

**ADM AGRI-INDUSTRIES COMPANY LLOYDMINSTER'S
GOLDEN FIELDS TO GOLDEN KNIGHTS CONTEST
(THE "CONTEST")**

OFFICIAL RULES & REGULATIONS

Enter for a chance to win a trip for two to Las Vegas when you purchase your Nexera canola seed and contract a minimum of 160 acres of canola production from ADM Agri-Industries Company in Lloydminster! The prize is a Las Vegas travel package for two adults valued at approximately \$5,000. To enter the contest you must be a resident of Alberta or Saskatchewan, and be a canola farmer with at least 160 acres of canola production. The chances of winning depend on the number of entries received. The contest closes on November 30, 2017 at 5:00 p.m. MST. The winner must correctly answer a skill testing question and complete a declaration and release form before being awarded the prize. The travel companion must complete a declaration and release form before travelling with the winner. No purchase necessary.

ELIGIBILITY AND HOW TO ENTER

1. This Contest is sponsored by ADM Agri-Industries Company in Lloydminster, Alberta (the "Contest Sponsor").
2. The contest commences October 1, 2017 at 12:00 a.m. MDT.
3. You will be automatically entered into the contest when you contract with ADM Agri-Industries Company in Lloydminster for a minimum of 160 acres of canola production of one of the following Nexera canola seed products:
 - Nexera Canola Hybrid 1012 RR
 - Nexera Canola Hybrid 1020 RR
 - Nexera Canola Hybrid 1022 RR
 - Nexera Canola Hybrid 1024 RR
 - Nexera Canola Hybrid 1026 RR
 - Nexera Canola Hybrid 2020 CL
 - Nexera Canola Hybrid 2024 CL
 - Nexera Canola Hybrid 2026 CL
4. When your signed contract is received by the Contest Sponsor, your information from the contract will be used to automatically enter you into the Contest. You will be entered into the draw twice if your signed contract is received before November 15, 2017 at 5:00 p.m. MST. You will be entered into the draw once if you signed contract is received between November 15, 2017 at 5:01 p.m. MST and November 30, 2017 at 5:00 p.m. MST.
5. To be eligible, all entries – whether as a result of signing a contract or via mail – must be received by November 30, 2017 at 5:00 p.m. MST (the "Contest closing date").
6. No purchase is necessary to enter the Contest or to win a prize. To be entered into the Contest once without purchase by mail, print your name, address, day and evening telephone numbers and email address on a piece of paper or card and mail the entry to:

ADM AGRI-INDUSTRIES COMPANY
GOLDEN FIELDS TO GOLDEN KNIGHTS CONTEST
4805-62nd Avenue
Lloydminster, AB
T9V 2J7

7. The person that signs the contract is the person that will be entered into the Contest. Limit applies even when multiple companies owned by the same person contract with the Contest Sponsor for the listed Nexera canola seed products.
8. The Contest is open to all residents of the provinces of Alberta and Saskatchewan who have reached the age of majority in the province in which they reside at the time of entry in the Contest and who are canola farmers with at least 160 acres of canola production.
9. Employees and their immediate family members (including spouse, parents, children, siblings, and their respective spouses) of the Contest Sponsor are not eligible to enter the Contest or to win the Prize.

PRIZE

10. There will be one (1) prize ("Prize") awarded. The approximate retail value of the Prize is \$5,000.
11. The Prize is a Las Vegas travel package for two adults from February 11 to 18, 2018. The Prize includes:
 - a. a trip for two (2) adults;
 - b. return flights departing from either the Edmonton or Saskatoon airports;
 - c. airport transfer between the airport and hotel, return, in Las Vegas;
 - d. seven (7) nights' accommodation at the ARIA Hotel, Las Vegas;
 - e. two tickets to a performance by the Cirque du Soleil, in Las Vegas;
 - f. two tickets to a performance by the Penn & Teller, in Las Vegas;
 - g. two tickets to the NHL Las Vegas Golden Knights vs Edmonton Oilers of February 15, 2018; and
 - h. CAD \$500 spending money in the form of a Visa or MasterCard gift card.
12. The Prize does not include:
 - a. transportation to/from departing airport in Canada;
 - b. charges for extra or excess luggage;
 - c. meals/snacks during travel;
 - d. any extra expenses on the an excursion, such as alcohol, extra tours or excursions not included in the travel package, etc.;
 - e. any fees, currency conversion costs, or any other expenses incurred as a result of, or charged by, the Visa or MasterCard gift card.
 - f. travel insurance; or
 - g. any additional fees/charges not expressly included in the Prize description.

13. Any additional costs related to the Prize or incurred as a result of accepting the Prize are the sole responsibility of the winner.
14. The Prize must be accepted as awarded and may not be exchanged for any other prize or transferred to a third party.
15. The Sponsor reserves the sole right to exchange the Cirque du Soleil and/or Penn & Teller performance tickets with tickets to another activity, of equal or greater value.
16. The Prize has no cash value.
17. The Prize winner and travel companion must be of the age of majority in the province or territory in which Prize winner and travel companion reside.
18. The Prize winner and travel companion must travel on the same itinerary. Hotel room configuration is subject to availability.
19. The Prize winner and travel companion must have valid travel documents prior to departure or Prize will be forfeited. The Prize winner is solely responsible for obtaining and/or renewing travel documents, including passport and/or necessary visas, in order to travel. The Contest Sponsor assumes no liability for ensuring winner and/or companion are eligible/able to travel. Certain restrictions may apply to travel, and reservations are subject to availability.
20. No changes will be permitted to travel dates or passenger names once the travel portion of Prize has been booked.
21. The Contest Sponsor reserves the right to designate all transportation particulars and routes.
22. Hotel accommodation is for a maximum of two (2) guests in one (1) room. (NOTE: winner may be required to present a valid major credit card in winner's name at the time of hotel check-in to cover any incidental expenses).
23. The Contest Sponsor makes no warranties regarding the safety, condition, or fitness of the Prize awarded, and will not be responsible for any loss, damage or injury suffered by a winner through the acceptance or use of the Prize or attendance at any event associated with the Prize.
24. The Contest Sponsor will require the Prize winner and travel companion to sign a declaration and release form in order to receive the Prize. In such a case, the winner will not be entitled to receive the Prize without signing the declaration and release.

WINNER SELECTION AND PRIZE AWARD

25. A potential winner will be chosen by a random draw from all eligible Contest entries received before the Contest closing date.
26. The Prize draw will be held on December 5, 2017 at the Contest Sponsor's facilities at 4805-62nd Avenue, Lloydminster, AB T9V 2J7.
27. The selected entrant will be notified by phone and/or email.
28. A maximum of three attempts will be made to contact the selected entrant over three days. If the selected entrant cannot be reached by December 11, 2017 or if, for any reason, the Prize cannot be awarded, another contest entry will be randomly drawn on or about December 12, 2017 and given three days to claim the prize and so on, until the Prize has been awarded.

29. The odds of winning the Prize will depend upon the total number of eligible entries received.
30. Before being declared the confirmed Contest Prize winner, the selected entrant must:
- a. correctly answer a time-limited mathematical skill-testing question without mechanical or other aid; and
 - b. sign and return within five (5) business days of notification the Contest Sponsor's declaration and release form, which (among other things):
 - i. confirms compliance with these Rules;
 - ii. acknowledges acceptance of the applicable Prize;
 - iii. acknowledges that the selected entrant is liable for any additional taxes payable on the Prize amount as awarded, and acknowledge that the Contest Sponsor will not reimburse the selected entrant for any additional taxes payable;
 - iv. releases the Contest Sponsor and each of its officers, directors, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof;
 - v. contains an agreement to the publication and/or reproduction of his/her first name, city, and/or photograph or other likeness without further notice or compensation, in any publicity or marketing carried out by or on behalf of the Contest Sponsor in any manner whatsoever, including print or the internet;
 - vi. confirms eligibility to travel internationally and has appropriate travel documentation. The Contest Sponsor will not be responsible in the event that the Prize winner and/or the travel companion are not able to travel; and
 - vii. confirms compliance with all event, travel, and hotel rules and requirements.
31. If a selected entrant fails to correctly answer the skill-testing question; fails to return the properly executed Contest documents within the specified time; and/or cannot or is, for any reason unwilling or unable to, accept the Prize as awarded for any reason; then he/she will be disqualified (and will forfeit all rights to the applicable Prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining eligible entries (in which case the foregoing provisions of this section shall apply to such new selected entrant), or to not award a Prize at all.

PRIZE CONDITIONS

32. The Prize will only be awarded to the eligible entrant whose verifiable full name and valid email address appears on the Contest entry.
33. The Prize winner's travel companion must also sign and return the Contest Sponsor's declaration and release (by the date indicated on the release form) indicating that he/she waives all recourse against the Releasees relating to his/her participation in the Prize (including, without limitation, any travel related thereto).
34. The Contest Sponsor is not liable in the event that the flight, itinerary, or any of the tours are changed, postponed, or cancelled for any reason whatsoever. The Contest Sponsor is not liable for any travel delays or cancellation whatsoever.

35. The Contest Sponsor reserves the right to substitute a prize of equal or greater value for the Prize.

PRIVACY

36. The Contest Sponsor respects the privacy of each individual with whom it comes into contact, either as a visitor to this website or as an entrant in the Contest.
37. Contest entrant information will be collected from contracts for Nexera that are entered into with the Contest Sponsor.
38. By providing personal information, Contest entrants consent to receive email or telephone communications from the Contest Sponsor for the purposes of managing and administering the Contest, the awarding of the Prize and as otherwise be related to, or necessary for, the Prize.
39. The Prize winner agrees to be photographed when the prize is awarded to the winner. The Prize winner agrees to the publication and/or reproduction of his/her first name, city, and/or photograph or other likeness without further notice or compensation, in any publicity or marketing carried out by or on behalf of the Contest Sponsor in any manner whatsoever, including print or the internet.

GENERAL

40. By entering, entrants agree to abide by the Contest rules and the decisions of the Contest Sponsor which are final.
41. By accepting the Prize, the Prize winner agrees to hold the Contest Sponsor and its affiliates, parent(s), subsidiaries, agents, and anyone else involved in the development, production or handling or administration of the Contest and their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out acceptance, use or misuse of the Prize.
42. All entries become the property of the Contest Sponsor who assumes no responsibility for Contest irregularities including printing or typographical errors, lost, delayed, destroyed or misdirected entries. The Contest Sponsor is not responsible for any failure of the website during this Contest or for any problems or technical malfunctions of computer online systems, websites, servers, access providers, computer equipment, software or any email, online or internet entry lost due to technical problems or traffic congestion on the internet or at any website or any combination thereof, including any injury or damage to an entrant's or any other person's computer or property related to or resulting from downloading any material in the Contest. Nor is the Contest Sponsor responsible for any telephone, satellite, cable, network or other equipment, electronics, software, service, transmission, connection, processing or other errors, failures, congestion, accessibility or availability issues or for other technical or human error in the receipt or processing of entries, whether online, by telephone or by mail.
43. Entries submitted through fraudulent means or in any way tampered with, incorrect, unclear, forged, mutilated, illegible, indecipherable or mechanically reproduced may be disqualified at the sole discretion of the Contest Sponsor.
44. The Contest Sponsor reserves the right to terminate or withdraw the Contest at any time, for any reason whatsoever.
45. Nexera is a registered trade-mark owned by Dow AgroSciences LLC, and is being used with permission.

46. The Prize must be accepted as awarded and may not be exchanged for any other prize or transferred to a third party.
47. Void where prohibited by law.