

BIG Shrimp On-Line Contest Rules and Regulations

HOW TO PLAY

NO PURCHASE NECESSARY TO PLAY OR WIN

1. Commencing September 7, 2011 customers can enter online at www.bigshrimpcontest.com. Customers must play the Big Shrimp Contest On-Line Game in order to enter the contest.
2. Contest commences 12:00 am MST on September 7, 2011. To be eligible, BIG Shrimp Contest entries must be received by 11:59 pm MST on November 8, 2011.
3. A random draw by a representative of Edo International Foods Inc. from all eligible entries received by the Contest Closing Date will be made at approximately 12 noon on November 14, 2011 at the Edo International Foods Inc offices at 4838 – 32nd Street SE, Calgary, AB. Selected entrants will be contacted by email, as set out on the entry form.
4. PRIZES AVAILABLE:
 - a) Two (2) 60" Sony Bravia LED TVs. Anticipated approximate retail value is estimated to be \$2,500 CDN as at the time of printing of these Rules.
 - b) Two (2) Cash prizes of \$1000 CDN.
 - c) One (1) 100lb case of Edo Japan Shrimp. Anticipated approximate retail value is estimated to be \$600 CDN as at the time of printing of these Rules.
 - d) Two (2) Apple 64GB iPad2 with Wi-Fi. Anticipated approximate retail value is estimated to be \$900 CDN as at the time of printing of these Rules.
 - e) Three (3) Xbox 360/Kinect. Anticipated approximate retail value is estimated to be \$400 CDN as at the time of printing of these Rules.
 - f) Ten (10) Nintendo 3DS. Anticipated approximate retail value is estimated to be \$250 CDN as at the time of printing of these Rules.
 - g) Ten (10) Amazon Gift Cards of \$50 CDN each.
 - h) Ten (10) iTunes Gift Cards of \$50 CDN each.

Total approximate retail value of all prizes is \$14,100 CDN.

All estimated retail values set out above do not include applicable goods and services tax, and provincial sales tax. Winners are not required to pay such tax upon receipt of the prizes. All other taxes on prizes other than taxes specifically referred to in these rules are the responsibility of the winner.

ODDS OF WINNING

5. Odds of winning depend on the number of eligible entries. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, using any robotic, automatic programmed method that artificially increases the odds of winning or do not conform to or satisfy any condition of the rules may be disqualified by the Contest Sponsor. Contest Sponsor takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for typographical or other production errors. Contest Sponsor is not responsible for any errors or omissions in printing or advertising this Contest. All entries become the

property of the Contest Sponsor and will not be returned.

GENERAL RULES

6. To be eligible to claim a prize, a person must be a legal resident of Canada who has reached the age of majority in the province in which he/she resides. This contest excludes residents of Quebec.
7. Employees of, members of the immediate family of, or those domiciled with an employee of Edo Japan (including: Edo International Foods Inc, Sono Food Service Corporation, 1405853 AB Ltd.) their affiliated or related companies (collectively “Contest Sponsor”) and Edo Japan franchisees, the advertising and promotion agency of the Contest Sponsor, the independent contest organization and the BIG Shrimp Contest suppliers are not eligible to participate. Employees of Edo Japan franchisees as described in this paragraph are limited to those employees who are providing services in any way to the Edo Japan Restaurant. “Immediate family” is defined as parents, siblings, children or spouse.
8. Entries must be completed and submitted by the entrant himself/herself. All fields on the entry form must be completed unless they are indicated as optional. Only original online entries will be eligible. Multiple entries are allowed per person, however only one entry per e-mail address per day will be considered eligible. Entries that are incomplete, lost, misdirected, late, tampered with, inaccurate, irregular in any way, or otherwise not in compliance with these Official Rules, will be void. Any use of automated devices is prohibited.
9. By participating in this contest, entrants agree to be bound by these rules and all decisions of the Contest Sponsor and the independent contest organization, which are final. Prize winners will be required to complete the Prize Claim Form confirming compliance with the contest rules and acceptance of the prize as awarded as well as a publicity and liability release along with answering a skill testing question.
10. Prizes must be accepted as awarded. Prizes are not transferable or convertible to cash except as specifically provided herein. Prizes may not be exactly as shown in promotional materials. In case of unavailability of any prize or for any other reason and in Contest Sponsor’s sole discretion, Contest Sponsor reserves the right to substitute a prize of equal or greater value.
11. Each winner will be notified by and will receive their prize from Sono Food Service Corporation, and 1405853 AB Ltd. Advertising and Promotion Fund. All prize claims become the property of Edo Japan, Sono Food Service Corporation and 1405853 AB Ltd. Advertising and Marketing Fund and no correspondence will be entered into except with potential winners. By participating in this contest, contest winners are deemed to have consented to the disclosure of their personal information to prize suppliers for the limited purpose of delivery of prizes.
12. By claiming a prize, prize claimants consent to the use of their name and/or photograph, without compensation in any publicity carried out by Edo Japan.
13. All prize claims must be received within 5 business days of delivery of the prize winner notification email. Prize claims received after 5 business days of the prize winner

notification email are null and void and ineligible for Prizes. Unclaimed prizes may be awarded to another selected entrant or canceled.

14. Contest Sponsor assumes no responsibility for failure of the internet or the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email 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 related to or resulting from playing or downloading any material in the promotion. Contest Sponsor reserves the right, to cancel or suspend this Contest should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws. Should such an attempt be made, Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
15. If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the contest server machine(s).
16. The Contest is subject to all applicable federal, provincial and municipal laws and regulations.

HOW TO CLAIM AN ON-LINE PRIZE

17. Winners release Contest Sponsor, Edo Japan licensees/franchisees, the prize suppliers, and their respective officers, directors, employees and agents, including without limitations, their advertising and promotional agencies and the independent contest organization, from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession and/or use or misuse of any prize and acknowledge that Contest Sponsor, Edo Japan licensees/franchisees and their officers, directors, employees and agents have neither made nor are in any manner responsible or liable for any representation, or guarantee, express or implied in fact or in law, including but not limited to its quality or fitness for a particular purpose.
18. If you are eligible to win you must reply to your prize winner notification email, within 5 business days of the email's delivery, with the completed Prize Claim form.

In order to be declared a winner, you must have provided the correct answer to the mathematical, skill-testing question provided in your prize winner notification email. Upon receipt of your complete Prize Claim Form, the contest organization will verify your prize claim.

BIG Shrimp In-Store Contest Rules and Regulations

HOW TO PLAY

1. **TO PLAY:** Commencing September 7, 2011 customers at participating Edo Japan locations in Canada (excluding Quebec) may receive and scratch a BIG Shrimp Contest Scratch & Win Card, while supplies last. Revealed under the scratch area will be a "Win" or "Please Play Again" message. A "Win" message will describe the specific prize available to be won. To claim your prize, refer to instructions which follow.
2. **NO PURCHASE NECESSARY TO PLAY:** Obtain a FREE BIG Shrimp Contest Scratch & Win Card and/or copy of the official rules, by writing to: BIG Shrimp Contest c/o Edo Japan 4838 32nd Street S.E., Calgary, Alberta, T2B 2S6

All requests for a Free BIG Shrimp Contest Scratch & Win Card must be postmarked by November 8, 2011 and received by November 15, 2011. Limit of one requester per envelope with sufficient postage, while supplies last. No mechanical reproductions of requests permitted. All requests must include a postage-paid, self-addressed envelope.

CONTEST CARDS

3. A total of 350,000 BIG Shrimp Contest Scratch & Win Cards have been produced for this contest. These will be available for distribution through November 8, 2011 or while supplies last, whichever occurs first.
4. **PRIZES AVAILABLE ACROSS CANADA**
 - i) One (1) Trip for Two to Anywhere in the World. Anticipated approximate retail value is estimated to be \$10,000 CDN as at the time of printing of these Rules. Approximate retail value includes any applicable taxes.
 - j) Four (4) Cash prizes of \$1000 CDN.
 - k) Two (2) 100lb cases of Edo Japan Shrimp. Anticipated approximate retail value is estimated to be \$600 CDN per case as at the time of printing of these Rules. Approximate retail value includes any applicable taxes.
 - l) Three Thousand Five Hundred (3,500) 3 piece Edo Japan California Rolls. Anticipated approximate retail value is estimated to be \$2.29 CDN per prize as at the time of printing of these Rules. Approximate retail value includes any applicable taxes.
 - m) Seven Thousand Five Hundred (7,500) Add 6 Shrimp to Any Meal. Anticipated approximate retail value is estimated to be \$2.75 CDN per prize as at the time of printing of these Rules. Approximate retail value includes any applicable taxes.
 - n) Thirty Five Thousand (35,000) Edo Japan regular soft drinks. Anticipated approximate retail value is estimated to be \$1.89 CDN per prize as at the time of printing of these Rules. Approximate retail value includes any applicable taxes.
 - o) Three Hundred and Fifty (350) Edo Japan Sizzling Shrimp meals. Anticipated approximate retail value is estimated to be \$7.99 - \$8.39 CDN per prize as at the time of printing of these Rules. Approximate retail value includes any applicable taxes.
 - p) Three Hundred and Fifty (350) Edo Japan Shrimp Udon meals. Anticipated approximate retail value is estimated to be \$8.49 - \$8.89 CDN per prize as at the time of printing of these Rules. Approximate retail value includes any applicable taxes.

Total Approximate retail value of all prizes is \$115,158 CDN

All estimated retail values set out above do not include applicable goods and services tax, and provincial sales. Winners are not required to pay such tax upon receipt of the prizes. All other taxes on prizes other than taxes specifically referred to in these rules are the responsibility of the winner.

ODDS OF WINNING

5. At the outset: the overall approximate odds across Canada (excluding Quebec) of being eligible to win the Trip for Two to Anywhere In the World are 1 in 350,000, the overall approximate odds of being eligible to win one of the \$1000 Cash prizes are 1 in 87,500, the overall approximate odds of being eligible to win one of the 100lbs of cases of Shrimp are 1 in 175,000, the overall approximate odds of being eligible to win one of the Food Prizes are 1 in 7.

NOTE: The odds of obtaining an eligible “winning” BIG Shrimp Contest Scratch & Win Card will vary by location and will change throughout the contest as cards are distributed. The total number of prizes available to be won will decrease throughout the contest as Shrimp Contest Scratch & Win Cards are distributed and prizes are claimed.

GENERAL RULES

6. Contest commences September 7, 2011. To be eligible, BIG Shrimp Contest prize claims must be received by November 30, 2011. BIG Shrimp Contest Scratch & Win Cards are available at each participating Edo Japan restaurant in Canada (excluding Quebec) through November 8, 2011 or while supplies last, whichever occurs first.
7. All “winning” BIG Shrimp Contest Scratch & Win Cards for the Trip for Two Anywhere in the World, \$1000 Cash and 100lbs of Shrimp have been individually inspected, produced and confirmed to be completely legible. Liability for irregular, illegible or blank contest cards is limited to replacement of the cup while quantities last. If, due to a production or printing error or other unforeseen error, there are more prize claims than prizes for any level, Contest Sponsor reserves the right to award any remaining prizes for that level through a random drawing of all eligible prize claims for that level. It is extremely rare to receive an irregular, illegible or blank BIG Shrimp Contest Scratch & Win Card, but should it occur, it could only be for a mass produced food prize or “Play Again” message on the scratch card. If this should occur return the irregular, illegible or blank BIG Shrimp Contest Scratch & Win Card (see Rule 2 for address) and it will be replaced with a new BIG Shrimp Contest Scratch & Win Card while supplies last.
8. BIG Shrimp Contest Scratch & Win Cards obtained through unauthorized sources or which are incomplete, mutilated, altered, reproduced, forged, counterfeited or irregular in any way, are automatically void. Submissions of BIG Shrimp Contest Scratch & Win cards are the sole responsibility of the individual seeking verification. No card copies, duplicates or reproductions of any type will be eligible for the contest. Sponsor is not responsible for any lost BIG Shrimp Contest Scratch & Win Cards. For major prizes, we strongly advise you to send the original BIG Shrimp Contest Scratch & Win card and Prize Claim Form(s) (see rules 20, 21 and reverse for Prize Claim Forms) by REGISTERED MAIL, return receipt requested, to the appropriate address listed in rules 20, 21 and keep a copy of the BIG Shrimp Contest Scratch &

Win Card and Prize Claim Form for your records. Edo Japan Restaurant Owners and Operators and Staff are not allowed to submit BIG Shrimp Contest Scratch & Win cards for non-food prizes on behalf of a potential winner.

9. The printing under the scratch area on the BIG Shrimp Contest Scratch & Win Card for various prizes will be printed as follows in various combinations: "Trip for Two Anywhere In the World", "\$1000 Cash", "100lbs of Shrimp", "3 Piece California Roll", "Add 6 Shrimp to Any Meal", "Regular Soft Drink", "Sizzling Shrimp Meal", "Shrimp Udon Meal". All remaining Scratch and Win cards will be printed "Please Play Again".
10. To be eligible to claim a prize, a person must be a resident of Canada who has reached the age of majority in the province in which he/she resides. In the event a person under the age of majority receives an eligible BIG Shrimp Contest Scratch and Win Card, they are permitted to transfer the BIG Shrimp Contest Scratch and Win Card to their parent or legal guardian, who will then be the eligible entrant.
11. Employees of, members of the immediate family of, or those domiciled with an employee of Edo Japan (including: Edo International Foods Inc, Sono Food Service Corporation, 1405853 AB Ltd.) their affiliated or related companies (collectively "Contest Sponsor) and Edo Japan franchisees, the advertising and promotion agency of the Contest Sponsor, the independent contest organization and the BIG Shrimp Contest Scratch & Win Card suppliers are not eligible to participate. Employees of Edo Japan franchisees as described in this paragraph are limited to those employees who are providing services in any way to the Edo Japan Restaurant. "Immediate family" is defined as parents, siblings, children or spouse.
12. By participating in this contest, entrants agree to be bound by these rules and all decisions of the Contest Sponsor and the independent contest organization, which are final. The Trip for Two to Anywhere In the World, \$1000 Cash and 100lbs of Shrimp winners will be required to complete the Prize Claim form confirming compliance with the contest rules and acceptance of the prize as awarded as well as a publicity and liability release along with answering a skill testing question.
13. Prizes must be accepted as awarded and are not convertible to cash. Winning BIG Shrimp Contest Scratch & Win Cards are not transferable or convertible to cash except as specifically provided herein. Prizes may not be exactly as shown in promotional materials. In case of unavailability of any prize or for any other reason and in Contest Sponsor's sole discretion, Contest Sponsor reserves the right to substitute a prize of equal or greater value.
14. Each winner will be notified by and will receive their prize from Sono Food Service Corporation, and 1405853 AB Ltd. Advertising and Promotion Fund. All prize claims become the property of Edo Japan, Sono Food Service Corporation and 1405853 AB Ltd. Advertising and Marketing Fund and no correspondence will be entered into except with potential winners. By participating in this contest, contest winners are deemed to have consented to the disclosure of their personal information to prize suppliers for the limited purpose of delivery of prizes.

15. By claiming a prize, prize claimants consent to the use of their name and/or photograph, without compensation in any publicity carried out by Edo Japan.
16. Contest Sponsor is not responsible for lost, late, illegible, incomplete, mutilated, misdirected or postage due rule requests, BIG Shrimp Contest Scratch & Win Card requests, or prize claims.
17. Winners release Contest Sponsor, Edo Japan licensees/franchisees, the prize suppliers, and their respective officers, directors, employees and agents, including without limitations, their advertising and promotional agencies and the independent contest organization, from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession and/or use or misuse of any prize and acknowledge that Contest Sponsor, Edo Japan licensees/franchisees and their officers, directors, employees and agents have neither made nor are in any manner responsible or liable for any representation, or guarantee, express or implied in fact or in law, including but not limited to its quality or fitness for a particular purpose.

HOW TO CLAIM A FOOD PRIZE

18. If you are eligible to win a “3 Piece California Roll”, “Add 6 Shrimp to Any Meal”, “Regular Soft Drink”, “Sizzling Shrimp Meal”, “Shrimp Udon Meal”, answer the skill-testing question on the Scratch and Win card and redeem your prize upon your next visit to any participating Edo Japan restaurant.
19. All food prizes claims must be received by the end of the business day on or before November 30, 2011. Prize claims received after November 30, 2011, are null and void and ineligible for prizes. Unclaimed prizes will not be awarded.

HOW TO CLAIM THE TRIP FOR TWO ANYWHERE IN THE WORLD, \$1000 CASH AND 100LBS OF SHRIMP

20. If you are eligible to win a Trip for Two Anywhere in the World, \$1000 Cash and 100lbs of Shrimp, complete the Prize Claim form. Attach your completed original Scratch and Win card to the completed Prize Claim Form and send by Registered Mail to: Edo Japan, 4838 32nd Street S.E., Calgary, Alberta, T2B 2S6.
21. In order to be declared a winner, you must have provided the correct answer to the mathematical, skill-testing question on the Scratch and Win card. Upon receipt of your complete Prize Claim Form, the contest organization will verify your prize claim.