



RULES AND REGULATIONS

..... 2017

CONTEST RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. VOID WHERE PROHIBITED. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THE CONTEST RULES AND THE DECISIONS OF THE SPONSOR, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. GENERAL. DuPont Pioneer (the "Sponsor") "Seed For A Season" Contest (the "Contest") begins on September 13, 2016 (6:00:01 pm, ET) and ends on March 24, 2017 (11:59:59 pm, ET) (the "Entry Period").

2. ELIGIBILITY. Contest is open to Canadian producers or farmers who are operating a farm located in the Provinces of Ontario or Quebec (the "Territory") and who meet the following eligibility conditions: (a) the entrant is a corporation, company, partnership or natural person that owns or leases a corn or soybean farm in the Territory or an individual, principal, majority shareholder who owns or leases a corn or soybean farm in the Territory; and (b) if the entrant is a corporation, company, or partnership it must be legally constituted at the time of entry or if the entrant is a natural person, the entrant must be the age of majority or older at the time of entry.

Persons in any of the following categories are NOT eligible to participate or win prizes in the Contest: (a) persons who are employees of a corn or soybean farm operations but who do not own or lease such farm; (b) persons who on or after September 1, 2016, were or are a director, officer, employee, dealer, distributor, sales professional, or agent of Sponsor or any parent, subsidiary, affiliate, or independent contractor of Sponsor; (c) persons engaged in the development, production, distribution, advertising and promotion of this Contest; and (d) persons who are immediate family members (defined as spouse, dependent, or biological or step-mother, father, sister, brother, daughter, or son and each of their respective spouses) of any person in any of the preceding categories, regardless of where they live, and individuals who reside in the same household, whether related or not, as any person in any of the preceding categories. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by the Contest Rules the decisions of Sponsor, which shall be final and binding in all respects.

3. ENTRY. No purchase is necessary to enter the Contest. Limit: a maximum of 500 entries can be obtained by any person entering this Contest regardless of method of entry.

To enter without purchase, create an original hand-written essay (min. 50 words) describing what you love about Pioneer® brand seed products, along with your name, full mailing address, age, and phone number (with area code) (the "No Purchase Entry"). Mail the No Purchase Entry to: 7398 Queens Line, PO Box 730, Chatham, Ontario, N7M 5L1. LIMIT one (1) No Purchase Request per outer-stamped envelope bearing sufficient postage. You will receive two hundred and fifty (250) entries for each No Purchase Request. All No Purchase Requests must be postmarked within the Entry Period and be received by March 24, 2017 in order to be eligible to participate.

Entries for eligible persons who purchase Pioneer® brand corn or soybean products from participating sales representatives during the Entry Period will automatically be entered at the point of purchase. For every bag of Pioneer® brand corn seed (of 80,000 seeds or 60,000 seeds) or Pioneer® brand soybean seed (of 140,000 or 120,000 seeds) purchased from participating sales representative during the Entry Period, you will receive one (1) entry. For every bag of Pioneer® brand corn seed (of 80,000 seeds or 60,000 seeds) that is treated with DuPont™ Lumivia™ seed treatment (designated as subproduct code KE** or KT**) purchased from participating sales representative during the Entry Period, you will receive one (1) additional entry. Purchase of sample corn or soybean seeds is not eligible as an entry. Any Pioneer® brand product returned to Pioneer will not count as an eligible entry.

4. WINNER SELECTION/ODDS.

a. PRIZE DRAWING "SEED FOR A SEASON". On the dates described below at 11:00:00 am, at 7398 Queens Line, Chatham, Ontario, and for each prize available to be won by the applicable entry deadline and in the applicable jurisdiction described in the table below, Sponsor or Sponsor's delegate shall select at random one (1) entrant as eligible to win the applicable prize from among all eligible entries received during the Entry Period. The entrants selected shall be the potential "Prize Winners".

DRAW NAME	ENTRY DEADLINE	RETAIL VALUE OF EACH PRIZE (CAD)	NUMBER OF PRIZES AVAIL. IN ONTARIO	NUMBER OF PRIZES AVAIL. IN QUÉBEC
Early Bird	October 31, 2016	\$25,000	Four (4)	Three (3)
2 nd Draw	December 9, 2016	\$25,000	Four (4)	Three (3)
3 rd Draw	February 3, 2017	\$25,000	Three (3)	One (1)
4 th Draw	March 24, 2017	\$25,000	One (1)	One (1)

b. ODDS. The odds of being selected as SEED FOR A SEASON Prize Winner will depend upon the total number of eligible entries received from the applicable jurisdiction by the relevant Entry Deadline.

c. GENERAL. Each selected entrant or the legal representative or agent of the selected entrant will be notified by registered mail at the municipal mailing address stated on his or her entry form and must, amongst other things, sign and return Sponsor's release. In order to win, a selected entrant or the legal representative or agent of the selected entrant must correctly answer, unaided, an arithmetical time-limited, skill-testing question to be administered at a mutually convenient time by telephone.



If a selected entrant or the legal representative or agent of the selected entrant does not return his or her release received as part of the winner's notification and follow the instructions in the winner's notification to arrange a time to answer the skill- testing question within twenty (20) days of it having been sent to the selected entrant by Sponsor, that person will automatically forfeit his or her prize and nothing will be given to that person and an alternate potential winner may be selected by Sponsor.

d. ANNOUNCEMENT. Sponsor will announce the Prize Winners (each a "prize winner", or "winner" and collectively the "prize winners" or "winners") at the dates described below:

DRAW NAME	ENTRY DEADLINE	RETAIL VALUE	NUMBER OF PRIZES	WINNERS ANNOUNCED
Early Bird	October 31, 2016	\$25,000	Seven (7)	November 29, 2016
1 st pay period	December 9, 2016	\$25,000	Seven (7)	January 4, 2017
2 nd pay period	February 3, 2017	\$25,000	Four (4)	March 1, 2017
3 rd pay period	March 24, 2017	\$25,000	Two (2)	April 19, 2017

5. PRIZES.

a. PRIZES. There will be twenty (20) Prizes. Each Prize consists of an account credit redeemable for the purchase of the manufacturer's recommended quantity of any Pioneer® brand seed product per plantable square acre located on one (1) corn or soybean farm located in the Territory to be designated by entrant, and that is and owned or leased by the entrant at the time of notification of winning the Prize for a period commencing on October 1, 2016 and ending at the earliest on March 24, 2017 or upon the cessation of the farm operations at the designated farm of the applicable Prize Winner ("Prize Period").

Each Prize is valued at up to a maximum amount of \$25,000 CAD ("Prize Value"). Account credit must be redeemed by June 1, 2017, applied to the entrants 2017 invoice with Pioneer Hi-Bred Limited, or its value is forfeited.

Each Winner will have to provide evidence of its total plantable acreage of corn or soybean production on the designated farm and arrange and be present at a site visit by Sponsor within thirty days of notification by Sponsor prior to receiving the account credit. The plantable area on any designated farm must be contiguous, and the area all must fit within a 100 square kilometers. **IMPORTANT:** Limit of one (1) prize per entrant and limit of one (1) prize per farm.

b. PRIZE VALUES. The approximate retail value ("ARV") of each Prize is \$25,000.00 CAD over one year.

ARV of all prizes: \$500,000.00 CAD.

The approximate retail values of the prizes as stated in advertising or other promotion materials, and/or in these Contest Rules, are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the respective approximate retail value is stated by the Sponsor and the date the respective prize is awarded or redeemed; if, at the time a prize is redeemed or awarded,

the actual prevailing retail purchase price for the manufacturer's recommended quantity of a prize is less than the approximate retail value stated by the Sponsor in advertising and promotion materials or in these Contest Rules, Prize Winner will not be entitled to the price difference. Any costs or expenses incurred by any winners in claiming or using their prizes will be the responsibility of the winners.

c. PRIZE TERMS AND CONDITIONS.

The following general conditions apply to the prizes:

- (i) prizes cannot be sold, assigned, traded, gifted, willed, substituted by share sale, asset sale, land transfer or by any operation of law, or otherwise transferred in any manner (other than with the consent of Sponsor) and any sale, assignment, trade, substitution, gift, transfer by will or otherwise in violation of these Contest Rules will be void and may, at the discretion of Sponsor, result in the forfeiting of any portion of the prize not yet redeemed for seed product by Sponsor;
- (ii) if the prize winner ceases to be the owner of a soybean or corn farm, or ceases to lease or operate the designated soybean or corn farm, any unredeemed portion of the prize will be forfeited,
- (iii) the Sponsor and/or its representatives reserve the right at any time to:
 - (a) place reasonable restrictions on the availability of the Pioneer® brand products available for purchase by the winner or
 - (b) substitute the prize or any aspect of the prize for any reason so long as a product of comparable price is substituted,
- (iv) prizes may only be redeemed through Sponsor's Pioneer sales representatives, and redemption may not take place during any periods where there is a shortage of supply without at least 30 calendar days' notice provided to the Sponsor's sales representative, and
- (v) by accepting a Prize, the winner agrees to waive all recourse against the Sponsor, and those associated with it.

Account credits are not redeemable, exchangeable or refundable for cash. If the purchases made by winner are less than \$25,000 for the Prize Winner, no refund or credit will be issued for the remaining amount of the account credit. If the purchases made by winner are more than \$25,000, for the Prize Winner, the winner is responsible for any amounts in excess of \$25,000 for the Prize.

Sponsor reserves the right to substitute an alternate item of equivalent or greater retail value in the event that a prize is unavailable due to circumstances beyond Sponsor's control.

The Sponsor, in its sole discretion, and for any reason, reserves the right to: (i) place reasonable restrictions on the quantity, availability and use of a prize or (ii) substitute a prize or aspect of a prize of equal or greater value for a prize or aspect stated in the rules and advertising and promotion materials as being offered to be awarded. If the farming operations of the prize winner cease to exist during the Prize Period, their remaining value of the account credit will not be redeemable and the Sponsor will have no further obligations toward Prize Winner.



6. GENERAL TERMS AND CONDITIONS.

By entering:

- (i) entrants agree to the Contest Rules (in the event of any conflict with anything contained in these Contest Rules and other statements contained in any Contest-related materials, including but not limited to point of sale, television, print or online advertising the Contest Rules in English shall govern and prevail),
- (ii) to the use of their personal information for purposes of administering this Contest and
- (iii) by accepting a prize a winner also agrees to the use without compensation of their photograph, filmed or recorded image, name and city of residence in all publicity campaigns related to the Contest including on the sponsor's website (the "publicity usages").

Before being declared a winner, a selected entrant must:

- (i) first correctly answer, without mechanical or other assistance, Sponsor's mathematical, skill-testing question administered as part of release form,
- (ii) be in full compliance with these rules,
- (iii) sign and return Sponsor's release within 30 days of it having been sent and
- (iv) sign a Pioneer Hi-Bred Limited, Seed and Technology Use Agreement and any supporting document relating to the purchase and planting of Pioneer® brand products potential prize winners who do not or fail to comply fully with the Contest rules will automatically forfeit their opportunity to win that prize and nothing else will be substituted or given to that potential winner and no alternate winner will be chosen in their place.

No correspondence will be entered into except with a potential winner. The decision of Sponsor and its representatives in respect of any matter related to this Contest (either before or following selection) is final and without appeal.

SPONSOR: Pioneer Hi-Bred Limited, 7398 Queens Line PO Box 730, Chatham, ON N7M 5L1 CA ("Sponsor").

All entries become the property of Sponsor. Entries will be rejected if not fully completed. Persons tampering with or abusing the entry policy will be disqualified. Sponsor, including its agents, representatives and those associated with them, are not responsible for any entry, a prize-winning notification or the claim for prize, which fails to get entered, is lost, misdirected or which arrives late, as the case may be, whether or not due to the fault of Sponsor or of any other person or thing and whether or not due to an interrupted or unavailable browser or network server or malfunction, congestion, incompatibility, misconnection or miscommunication, failed or lost computer transmissions, or if Sponsor's email/website portal is compromised by virus, bugs, unauthorized human or unauthorized non-human intervention, or for any technical malfunction of any telephone network or lines, computer on-line systems, servers access providers, computer equipment, software failures, or failure of any entry to be received due to technical problems or traffic congestion on the Internet or Sponsor's website or other similar technical problems beyond the reasonable control of Sponsor (collectively, the "technical problems"). Proof of transmission (screenshots) does not constitute proof of delivery.

Subject to the approval of the Régie des alcools, des courses et des jeux ("Regie") with respect to entrants in the Province of Québec, Sponsor reserves the right to cancel, terminate, modify, amend or suspend the Contest, in its sole discretion, if it determines that the Contest is no capable of running as originally planned for any reason (such as tampering or infection by a computer virus, fraud, technical failures, printing or distribution errors, or any other causes or occurrences that have compromised the fairness or the integrity of the Contest. If any of the foregoing technical problems prevents the fair or proper administration of the Contest, in the sole discretion of Sponsor, Sponsor further reserves the right to conduct the drawing from among all entries received prior to termination of the Contest.

Sponsor will have no liability whatsoever if for any reason the Contest is not capable of running as planned due to technical problems, including due to computer virus, bugs, unauthorized tampering, unauthorized intervention, fraud, technical failures, or any other causes. Sponsor reserves their right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these rules or otherwise in a disruptive manner. Sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest website or elsewhere. Entries, no-purchase entry requests, etc. generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.

In the event of a dispute over the identity of the person who submitted the entry, the entry will be deemed to be submitted by the authorized account holder of the e-mail account through which the entry was made. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the potentially winning entry.

By completing the entry form, all entrants consent to the collection, use and disclosure of their personal information by the Sponsor for the purposes of running the Contest and as otherwise set out in our privacy policy, which is available at <https://www.pioneer.com/home/site/ca/commitment-to-privacy>. Any inquiry concerning the personal information held by the contest sponsor should be addressed to the Sponsor at:

**Privacy Officer
Pioneer Hi-Bred Limited
7398 Queens Line
Chatham, ON N7M 5L1**



7. WAIVER AND RELEASE OF CLAIMS.

- a. entrants agree that Sponsor and any parent company, subsidiaries, and affiliates, and each of their respective officers, directors, employees and agents, (individually and collectively "Releasees") are released, will have no liability whatsoever for, and shall be held harmless by participants against any liability for any injuries, losses or damages of any kind (whether due to negligence or otherwise) to person(s), including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest, and,
- b. that Releasees have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, and THE RELEASEES HEREBY DISCLAIM ANY AND ALL SUCH WARRANTIES AND CONDITIONS INCLUDING, WITHOUT LIMITATION, THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

The potential winners will be required to complete and sign a Declaration of Eligibility, a Liability Release, and where lawful a Publicity Release (the "Documents"). If the potential winner refuses to sign the Documents, or if the potential winner is found to be ineligible or otherwise not in compliance with these Official Rules, prize will be forfeited.

8. CHOICE OF LAW, ARBITRATION.

Subject to the jurisdiction of the Régie and except as required by law, which may include the Province of Québec, all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules or the rights and obligations as between entrant and Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario and the federal laws of Canada applicable therein. Except where prohibited, by participating in this Contest, entrant agrees that:

- a. any and all disputes, claims, and causes of action arising out of or connected with this Contest, or awarding of the prize(s), shall be resolved individually, without resort to any form of class action; and
- b. any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest but in no event attorneys' fees; and
- c. under no circumstances will any entrant be permitted to obtain awards for and hereby waives all rights to claim 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. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

Subject to the jurisdiction of the Régie and except as required by law, which may include the Province of Québec, any dispute, controversy or claim arising out of or relating to this Contest, its administration, prizes, or its Rules including any question regarding its existence, interpretation, validity, breach or termination of it shall be referred to and finally resolved by arbitration under the Canadian Arbitration Association Arbitration Rules. The place of the arbitration shall be Chatham, Ontario.

For residents of Québec any litigation respecting the conduct or organization of this publicity contest may be submitted to the Régie des alcools, des courses et des jeux ("Régie") for a ruling. Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie only for the purpose of helping the parties reach a settlement.



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NO PURCHASE NECESSARY. Open to a Canadian corporation, company, partnership or natural person that owns or leases a corn or soybean farm located in the provinces of ON and QC and, where applicable, who is at least the age of majority. Contest runs Sept. 13/16 to March 24/17 at 11:59:59pm ET. Limit: max. 500 entries per person regardless of method of entry. Odds of winning depend on number of entries received in applicable jurisdiction by each entry deadline (occurring on Oct. 31, Dec. 9, Feb. 3 and Mar. 24). Limit of one (1) prize per entrant and limit of one (1) prize per farm. Prizes incl. account credit redeemable for purchase of any Pioneer® brand seed products for use on plantable acreage of a designated farm and based on farm size at the time of notification of winning. 20 Prizes (12 in ON and 8 in QC): each up to \$25,000 account credit redeemable by June 1, 2017. Account credit not transferable between farms; account credits end if farm operations on designated farm ceases. Details & Rules: www.seedforaseason.ca

