

Official Rules and Regulations
D347 – Everyone's A Winner – Saturday, November 16 & Sunday, November 17 2013

1. ELIGIBILITY: The **Canadian Tire Birthday Promotion** (the "Contest") is sponsored by Canadian Tire Corporation, Limited (the "Sponsor" or "Canadian Tire"), and administered by Millennium Process Coupon, Inc. and The Marco Corporation (the "Administrator") and is open to all residents of Canada who have reached the age of majority in their province of residence at the time of entry. All employees of Canadian Tire, its subsidiaries and affiliates (collectively, the "Canadian Tire Parties"), and any entity involved in the production, implementation, promotion, administration or fulfillment of the Contest and members of their immediate families and individuals living in the same households of each of the above are ineligible to participate in the Contest. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. Entry in this Contest constitutes acceptance of these Contest Rules (the "Contest Rules"). Void where prohibited.

2. HOW TO ENTER: No purchase is necessary to participate. In order to be eligible to participate, customers must bring the specially marked scratch cards found in their Canadian Tire flyer ("Scratch Card") to participating Canadian Tire retail locations across Canada on any of the following TWO DAYS ONLY– November 16 and 18, 2013 for Winkler, Manitoba, Steinbach, Manitoba and Port-Aux Basques, Newfoundland and Labrador, and November 16 and 17, 2013 for the rest of Canada (the "Contest Period"). Scratch Card valid only if scratched at a Canadian Tire retail store in front of a cashier. Any pre-scratched Scratch Cards will be considered void. Limit one (1) Scratch Card per person. Scratch Cards are valid during the Contest Period only and may not be redeemed after such date. Scratch Cards are available through the Canadian Tire retail flyer, distributed for the week beginning November 15, 2013. Those who did not receive a Scratch Card can request a Scratch Card from any customer service counter at participating Canadian Tire Retail locations, while quantities last.

3. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING, WITHOUT LIMITATION, INCLUDING THE REQUEST TO HAVE THE POTENTIAL WINNER PROVIDE TO THE SPONSOR A VALID GOVERNMENT ISSUED IDENTIFICATION. IN ALL MATTERS RELATED TO THE CONTEST. A POTENTIAL WINNER IS NOT A WINNER OF ANY PRIZE, EVEN IF THE CONTEST SHOULD SO INDICATE, UNLESS AND UNTIL POTENTIAL WINNER'S IDENTITY AND ELIGIBILITY HAVE BEEN VERIFIED INCLUDING WITHOUT LIMITATION THE POTENTIAL WINNER PROVIDING THE CORRECT ANSWER TO THE SKILL-TESTING QUESTION AND POTENTIAL WINNER HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY ENTRY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE ENTRY AND IS VOID AND WILL NOT BE HONOURED.

4. PRIZES:

The following prizes are available to be won (collectively and individually "Prize" or "Prizes"): (i) 1 of 12,122,428 \$5 coupons towards a future purchase. Odds of winning (1:1.003); or (ii) 1 of 40,000 merchandise Prizes as listed on page 5. Odds of winning (1:304.061). See chart on page 4 for number and approximate retail value of each merchandise Prize.

Approximate Retail Value for all Prizes: \$68,963,420.20. Limit: Only one Scratch Card may be redeemed per person.

5. AWARDING OF MERCHANDISE PRIZES: Each potential winner of a merchandise Prize must be verified by a store manager. The store manager will call the toll free number revealed under the Prize area and follow the instructions given.

In order to be declared a winner for any Prize, the potential winner must: (i) correctly answer, without assistance of any kind, a time-limited mathematical skill-testing question, (ii) comply with the Contest Rules, and (iii) sign declaration and release forms confirming compliance with the Contest Rules and acceptance of the Prize, as awarded. If a potential winner does not comply with the Contest Rules, he/she will be disqualified and will not receive the Prize. The declaration and release forms to be completed by the potential winner pursuant to the Contest Rules must be returned to the Administrator within fourteen (14) days of the notification date indicated on the documents in order to claim the Prize, failing which the potential winner will be disqualified and the Prize will be forfeited.

Once declared a winner, the Administrator shall notify the Sponsor and the Sponsor shall mail the merchandise Prize to each of the declared winners at the address provided by each of the declared winners within ninety (90) days of being declared a winner.

6. PRIZE RESTRICTIONS: Scratch Cards are valid only when scratched in front of a Canadian Tire retail store cashier. The Prize must be accepted as awarded and cannot be transferred, exchanged, substituted, or redeemed for cash. In the event for any reason a Prize is unavailable, the Sponsor reserves the right to substitute a Prize of equal or greater value.

\$5 coupon must be redeemed at a Canadian Tire Retail location Monday to Friday November 18 to December 24, 2013, except on November 28 and 29, 2013. Coupon is not redeemable for cash and may only be redeemed for merchandise at participating Canadian Tire retail stores. Applicable taxes will be charged on the total transaction value before deducting the card value. One coupon per transaction per customer. Coupon value cannot be used to purchase select merchandise, gift cards, auto service labour, Mark's, PitStop or gas bar merchandise, online or phone purchases, or payments on a Canadian Tire Credit account. Card cannot be combined with any other offer. No facsimiles accepted. To the extent that there is a conflict between the Scratch Card and the \$5 coupon on your next purchase, the coupon will supersede.

In markets where stores are closed on Sunday, this event will be in effect Saturday, November 16 and Monday, November 18.

In the event of a technical error, which results in a discrepancy between the Prize amount revealed within Scratch Card scratch area and the description printed on the receipt, the Prize value printed on the Scratch Card shall apply.

In the event that more than the advertised number or type of Prizes (as advertised in these Contest Rules) are declared due to a printing, technical, or production error, a random draw will be conducted amongst all eligible selected participants to award the correct number and type of Prizes after the Contest Date.

7. CONDITIONS OF PARTICIPATION: By participating in this Contest, the potential winner agrees:

- a) to be bound by these Contest Rules and the decisions of the Sponsor and Administrator, whose decisions shall be final and binding. Failure to comply with the rules may result in disqualification;
- b) that all submitted Scratch Cards become the property of the Administrator, and no correspondence will be entered into with any of the winners.
- c) to the unrestricted use of his/her name and/or likeness, address, city, picture, portrait, voice, and ideas by the Sponsor and Administrator, in their discretion, or its agents, for advertising and promotional purposes, without any further compensation, other than the value of the Prize offered;
- d) to sign a publicity release granting and acknowledging the rights of the Sponsor and Administrator, in their discretion, or its agents, to publish or broadcast the selected potential winner's picture, portrait, likeness, name, address, voice and statements for publicity purposes, without any further compensation, other than the value of the Prize offered; and
- e) that, by participating in this Contest, and/or receipt of any Prize, the potential winner agrees to release and hold harmless Sponsor and Administrator, their subsidiaries, affiliates, advertising/promotion agencies, and Prize suppliers, and each of their respective officers, directors, employees, agents and Canadian Tire Associate Dealers (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, or infringement of any third party intellectual property rights, arising out of participation in the Contest, or receipt, use or misuse of any Prize, or use of the personal information by the Sponsor or Administrator. Winners must sign declaration and release, and such other supporting documentation that the Sponsor or Administrator may request, to give effect to such release.

8. GENERAL CONDITIONS: Sponsor and Administrator also reserve the right to cancel, suspend and/or modify the Contest, or any part of it, for any reason, including without limitation, if any fraud, technical failures or any other factor beyond Sponsor or Administrator's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor or Administrator in their sole discretion and subject to the jurisdiction of the Régie des alcools des courses et des jeux in Quebec. Sponsor and Administrator reserve the right in their sole discretion to disqualify any individual found to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Contest Rules or any other Contest or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor and Administrator reserve the right to seek damages from any such person to the fullest extent permitted by law. Sponsor and Administrator's failure to enforce any term of these Contest Rules shall not constitute a waiver of that provision.

9. LIMITS OF LIABILITY:

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any Prize. Sponsor and Administrator are not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor and Administrator are not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Contest. If for any reason a submission is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, provided that, if it is not possible to award another entry due to discontinuance of the Contest, or any part of it, for any reason, Sponsor and Administrator, in their sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the Contest Prizes offered herein. No more than the stated number of Prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Prizes as set forth in these Contest Rules to be available and/or claimed, Sponsor and Administrator reserve the right to award only the stated number of Prizes by a random drawing among all legitimate, un-awarded, eligible Prize claims.

10. GOVERNING LAW: These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor and Administrator. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the potential winner and the Sponsor or Administrator in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

11. PRIVACY: By entering the Contest, potential winners consent to the use of their personal information for the purpose of administering the Contest. Potential winners further acknowledge and consent that Sponsor and Administrator may communicate with potential winners with respect to the results of the Contest as well as upcoming promotions and offers. To obtain a copy of Sponsor's Privacy Charter, please visit:
<http://www.canadiantire.ca/AST/NavigationAssortments/WebStore/Navigation/FooterNavigation/BusinessLinks/Section1/5PrivacySecurity.jsp>

12. QUEBEC RESIDENTS: Any litigation respecting the conduct or organization of a publicity contest or promotion may be submitted to the Régie des alcools des courses et des jeux for a ruling. Any litigation respecting the awarding of a Prize may be submitted to the Régie des alcools des courses et des jeux only for the purpose of helping the parties reach a settlement.

13. ADDITIONAL TERMS: Scratch Cards are void if, in the Sponsor and Administrator's sole discretion, they are not obtained from authorized, legitimate channels, or if they are in whole or in part illegible, incomplete, damaged, irregular, altered, forged, reproduced, mutilated, counterfeit, tampered with, produced in error or obtained through fraud or theft ("Invalid Scratch Card"). There will be no additional communication with a potential winner that submits an Invalid Scratch Card.

Merchandise Prize Details and Odds of Winning

Prize Description	Product #	Prize value* (each)	Odds per prize*
Coleman camping prize pack includes: 4P Instant Cabin Tent Comfort Zone Layer Bag Extra Large Quad Chairs ComfortSmart Queen Airbed 36QT Advantage 3-day cooler Twin LED Lantern Coleman Tabletop Grill	76-2194 76-0778 76-1445 76-2571 85-3433 76-2823 76-2612	\$646.91	1:60,812.14
Journey Men's 30" Snowshoes	82-3031	\$196.99	1:24,324.85
Razor Light Speed Blind	75-3073	\$149.99	1:60,812.14
Fatfish 949 4Man Pop Ice Fishing Shelter	78-7724	\$349.99	1:121,624.28
1.3 Horse Power Eskimo stingray power ice auger	78-8082	\$399.99	1:121,624.28
Monterrey Wooden Clubhouse	084-0005	\$849.99	1:60,812.14
Springfree 8 x 11 trampoline	084-2705	\$1,099.99	1:121,624.28
Husqvarna 55cc 20" chainsaw	054-5742	\$499.99	1:12,162.42
Noma, 7' LED Music Tree	151-1129	\$424.99	1:76,015.17
Noma, 7.5' Pre-Lit Self-Shaping Madison Pine	151-1111	\$349.99	1:304,060.7
Noma, 7.5' Pre-Lit Cashmere Tree	151-1437	\$299.99	1:101,353.56
Noma, 9' Pre-Lit Slim Bristol Pine Tree	151-1114	\$399.99	1:101,353.56
Tree, 7' Pre-Lit SnowLadden Noma	151-1130/ 051-1433	\$299.99	1:76,015.17
Tree, 6.5' Pre-Lit Stockholm Pine Noma	151-1141/ 151-1105	\$299.99	1:152,030.35
Noma, Pre-Lit 7' LED Pine Tree	151-1116	\$199.99	1:86,874.48
6.5' Pre-Lit Douglas Fir Christmas Tree	51-4139	\$129.99	1:76,015.17
Noma, 7' Pre-Lit Glittered Cashmere Tree	151-1124	\$299.99	1:202,707.13
Yardworks 20" Electric Snowthrower	060-3983	\$249.99	1:12,162.42
Two Whitley La-Z-Boy Recliners and woven side table with storage	088-1486 088-1488	\$1,349.97	1:608,121.4
Whitley La-Z-Boy Sofa, coffee table, and 2 Whitley La-Z-Boy recliners	088-1486 088-1435	\$ 2,199.97	1:608,121.4
Ramada 10x12 Gazebo	088-1491	\$1,399.99	1:304,060.7
Coleman 4 Burner Even Heat BBQ LP	085-3074	\$599.99	1:121,624.28
Coleman NXT 100 Portable BBQ LP	085-3298	\$249.99	1:24,324.85
Keter 6'x3' Factor resin shed	60-0135	\$549.99	1:24,324.85
Dremel Multi-Max 6300	199-4716	\$89.00	1:6,081.21
Hitachi 10" Compound Mitre Saw with Laser	55-6754	\$219.99	1:202,707.13
Mastercraft 10-in Drill Press with Laser	55-5509	\$199.99	1:30,406.07
DeWalt 20V MAX Lithium Ion Drill Driver Kit	54-1280	\$239.99	1:30,406.07
Mastercraft 20V Max Lithium Impact Wrench Kit	54-3121	\$179.99	1:6,081.21
Maximum 7 Amp Hammer Drill Kit	54-1216	\$139.99	1:24,324.85
Campbell Hausfeld 8 Gallon 200 PSI Air Compressor	58-8389	\$299.99	1:40,541.42

Stanley® FatMax® 15 Gallon Horizontal Air Compressor	58-8393	\$399.00	1:40,541.42
Shop-Vac 37.8L wet/dry vacuum with built in water pump	54-0031	\$159.99	1:40,541.42
MX Rolling Cart with Tool Box	58-1797	\$99.99	1:20,270.71
Mastercraft 22" Power Tool Box	58-1787	\$39.99	1:20,270.71
Lagostina® Collezione Pro® 12-Piece Cookware Set	142-5786	\$1,399.99	1:30,406.07
J.A. Henckels Forged Aviara Elite 19-Piece Cutlery Set	142-7089	\$899.99	1:30,406.07
KitchenAid® 11-Piece Clad Stainless Steel Cookware Set	142-2490	\$799.99	1:30,406.07
Heritage® The Rock 10-Piece Non-stick Cookware Set	142-7071	\$429.99	1:30,406.07
Lagostina prize pack includes: Lagostina 8c perculator 18/10 Lagostina 8c coffee press Lagostina 6c espresso 18/10 Lagostina glass tea pot 1300 ml	142-8178-2 142-9725-4 142-9726-2 142-9731-8	\$179.96	1:60,812.14
Lagostina 16pc dinnerware set	142-8185	\$119.99	1:60,812.14
Roomba 650 Robotic Vacuum	43-6668	\$499.99	1:33,784.52
Dyson 45 Animal Stick Vacuum	043-6794	\$449.99	1:50,676.78
Shark Sonic Duo Hard Wood & Carpet Cleaner	43-6779	\$299.99	1:33,784.52
Hoover WT Air Steerable Upright	43-6767	\$249.99	1:50,676.78
"New" BISSELL Total Floors Cyclonic Canister	436820	\$149.99	1:50,676.78
Vtech 4 Handset Phone with Answer	069-8018	\$109.99	1:15,203.03
Hitachi 24" LED TV	045-2086	\$249.99	1:101,353.56
RCA 22" LED TV	199-2781	\$149.99	1:60,812.14
RCA Home Theatre in a Box	045-2056	\$149.99	1:60,812.14
Polaroid 24" LED/DVD TV	045-2071	\$249.99	1:121,624.28
Energizer prize pack includes: 2 Energizer 6LED headlights Mastercraft 2AA Flashlight AA12 (12 pack) AAA8 (8 pack) C8 (8 pack) D8 (8 pack) 9V4 (4 pack) AA4 (4 pack) AAA2 (2 pack)	65-0050 65-2054 65-1042 65-1041 65-1043 65-1044 65-1045 65-0858 65-0859	\$137.91	1:2,027.07
Ninja Deluxe Kitchen System Mixer	43-1268	\$269.99	1:33,784.52
Cuisinart Keurig single serve black machine	43-0468	\$229.99	1:30,406.07
Breville Juice Fountain Plus	43-2270	\$199.99	1:30,406.07
Soda Stream Starter Kit, White	43-1256	\$129.99	1:30,406.07
T-fal Fresh Express Food Processor	43-1248	\$119.99	1:30,406.07
Keurig Elite Single Cup Brewing System	43-0436	\$99.99	1:30,406.07
KitchenAid Liquid Graphite Artisan Stand Mixer	43-2212	\$499.99	1:121,624.28
KitchenAid, Exact Slice™ 13-cup Food Processor	43-0668	\$299.99	1:121,624.28
Tassimo T20 single serve coffee maker	43-0414	\$59.99	1:30,406.07
Yonanas Frozen Treat Maker	43-2278	\$59.99	1:30,406.07
KitchenAid Liquid Graphite Hand Blender	43-1176	\$99.99	1:121,624.28
Hamilton Beach Single Serve Blender	43-0683	\$16.99	1:30,406.07

Soda Stream Syrup Soda Variety Pack	53-2192	\$11.99	1:25,338.39
KitchenAid Liquid Graphite Hand Mixer	43-0533	\$89.99	1:121,624.28
Dyson® AM05 Hot + Cool - Black	043-6088	\$449.99	1:101,353.56
Dyson® AM05 Hot + Cool - Blue	043-6089	\$449.99	1:101,353.56
Honeywell Wifi Smart Thermostat	052-8508	\$159.99	1:50,676.78
Simoniz Platinum 2600psi Gas Pressure Washer	039-8563	\$399.99	1:12,162.42
Simoniz 1900psi Electric Pressure Washer	039-8547	\$299.99	1:12,162.42
Shiatsu Lumbar Massager	32-1451	\$59.99	1:1,330.68

*Prize value and odds per prize as of September 20, 2013.