

Turn Over a New Leaf Challenge Contest
Official Rules and Regulations

NO PURCHASE IS NECESSARY.

MUST BE A LEGAL RESIDENT OF CANADA (EXCLUDING THE PROVINCE OF QUÉBEC).

BY ENTERING THE CONTEST, ENTRANTS (I) ACKNOWLEDGE COMPLIANCE WITH THESE OFFICIAL RULES INCLUDING ALL ELIGIBILITY REQUIREMENTS, AND (II) AGREE TO BE BOUND BY THESE OFFICIAL RULES AND BY THE DECISIONS OF THE SPONSOR, MADE IN ITS SOLE DISCRETION, WHICH SHALL BE FINAL AND BINDING IN ALL MATTERS RELATING TO THIS CONTEST. ENTRANTS WHO HAVE NOT COMPLIED WITH THESE OFFICIAL RULES ARE SUBJECT TO DISQUALIFICATION.

BY SUBMITTING AN ENTRY, THE ENTRANT AGREES THAT THE ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES (DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, REGARDING THE USE OF THE ENTRY BY THE RELEASED PARTIES AND THE RELEASED PARTIES SHALL BE HELD HARMLESS BY AN ENTRANT IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT THE ENTRANT HAS DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.

1. SPONSOR & CONTEST PERIODS: Turning Over a New Leaf Challenge Contest (the "Contest") is sponsored by Chopped Leaf Restaurants Limited (the "Sponsor"). For the Daily Prizes, the Contest commences at 12:00:00 AM Eastern Time ("ET") on January 1 2017 and will end at 11:59:59 PM ET on January 31, 2017 (the "Daily Prize Contest Period"). For the Grand Prize, the Contest commences at 12:00:00 AM ET on January 1, 2017 and ends at 11:59:59 PM ET on February 3, 2017 (the "Grand Prize Contest Period").

2. ELIGIBILITY: To enter the Contest and be eligible to win a Prize, a person ("Entrant") must be a legal resident of Canada (excluding the Province of Québec) who at the time of entry has reached the age of majority in the province/territory in which he/she resides. Employees, officers, and directors (including immediate family members and members of the same household of such persons, whether related or not) of the Sponsor, its affiliates, representatives, agents, franchisees and advertising or promotional agencies are not eligible to enter the Contest. For these Official Rules, "immediate family member" means parent, sibling, child, and spouse, regardless of where they reside.

3. HOW TO ENTER FOR A CHANCE TO WIN A DAILY PRIZE. No Purchase is Necessary. Each day of the Daily Prize Contest Period, the Sponsor will post a Contest-related post (the "Daily Contest Post") on one of the Chopped Leaf's Facebook page (<https://www.facebook.com/ChoppedLeaf>) or the Chopped Leaf's Twitter account (www.twitter.com/choppedleaf) or the Chopped Leaf's Instagram account (www.instagram.com/thechoppedleaf). To receive an entry into the Daily Prize draw (a "Daily Prize Entry"), click on the "comment" icon below the Daily Contest Post on Facebook or Instagram and the "reply" icon below the Contest Post on Twitter and then post your original comment or photo (collectively a "Comment") relating to the Daily Contest Post, and then click "post" or "Tweet" as applicable. For a list of which social media platform the Sponsor will be

posting to on each day of the Daily Prize Contest Period, visit www.choppedleaf.ca/31days (the "Contest Website"). Comments that are in words must be in English and must not be more than 100 words or 140 characters in the case of Twitter entries. To be eligible for entry, your Comment must comply with the submission requirements set out in these Official Rules and must relate to the Contest Post. For entry for a chance to win a Daily Prize, Comments must be received on or before 11:59:59 PM ET on the date of the Daily Contest Post ("Daily Comment Deadline"). IF COMMENT IS POSTED IN ANY MANNER OTHER THAN AS SET FORTH IN THESE OFFICIAL RULES, IT WILL NOT CONSTITUTE A VALID ENTRY.

Limit of one (1) Daily Prize Entry per person per day throughout the Daily Prize Contest Period.

Only Instagram, Facebook or Twitter accounts (each an "Account") associated with an individual may be used for entry in this Contest; entries received from an Instagram, Facebook or Twitter account associated with any organization, company, corporation, partnership or other entity will be void. Comments must be posted and received by the Daily Comment Deadline and identifiable by and viewable to Sponsor during the Daily Prize Contest Period and at the time of winner selection and prize award for this Contest to be eligible. Sponsor, at its sole discretion, may accept or disqualify a Comment that contains content that is: (i) superfluous to the required content or (ii) otherwise violates these Rules. Comments that are not both actually visible and timely received by Sponsor will not be entered into a Contest. For purposes of this Contest, Daily Prize Entries are "received" when the Instagram, Facebook or Twitter platform (as applicable) records your Comment and it is visible to Sponsor. Incorrect and/or incomplete Comments, posts received outside the Daily Comment Deadline, and/or Comments that contain obscene or offensive content or language or any content or language communicating messages inconsistent with the positive reputation and image with which Sponsor wishes to associate itself (all as determined by Sponsor in its sole discretion) will be void.

IMPORTANT: Sponsor may not be able to view Comments, receive or send messages, or otherwise receive entries or detect participation from social platform users with "private" updates due to the way the social platform operates its services (i.e., user has set their account(s) so that only people whom the user has approved can view their updates). Sponsor may not be able to communicate with a participant via some of the social platform's features if participant is not using the latest version of the social platform app or "follow" or otherwise connect his or her account with Sponsor's account on the social platform. It is each participant's sole responsibility to take all steps required for Sponsor to be able to detect and view his or her Comment, to set his or her social platform account settings to accept communications by Sponsor, and to timely check his or her social platform account for any direct messages, direct posts, or @Replies (as applicable) from Sponsor. Sponsor is not responsible for changes to the social platforms (or any website or mobile application offered as part of such platform) or its functionality that may interfere with the Contest or ability of a participant to timely enter or otherwise participate at all. Sponsor is not responsible for misspellings, typographical errors, or other issues that may affect the ability of Sponsor to locate a purported Comment using a search to find eligible entries.

All use of Instagram in this Contest must comply with the Instagram Terms of Service, available at <http://instagram.com/about/legal/terms/>. All use of Facebook in this Contest must comply with the Facebook Statement of Rights and Responsibilities available at www.facebook.com/terms. All use of Twitter in this Contest must comply with the Twitter Terms of Service and Twitter Rules available at www.twitter.com

HOW TO ENTER FOR A CHANCE TO WIN THE GRAND PRIZE. No purchase is necessary. To enter for a chance to win the Grand Prize, during the Grand Prize Contest Period, visit the Contest Website during the Grand Prize Contest Period and post a comment where indicated along with your email address (your email address will not be publicly displayed) or send an email to 31days@choppedleaf.ca, telling us about the positive changes you've made in your life, and how Chopped Leaf may have helped with your goals (a "Grand Prize Entry"). Grand Prize Entries must be in English and must not be more than 250 words. To be eligible for entry, your entries must comply with the submission requirements set out in these Official Rules. Incorrect and/or incomplete Grand Prize Entries, entries received outside the Grand Prize Contest Period, and/or entries that contain obscene or offensive content or language or any content or language communicating messages inconsistent with the positive reputation and image with which Sponsor wishes to associate itself (all as determined by Sponsor in its sole discretion) will be void.

Limit of one Grand Prize Entry per person throughout the Grand Prize Contest Period. For greater certainty, you can only use one (1) email address to enter, or otherwise participate for a chance to win the Grand Prize. The sole determinant of the time for the purposes of a valid Grand Prize Entry in this Contest will be the Contest server machine(s).

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Grand Prize Entry or one (1) Daily Prize Entry per person/email address/Account during the applicable Contest Period; and/or (ii) use (or attempt to use) multiple names, identities email addresses, Accounts and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor.

All Grand Prize Entries and Daily Prize Entries (collectively the "Entries") are subject to verification at any time and for any reason. Sponsor reserves the right, in its sole discretion, to reject any entry that Sponsor deems to be inappropriate, not in good taste, or otherwise not in compliance with these Official Rules. The Sponsor further reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Official Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor.

The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, misdirected, mutilated, inaccessible, garbled or incomplete Entries, which will be void. All Entries become the property of the Sponsor upon receipt.

4. SUBMISSION REQUIREMENTS AND LICENSE

By participating in the Contest and submitting a Comment and/or Entry, each entrant agrees to be bound by these Official Rules and by the interpretation of these Official Rules by the Sponsor, and further warrants and represents that his/her Entry:

- is/are original to him/her and that the entrant has all necessary rights in and to the Entry to enter the Contest;
- does not violate any law, statute, ordinance or regulation;
- does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence;
- will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever;
- does not contain irrelevant material in response to the Contest Post or Grand Prize entry requirements;
- is intended for family audience reading and contain only content that, in the sole and unfettered discretion of the Sponsor, is suitable for all persons, including persons under the age of 13; and
- is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; sexual activity, or sexual innuendo; crude, vulgar or offensive language or behaviour; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); content that endorses, condones, depicts and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than services of Sponsor; conduct or other activities in violation of these Official Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

LICENSE/USE OF ENTRIES:

By entering the Contest and submitting an Entry (including without limitation the photographs), each entrant: (i) grants to the Sponsor, in perpetuity, a world-wide, non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Entry, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to his/her Entry in favour of the Sponsor; and (iii) agrees to release and hold harmless the Released Parties (defined below) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action. For greater certainty, the Sponsor reserves the right, in its sole discretion, to modify, edit or remove any Entry, or to request an entrant to modify or edit his or her Entry, if a complaint is received with respect to the Comment, or for any other reason.

5. PRIZES: There will be thirty-one (31) daily prizes (the “Daily Prizes”) available to be won, each consisting of a \$15 gift card to Chopped Leaf.

There is one (1) grand Prize (the “Grand Prize”) available to be won, consisting of a \$1000 gift card to Chopped Leaf, a one-year membership basic to any GoodLife Fitness location in Canada and a spa and wellness gift card valued at \$300, and Chopped Leaf merchandise valued at approximately \$400 (selection of merchandise and the sole discretion of Sponsor). The approximate retail value of the Grand Prize is \$2500 CAD.

Gift cards are subject to the terms and conditions of their issuer. Fitness membership is subject to terms and conditions from GoodLife Fitness.

Prizes must be accepted as awarded without substitution, are not transferable, not for resale and have no cash surrender value. The Sponsor reserves the right, in the event that a prize or a prize component cannot be awarded as described for any reason (as determined by Sponsor in its sole discretion), to substitute another prize or prize component of equal or greater value, without liability.

6. DAILY PRIZE DRAWS: A random draw will be held on the first business day following a Daily Comment Deadline at 1:00 PM ET (each a “Draw Date”) in Oakville, ON from all eligible Daily Prize Entries received in response to the relevant Daily Contest Post. Provided that content of the Daily Prize Entry selected is in compliance with these Official Rules (including Rules 3 and 4 above), the content of the Daily Prize Entry will not be taken into account in the winner selection process. The odds of winning a Daily Prize will depend on the total number of eligible Daily Prize Entries received in response to each Daily Contest Post. Limit on one Daily Prize per person.

GRAND PRIZE WINNER SELECTION: At the end of the Grand Prize Contest Period and no later than February 6, 2017 **d]**, the Grand Prize Entries of all eligible entrants will be judged by a panel of judges selected by the Sponsor, based on the following criteria all weighted equally: creativity, how the entry resonates to healthy living, and positivity. The one (1) judged entrant with the overall highest scores for their Grand Prize Entries will be eligible to win the Grand Prize. In the event of a tie, the entrant with the highest score in the 2nd (how it resonates to healthy living) category will be the eligible Grand Prize winner. If there is still a tie after that tie-breaker, a random draw will be conducted from amongst all tying entries to select an eligible winner. The decisions of the judges and Sponsor will be final. The odds of winning will depend on the number and caliber of Grand Prize Entries received.

7. WINNER NOTIFICATION. Potential Daily Prize winners will be notified via reply to his/her Comment or by direct messaging on the relevant social media platform within two (2) weeks following the Draw Date. If the potential winner does not respond to the Sponsor as indicated within the reply or message within seven (7) days of the date of initial notification, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Daily Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate potential winner selected from among the remaining eligible Daily Prize Entries received in accordance with these Official Rules.

Potential Grand Prize winner will be notified via the email address used to enter the Contest within two (2) weeks following winner selection. If the potential winner does not respond to the Sponsor as indicated within the email within seven (7) days of the date of initial notification, or if

there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Daily Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate potential winner selected from among the remaining eligible Grand Prize Entries received in accordance with these Official Rules.

Before being declared an official prize winner, each selected entrant must correctly answer a time-limited mathematical skill-testing question without assistance or mechanical or electronic aid and may be required to sign and return the Sponsor's form of declaration and release form on the timeline indicated by the Sponsor. By accepting a prize, each selected entrant: (i) confirms compliance with these Official Rules; (ii) acknowledges acceptance of the prize (as awarded); (iii) releases Sponsor, its affiliates, advertising and promotional agencies, Facebook, Twitter, Instagram, and their respective directors, officers, employees and agents (collectively the "Released Parties") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. If a selected entrant: (a) fails to sign and return the declaration and release form within the timeline indicated by the Sponsor; (b) cannot accept (or is unwilling to accept) the prize as awarded for any reason; and/or (c) is determined to be in violation of these Official Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate potential winner from among the remaining eligible entries received in accordance with these Official Rules. If a selected entrant fails to correctly answer the skill-testing mathematical question, he/she will forfeit all rights to the prize and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate potential winner from among the remaining eligible entries received in accordance with these Official Rules.

8. GENERAL: The Released Parties do not assume any responsibility for (i) the incorrect or inaccurate capture of entry information and entries that fail to comply with these Official Rules; (ii) any loss, damage, or claims caused by an awarded prize or the Contest itself; or (iii) any failure of any social media platform or website during the Contest Period, including any problems, human or technical, printing errors, lost, delayed, garbled data or transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer lines, or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any entry, e-mail, Comment, direct message, @replies to be received on account of technical problems or traffic congestion on the Internet or at any website or filtering/operation of the functionality of Facebook, Twitter, or Instagram or any combination thereof including any injury or damage to an entrant's or any other person's computer or mobile device related to or resulting from downloading any material connected to the Contest, all of which may affect a person's ability to participate in the Contest. Entry material/data that has been tampered with or altered is void.

This Contest is subject to all applicable federal, provincial/territorial, and municipal laws. All issues and questions concerning the construction, validity, interpretation, and enforceability of the Official Rules, or the rights and obligations of entrants and the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein, without regard to conflicts of law principles.

Any attempt by an entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest could be a violation of criminal and civil laws and should such an attempt be made; the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law as well a disqualification from the Contest (if appropriate).

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest related materials, including, but not limited to point of sale, print or online advertising, the terms and conditions of these Official Rules shall prevail, govern and control to the fullest extent permitted by law

The Sponsor reserves the right to withdraw or amend this Contest in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Official Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right to cancel or suspend this Contest in the event of any accident, printing, administrative, or other error or any kind without prior notice or obligation.

In the event of a dispute regarding who submitted an Entry, Daily Prize Entries will be deemed to have been submitted by the authorized account holder of the social account submitted at the time of participation and Grand Prize entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of participation.

“Authorized account holder” is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted social account.

9. Privacy Policy:

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest, unless the entrant otherwise agrees. For information on Sponsor’s use of personal information in connection with this Contest, see the privacy policy posted on our website by logging on to <http://www.choppedleaf.ca/privacy-policy/>

10. Social Media

This Contest is in no way sponsored, endorsed, administered by, or associated with Facebook, Inc. (“Facebook”), Instagram, LLC (“Instagram”), or Twitter, Inc. (“Twitter”). A valid Instagram,

Facebook or Twitter account and internet access are required for entry for the Daily Prize draw. You understand that you are providing any information related to accepting a Daily Prize to the Sponsor and not to Instagram, Facebook or Twitter. The information you provide will only be used to administer the contest in accordance with the Sponsor's privacy policy. Instagram, Facebook and Twitter are completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Instagram, Facebook or Twitter.