucksroadtrip.ca (English version) ("Promotion Site") and sign into your Account and you will have received one (1) punch on a virtual punch card. For every punch on the virtual punch card, Entrant will receive one (1) Bonus Star. Then, for every fifth punch on the virtual punch card, Entrant will receive five (5) Bonus Stars. Once Entrant completes his/her entire virtual punch card (twenty-five (25) punches), he/she will receive one hundred fifty (150) additional bonus Stars. Stars will be automatically added to the Account used to register for the Promotion or awarded in the form of a Star Code. All purchases must be made during the Promotion Period. Each Entrant must register for the Promotion in order for any purchase(s) made on the previous day and any subsequent day to count towards progress on the virtual punch card. Any purchases made prior will not count towards progress. Bonus Stars will be fulfilled within 24 hours of signing into the Promotion Site.

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/Bonus Stars 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 Instant Win Game Plays: Entrant can earn additional Instant Win Game plays by enter a code ("Code"). Codes will be provided on Starbucks-owned social media platforms. Once you obtain a Code, visit the Promotion Site and follow the links and instructions to enter the Code to receive one (1) bonus Instant Win Game play. Limit: Each Entrant may enter up to two (2) Codes during the Promotion Period, to receive up to two (2) Instant Win Game play during the Promotion Period.

5. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING 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.

6. Instant Win Prize Selection and Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. Administrator is an independent judging organization whose decisions as to the administration and operation of the Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game. There will be one hundred forty-five thousand five hundred fifty (145,550) random,

computer-generated winning times during the Promotion Period. If you are the first player to play the Instant Win Game at, or after one of the randomly generated times, you will be a potential instant winner of the prize indicated. Except where prohibited, each potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her jurisdiction of residence) will be required to sign and return, a Declaration of Compliance, Liability and Publicity Release, which must be received by Sponsor within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. Each potential winner will also be required to correctly answer a time-limited skill-testing question without any assistance in order to be eligible to receive a prize. If any potential winner cannot be contacted, fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), fails to correctly answer the time-limited skill testing question, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Instant Win Game.

7. Instant Win Game Prizes:

Tier 1 Prizes:

FIFTY (50) GRAND PRIZES: Brewed Coffee for one (1) year. Winner will receive a daily credit to his/her Account for one (1) year (three hundred sixty-five (365) days) for one Tall brewed (Hot or Iced) coffee redeemable at participating Starbucks stores in Canada. Credit expires daily. Excludes Clover brewed, Starbucks Reserve coffee, cold brew, cold brew nitro. At any time during the one (1) 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"): \$876.00.

Tier 2 Prizes:

TWO HUNDRED FIFTY (250) FIRST PRIZES: A Traveler. Winner will receive a credit to his/her Account for one (1) Traveler redeemable at participating Starbucks stores in Canada. Credit expires May 30, 2017. ARV: \$15.00. TWO HUNDRED FIFTY (250) SECOND PRIZES: A Whole bean Coffee. Excludes Starbucks Reserve. Winner will receive a credit to his/her Account for one (1) whole bean coffee redeemable at participating Starbucks stores in Canada. Credit expires May 30, 2017. ARV: \$17.53. TEN THOUSAND (10,000) THIRD PRIZES: A Breakfast Sandwich. Winner will receive a credit to his/her Account for one (1) breakfast sandwich redeemable at participating Starbucks stores in Canada. Credit expires May 30, 2017. ARV: \$4.05. FIVE THOUSAND (5,000) FOURTH PRIZES: A Tall Brewed Tea. Winner will receive a credit to his/her Account for one (1) tall brewed tea redeemable at participating Starbucks stores in Canada. Credit expires May 30, 2017. ARV: \$1.90. THIRTY THOUSAND (30,000) FIFTH PRIZES: A Tall Brewed Coffee. Excludes Starbucks Clover and pour over. Winner will receive a credit to his/her Account for one (1) tall brewed coffee redeemable at participating Starbucks stores in Canada. Credit expires May 30, 2017. ARV: \$2.00.

Tier 3 Prizes:

THIRTY THOUSAND (30,000) SIXTH PRIZES: Ten (10) Bonus Stars which will be automatically added to their Starbucks Rewards™ account used to register for the Promotion or awarded in the form of a Star Code. ARV: \$0.40. SEVENTY THOUSAND (70,000) SEVENTH PRIZES: Five (5) Bonus Stars which will be automatically added to their Starbucks Rewards™ account used to register for the Promotion or awarded in the form of a Star Code. ARV: \$0.20.

For All Prizes: 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. 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) Tier 1 Prize and two (2) Tier 2 Prizes per Entrant during the Promotion Period. TOTAL ARV OF ALL PRIZES: \$187,932.50.

8. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, 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 or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. 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 or to be acting in violation of these Official Rules 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.

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 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. 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 <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/2nbeRYe> . The winner list will be posted after winner confirmation is complete.

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