



THE NORDIC NATURALS CONTEST
SPONSORED BY ECOTREND
OFFICIAL RULES

PROMOTION PERIODS: The Nordic Naturals Contest sponsored by Ecotrend (the “Contest”) begins at 12:00:01 AM Eastern Time (“ET”) on Monday, February 17, 2014 and ends at 11:59:59 PM ET on Sunday, August 31, 2014 (the “Contest Period”). Within the Contest Period are the Sign-up Period, the Set-up Period, and the Entry Period, as defined below:

Retail Store Sign-up Period: The signup period begins at 12:00:01 AM ET on Monday, February 17, 2014 and ends at 11:59:59 PM ET on Friday, April 18, 2014 (the “Sign-up Period”).

Participating Store Display Set-up Period: The period for participating stores to set-up the displays begins at 12:00:01 AM ET on Monday, February 17, 2014 and ends at 11:59:59 PM ET on Wednesday, April 30, 2014 (the “Set-up Period”).

Submission Period: The period where stores must merchandise endcap and maintain displays begins at 12:00:00 AM Eastern Time (“ET”) on Thursday, May 01, 2014 and ends at 11:59:59 PM ET on Sunday, August 31, 2014 (the “Submission Period”).

ELIGIBILITY: The Contest is only open to retail stores to which Ecotrend Ecologics Ltd. (“Sponsor” or “Ecotrend”) supplies Nordic Naturals products in Canada (with the exception of retail stores located in the province of Quebec) as of the start of the promotion (“Eligible Store”). Void in the province of Quebec, outside Canada, and wherever else prohibited by law. Employees of Sponsor, Nordic Naturals, Inc. and their respective subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members of, and/or those living in the same household of each, are not eligible to enter. Contest is subject to all applicable federal, provincial, and local laws and regulations.

SIGN-UP: To participate in the Contest, the signing officer of an Eligible Store (the “Authorized Representative”) must first sign up to participate in the Contest during the Sign-up Period by completing the entry form provided to them by their

Ecotrend representative in its entirety and submitting the form as instructed (“Participating Store”).

ENTRY: To enter the Contest during the Submission Period a Participant must comply with the timing in the Photo Submission Schedule below and the following requirements:

- Feature an end cap display by May 1, 2014 with a minimum of 40 bottles of Nordic Naturals products placed at the end of an aisle in the Participating Store (the "Qualifying Display");
- Maintain the Qualifying Display uninterrupted throughout the Submission Period;
- Take a photo of the Qualifying Display (“Photo”) during the Set-Up Period and each of the Display Periods;
- Send each unique, original Photo of the Qualifying Display by the Photo Submission Deadline corresponding to the Display Period in which the photo was taken in. Photos must be sent to Ecotrend via email to veronica@ecotrend.ca and must include the following information: the store name, store phone number and store address.
- Upon successfully submitting a Photo for each Display Period, the Participating Store will receive one (1) entry into the Contest.

Photo Submission Schedule			
Display Period	Period Timing		Photo Submission Deadline By 11:59:59 PM ET on:
	Starts at 12:00:00 AM ET on:	Ending at 11:59:59 PM ET on:	
Set-up	02/17/14	04/30/14	05/01/14
1	05/01/14	05/31/14	06/01/14
2	06/01/14	06/30/14	07/01/14
3	07/01/14	07/31/14	08/01/14
4	08/01/14	08/31/14	09/01/14

Limit: One (1) Photo submission per Display Period per Participating Store and one (1) Entry per Participating Store during the Contest Period. Any stores that discontinue their Qualifying Display at any time during the Contest Period or otherwise fail to meet these terms and conditions shall be automatically withdrawn from the Contest by Sponsor and will be ineligible to be considered for the prize drawing. Each Participating Store agrees to accept any decision by Sponsor with respect to such withdrawal(s) as final.

All Photos must comply with the following minimum guidelines to be eligible:

- By submitting a display photo you represent and warrant that the photograph is original to you or being submitted with the permission of the photographer.
- Photo cannot contain content that is irrelevant to the purpose of the Contest.
- Photo cannot be profane, pornographic, sexually explicit or suggestive or contain nudity.
- Photo cannot be violent or promote firearms/weapons.
- Photo cannot promote alcohol, illegal drugs or tobacco.
- Photo cannot defame, misrepresent or contain disparaging remarks about people, brands, products or companies.
- Photo cannot be obscene or offensive, endorse any form of hate or hate group or be derogatory to any ethnic, racial, gender, religious, professional or age group.
- Photo cannot reference or contain materials embodying copyrighted images, names, likenesses or other indicia identifying any brand, products, company or person, living or dead, without permission.
- Photo cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wish to associate.
- Photo cannot depict illegal activity and cannot itself be in violation of any law.
- Photo cannot in any way reference persons or organizations without written permission from any person or organization whose name or likeness is used.
- Photo may not include images of a known celebrity, famous or well-known person or any image which violates the right of privacy or publicity of any person.
- Sponsor reserves the right in their sole and absolute discretion to reject, disqualify and/or remove any Photo that violates these Official Rules without any notification or warning.

By submitting a Photo, Authorized Representative warrants and represents that: (a) it is the Authorized Representative's original work and has been legally created; (b) it has not been previously submitted; (c) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other legal or moral rights of any person or entity; (d) Authorized Representative owns all rights to the Photo, including without limitation, copyrights, and has received prior written permission from the photographer if any photo was photographed by someone other than the Entrant him/herself; (e) Authorized Representative will indemnify and hold harmless the Sponsor and all related entities, agents and assigns from any claims and damages (including reasonable attorneys' fees) arising from or relating to the breach or alleged breach of your representations and warranties herein, the Photo, or Authorized Representative conduct in creating the Photo, the acceptance or use of any prize or otherwise in connection with this Contest.

PRIZES/APPROXIMATE RETAIL VALUE (“ARV”)

Norway Travel Voucher Prize: There will be one (1) Norway Travel Voucher Prize available to be won. Norway Travel Voucher Prize includes one (1) travel voucher provided by Ecotrend, to be used for a trip for two (2) from Canada to anywhere in Norway and accommodations at the Norwegian destination, up to a maximum value of \$5,000.00. **The ARV of Norway Travel Voucher Grand Prize is: \$5,000.00.** The travel voucher must be booked by December 1, 2014, trip must be taken within one year of issuance to the Winner or prize will be forfeited and trip will not be rescheduled or substituted once booked.

Display Prize: For each eligible Photo received on or after May 1, 2014, the Display Pool Prize will be increased by \$100.00 up to a maximum of \$20,000.00 (“Display Prize Pool”). The value of the Display Prize Pool is dependent on the number of Participating Stores that submit an eligible Photo and remain eligible during the Contest Period. **The total maximum ARV of Display Prize: \$20,000.00.** 50% of the Display Prize Pool will be awarded by Ecotrend to each of the winning Participating Stores in the form of a check to the Participating Store. **The maximum ARV of Display Prize: \$10,000 each.**

The total maximum ARV of all prizes available to be won: \$25,000.00.

ODDS: Odds of winning will depend upon the total number of eligible entries received.

RANDOM DRAWING:

Norway Travel Voucher Prize Drawing: One (1) Norway Travel Voucher Prize winning Participating Store will be selected in a random drawing on or about 12:00 PM ET on **Sunday, September 14, 2014 at the Ecotrend Booth at the CHFA East show in Toronto, Canada** from among all eligible Entries received during the Submission Period, by Sponsor whose decisions are final. If an Authorized Representative is in attendance at the CHFA East show in Toronto, Canada, they will be presented with the prize documents and instructions on how to redeem the prize. If the Authorized Representative is not present at the CHFA East show in Toronto Canada, Sponsor will notify the Participating Store via email and/or phone with the prize documents and instructions on how to redeem the prize.

Display Prize Drawing: Two (2) Display Prize winning Participating Stores will be selected in a random drawing on or about 12:00 PM ET on **Sunday, September 14, 2014 at the Ecotrend Booth at the CHFA East show in Toronto, Canada** from among all eligible Entries received during the Submission Period, by Sponsor whose decisions are final.

WINNER NOTIFICATION: If an Authorized Representative will not be present at the CHFA East show in Toronto Canada, the Authorize Representative may select another individual of the Participating Store's to be the representative ("Alternate Representative"), and will need to submit in writing the Alternate Representative's name by 11:59:59 PM ET on September 12, 2014 to Ecotrend via email to veronica@ecotrend.ca and must include the following information: the alternate representatives name and address, store name, store phone number and store address. If the Authorized Representative or Alternate Representative of the potentially winning Participating Store is in attendance at the CHFA East show in Toronto, Canada, upon providing an acceptable photo ID, will be presented with the prize documents and instructions on how to redeem the prize. If an Authorized Representative or Alternate Representative of the potentially winning Participating Store is not present at the CHFA East show in Toronto Canada, Sponsor will notify the Authorized Representative of the potentially winning Participating Store via mail, email and/or phone with the prize documents and instructions on how to redeem the prize.

Norway Travel Voucher Prize Confirmation: The Authorized Representative of the potentially winning Participating Store will have fourteen (14) days from initial notification to return to Sponsor any required paperwork. The Authorized Representative of the potentially winning Participating Store will be required: (a) to complete a declaration; (b) to correctly answer a time-limited mathematical skill-testing question without assistance or mechanical aid; (c) to designate the person that will be using the travel voucher ("Designated Person"); (d) have the Designated Person complete a declaration and a time-limited mathematical skill-testing question without assistance or mechanical aid. If the Authorized Representative of a potentially winning Participating Store cannot be reached, or if the Authorized Representative of the potentially winning Participating Store does not respond within fourteen (14) days of being contacted, an alternate potentially winning Participating Store may be selected. The Norway Travel Voucher Prize will be awarded to the Designated Person within approximately 10 days after the winning Participating Store and Designated Person (once verified, the "Winner") are verified. Travel voucher must be booked by December 1, 2014, trip must be taken within one year of issuance to the Winner or prize will be forfeited and trip will not be rescheduled or substituted once booked. Travel companion of Winner will also be required to sign a travel companion declaration ("Travel Companion Declaration"). Noncompliance will result in disqualification and an alternate winner may be selected.

Display Prize Confirmation: The Authorized Representative of a potentially winning Participating Store will have fourteen (14) days from initial notification to return to Sponsor any required paperwork. The Authorized Representative of a potentially winning Participating Store will be required: (a) to complete a declaration; and (b) to correctly answer a time-limited mathematical skill-testing

question without assistance or mechanical aid. If the Authorized Representative of a potentially winning Participating Store cannot be reached, or if the Authorized Representative of a potentially winning Participating Store does not respond within fourteen (14) days of being contacted, an alternate potentially winning Participating Store may be selected. The Display Prize will be awarded to the Participating Store within approximately 45 days after the Participating Store winner is verified.

NORWAY TRAVEL VOUCHER PRIZE CONDITIONS: Winner and travel companion must travel on same itinerary. Winner and travel companion must have proper travel documentation (e.g., valid photo ID and Passport) prior to departure. Prize must be used on dates specified or prize will be forfeited. Vouchers are non-refundable, non-transferable and not redeemable for cash and will not be replaced if lost or stolen. No substitution is permitted except if prize is unavailable, in which case a prize of equal or greater value will be awarded.

Travel is subject to availability. TRIP MUST BE BOOKED BY DECEMBER 1, 2014 AND TRIP MUST BE TAKEN WITHIN ONE YEAR FROM THE DATE SPONSOR ISSUES THE TRAVEL VOUCHER TO THE WINNER.

All air travel and accommodations are subject to availability. Accommodations are subject to availability at time of reservation. Blackout dates, advance booking requirements and travel restrictions may apply. The actual retail value of the voucher will vary based on departure point, airfare and accommodation fluctuations, and no refund or compensation will be paid by Sponsor for any difference in actual costs. All other costs in using or claiming the Norway Travel Voucher Prize not outlined in these Contest Rules are the sole responsibility of the winning Participating Store and/or the Designated Persons, including but not limited to: related transportation charges, airport departure or improvement taxes, fuel surcharges, currency surcharges, meals, beverages, gratuities, entertainment, excursions, merchandise, souvenirs, local and long distance telephone calls, medical, travel and cancellation insurance together with any required travel documentation, and all personal expenses of any kind or nature. Availability is subject to factors such as weather, seasonality and space availability. If weather affects the ability for winner and his/her guest to redeem any portion of prize during the scheduled date and time, then the Sponsor shall have no further obligation to the winner and/or guest other than to supply the remaining elements of the prize package minus the unused portion of prize. If for any reason whatsoever, winner and/or guests are unable to travel after all travel arrangements have been made and paid, the Sponsor shall have no further obligation to the winner. If Norway Travel Voucher Prize is forfeited prior to Sponsor finalizing and paying for travel, and there is sufficient time to notify an alternate Winner, the prize will be awarded to an alternate Winner based on the Random Drawing and Winner Notification sections above. Winner and guest are responsible for obtaining the proper travel documentation (e.g., valid photo ID and Passport) prior to travel.

Winner's guest must be legal resident of Canada, who is above the age of majority in the province or territory in which they reside at the time of submitting the Travel Companion Declaration and must complete and return a Travel Companion Declaration prior to travel as noted above.

GENERAL PRIZE CONDITIONS: Except where prohibited by law, entry and acceptance of prize constitute permission to use winner's name, prize won, hometown, likeness, video tape, photographs, and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners acknowledge that the Sponsor and all other businesses affiliated with this Contest and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that each merchandise prize shall be subject to its manufacturer's standard warranty (if any).

GENERAL: Participating entrants agree to these Official Rules and the decisions of The US Sweepstakes & Fulfillment Company, Nordic Naturals and the Sponsor ("Sweepstakes Entities"), and release the Sweepstakes Entities and their affiliated companies, and all other businesses involved in this Contest, as well as the employees, officers, directors and agents of each, from all claims and liability relating to their participation in the Contest, and the acceptance and use/misuse of the prize offered. Winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Contest or use/misuse or redemption of the prize. Sweepstakes Entities are not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize.

Although subsequent attempts to enter may be received, only the first eligible entry received from a particular entrant will be eligible; subsequent attempts by the same person to enter, including entries submitted with an alternate email address, will be disqualified.

If for any reason this Contest is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sweepstakes Entities which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sweepstakes Entities reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest, at which time, Sweepstakes Entities will conduct a random drawing from among all eligible entries received at the time of the Contest termination. The Sweepstakes Entities assumes no

responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sweepstakes Entities is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sweepstakes Entities due to technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sweepstakes Entities is not responsible for incompatibility of entrant's hardware, software or browser technology.

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the email address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor may ask any entrant or potential winner to provide Sponsor with proof that such party is the authorized account holder of the wireless phone associated with the entry. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (ii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Contest. By participating in the Contest, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the independent Contest administrator, which are final and binding in all matters relating to the Contest. Failure to comply with these official rules may result in disqualification from the Contest. Sponsor reserves the right to: (i) permanently disqualify from any Contest it sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Contest), and to select winners from among all eligible entries received prior to withdrawal.

ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE CONTEST, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK

DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

PRIVACY: By entering and providing the required entry information, entrants acknowledge that the Sponsor and Nordic Naturals may also send information, samples or special offers it believes may be of interest to entrant, or other information or goods offered by its marketing partners. Personal information collected from online entrants is subject to the Privacy Policies, which can be found at www.ecotrend.ca/privacypolicy and http://www.nordicnaturals.com/en/Privacy_portal/Privacy_and_Return_policy/645.

OFFICIAL RULES REQUEST: To request a copy of the Official Rules, see <http://www.ecotrend.ca/nordicnaturals2014promo> or send a self-addressed, stamped envelope by September 15, 2014, to: The **Nordic Naturals Contest sponsored by Ecotrend** Official Rules Request, 17-7000 McLeod Road, Unit 145, Niagara Falls, ON L2G 7K3.

WINNER CONFIRMATION: For a written confirmation of the winner (available after September 14, 2014), send a stamped, self-addressed envelope no later than October, 13, 2014, to: The **Nordic Naturals Contest sponsored by Ecotrend** Winner Confirmation Request, 17-7000 McLeod Road, Unit 145, Niagara Falls, ON L2G 7K3.

SPONSOR: Ecotrend Ecologics Ltd., 125 West 3rd Ave, Vancouver, BC V5Y 1E6.

Void in Quebec, outside Canada and wherever else prohibited.

Store Name: _____

Store Phone: _____

Store Address: _____

I understand and agree to the full terms and conditions contained herein.

Authorized Representative: Print and Sign