

MY CANADIAN TIRE ‘MONEY’™ SHOW AND WIN CONTEST

OFFICIAL CONTEST RULES

The My Canadian Tire ‘Money’ Show and Win contest (the “**Contest**”) is intended to be conducted in Canada only and shall be construed and evaluated according to applicable Canadian law. No purchase is necessary to participate. Void in whole or part where prohibited by law. Participation in this Contest constitutes acceptance of these contest rules (the “**Contest Rules**”).

1. **SPONSOR.** The Contest sponsor is Canadian Tire Corporation, Limited (“**CTC**” or the “**Sponsor**”) with its head office located at 2180 Yonge Street, Toronto, Ontario M4P 2V8.
2. **ELIGIBILITY.** To be eligible for this Contest, an individual participant (each an “**Entrant**”) must:
 - (a) be a legal resident of Canada at the time of entry;
 - (b) be of the age of majority in his/her province/territory of residence or older at the time of entry;
 - (c) be registered as a member in the My Canadian Tire ‘Money’ program at the time of entry into the Contest and at the time a prize is awarded; and
 - (d) not be an employee or agent of the Sponsor, Canadian Tire Associate Dealers, Canadian Tire Bank and their subsidiaries, affiliates, and/or related companies and each of their respective employees, directors, officers, suppliers, agents, advertising, and promotional agencies and any entity involved in the production, implementation, promotion, administration, or fulfillment of the Contest (collectively, the “**Canadian Tire Parties**”) and individuals living in the same households of each of the above.

The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purpose of this Contest must be truthful, complete, accurate and in no way misleading. The Sponsor reserves the right, in its sole discretion, to disqualify any Entrant should such a member at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

3. **CONTEST PERIOD.** The Contest will be open **May 01, 2015**, at 4:00 a.m. Eastern Time and ends on **May 31, 2015** at 10:00 p.m. Pacific Time after which time the Contest will be closed and no further entries shall be accepted. (the “**Contest Period**”). In addition, there shall be weekly contest periods (each a “**Weekly Contest Period**”) for each of the weekly prize draws. The Weekly Contest Periods shall be:

Week 1: May 1, 2015 at 4:00 a.m. Eastern Time to May 7, 2015 at 10:00 pm Pacific Time.

Week 2: May 8, 2015 at 4:00 a.m. Eastern Time to May 14, 2015 at 10:00 pm Pacific Time

Week 3: May 15, 2015 at 4:00 a.m. Eastern Time to May 21, 2015 at 10:00 pm Pacific Time

Week 4: May 22, 2015 at 4:00 a.m. Eastern Time to May 28, 2015 at 10:00 pm Pacific Time

4. **HOW TO PARTICIPATE AND ENTER.** There is no purchase necessary to enter the Contest.

No Purchase Entry: To enter without a purchase, hand-print your name, your complete mailing address (including postal code), telephone number, My Canadian Tire ‘Money’ account number and a short essay (50 – 100 words) about why the My Canadian Tire ‘Money’ program is great on a plain piece of paper and mail it in a sealed postage pre-paid envelope to: My Canadian Tire ‘Money’ Show and Win Contest, Attn: Canadian Tire Loyalty Team, 2180 Yonge Street, P.O. Box 770, Station K, Toronto, Ontario M4P 2V8. Each mail-in entry will result in one (1) entry.

Enter as often as you wish by mail, but each entry must be mailed in a separate sealed envelope with sufficient postage. In addition, to qualify for a prize draw, each entry by mail must be postmarked, and received by Sponsor, no later than the dates set forth below:

	<u>Postmark Date</u>	<u>Received by Date</u>
Week 1 Draw	May 7, 2015	May 14, 2015
Week 2 Draw	May 14, 2015	May 21, 2015
Week 3 Draw	May 21, 2015	May 28, 2015
Week 4 Draw	May 28, 2015	June 4, 2015
Grand Prize Draw	May 31, 2015	June 7, 2015

With respect to the weekly prize draws, if an entry by mail is postmarked by the required postmark date indicate above, but received by Sponsor after the applicable received by date, that entry will then be entered into the next weekly prize draw, if such a weekly prize draw exists. Incomplete and/or illegible entries are ineligible. No photocopied, computer-generated facsimiles, mechanically reproduced, bulk or mass entries permitted.

Automatic Entries: An Entrant will automatically receive one (1) entry in the Contest each time he/she undertakes any of the following actions during the Contest Period:

- 1) Purchasing Eligible Merchandise (as defined in the My Canadian Tire 'Money' Program terms & conditions which you can view at <http://www.canadiantire.ca/en/my-canadian-tire-money/ectm-terms-conditions.html>) at a participating Canadian Tire store and, at the time of purchase swiping/scanning their My Canadian Tire 'Money' card or key fob or the Canadian Tire Mobile Application; or
- 2) Redeeming e-Canadian Tire 'Money' at a Canadian Tire store.

In lieu of receiving the one (1) entry noted above for a purchase of Eligible Merchandise, if the Entrant pays for that purchase with one of the following credit cards issued by Canadian Tire Bank:

Canadian Tire Options MasterCard;
Canadian Tire Options World MasterCard;
Low Rate Options MasterCard;
Gold Options MasterCard; or
Canadian Tire Retail credit card.

the Entrant will automatically receive ten (10) entries. There is no requirement to swipe/scan the My Canadian Tire 'Money' Card/key fob or Canadian Tire Mobile Application when paying with a credit card listed above.

All automatic entries will go into the draw for the grand prize. In addition any automatic entries earned during a Weekly Contest Period will go in to the draw for that weekly prize.

All Entries become the sole property of the Sponsor and none will be returned or acknowledged for any reason. Entries must be submitted by the Entrant him/herself. Entries will be declared invalid if they arise as a result of a fraudulent, illegitimate or unauthorized transaction. No communication or correspondence will be exchanged with Entrants except with those selected for a Prize (defined below).

5. **PRIZES.** There are four (4) weekly prizes and one (1) grand prize to be won (each a "**Prize**" and collectively, the "**Prizes**"). Each weekly prize consists of a credit of \$500.00 in e-Canadian Tire 'Money'TM ("eCTM") to the winning Entrant's My Canadian Tire 'Money' account. The grand prize consists of a credit of \$10,000.00 in e-Canadian Tire 'Money'TM ("eCTM") to the winning Entrant's My Canadian Tire 'Money' account. The approximate retail value (**ARV**) of each weekly prize is \$500.00 CDN and of the grand prize is \$10,000.00 CDN. The ARV of all Prizes is \$12,000.00 CDN.

There is a limit of one Prize per person

Prizes will be awarded after winner has been successfully contacted and notified of his/her Prize and fulfilled the requirements set out herein.

The Sponsor shall not assume any liability for lost, damaged or misdirected Prizes, or any component of any Prizes.

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 CONTEST PERIOD ENDS WILL BE DEEMED A DEFECTIVE ENTRY AND IS VOID AND WILL NOT BE HONOURED.

6. WINNER SELECTION, NOTIFICATION AND PRIZE CLAIM CONDITIONS.

- (a) A random draw for each of the weekly prizes will occur at approximately 4:00 pm Eastern Time on the following dates:

Week 1 Prize: May 15, 2015.

Week 2 Prize: May 22, 2015.

Week 3 Prize: May 29, 2015.

Week 4 Prize: June 5, 2015.

Each random draw will take place in Toronto, Ontario and will be conducted by the Sponsor from all eligible entries received during the Weekly Contest Period just ended. All non-selected entries from each Weekly Contest Period will not carry forward in to subsequent weekly prize draws. The odds of being selected as a potential winner of a weekly prize depend on the total number of eligible entries received during the Weekly Contest Period for that weekly prize.

- (b) A random draw for the grand prize will occur at approximately 4:00 pm Eastern Time on June 9, 2015 in Toronto, Ontario and will be conducted by Sponsor from all eligible entries received during the Contest Period. The odds of being selected as a potential winner of the grand prize depend on the total number of eligible entries received during the Contest Period.
- (c) Once a potential winner has been identified the Sponsor, or someone designated by the Sponsor, will call the potential winner at the most recent telephone number of the Entrant that the Sponsor has in its records for such Entrant's My Canadian Tire 'Money' account. If the Sponsor or its designate is unable to contact the potential winner within seven (7) business days of the draw occurring, the potential winner will forfeit the Prize and a new potential winner will be drawn from the remaining entries.

In order to be declared a winner for any of the Prizes, the potential winner must: (i) have correctly answered, without assistance of any kind, the time-limited mathematical skill-testing question they are given, (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 signed and returned to Sponsor within 14 business days of the date indicated on the declaration and release forms prior to claiming the Prize; failing which the potential winner will be disqualified and the Prize will be forfeited.

- (d) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more potential winners than contemplated in these Contest Rules, there will be a random draw amongst all eligible potential winners after the Contest's closing date to award the correct number of Prizes.

7. PRIZE RESTRICTIONS:

Each 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.

In the event that more than the advertised number or type of prizes (as advertised in these Contest Rules) are claimed due to a printing, technical, or production error, a random draw will be conducted amongst all eligible prize claimants to award the correct number and type of prizes.

8. CONDITIONS OF PARTICIPATION: By participating in this Contest each participant agrees:

- (a) to be bound by these Contest Rules and the decisions of the Sponsor, whose decisions shall be final and binding. Failure to comply with the rules may result in disqualification;
- (b) all submitted entries become the property of the Sponsor;
- (c) to the unrestricted use of his/her name and/or likeness, address, city, picture, portrait, voice, and ideas by the Sponsor, in its 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, in its 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.

9. INDEMNIFICATION BY ENTRANT. By participating in the Contest, each Entrant releases and holds the Canadian Tire Parties harmless from and against any and all liability for any injuries, loss or damage of any kind to the employee or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Contest Rules, or in any Prize-related activity. Each Entrant agrees to fully indemnify Canadian Tire Parties from any and all claims by third parties relating to the Contest, including without limitation any claims of infringement of rights to copyright, privacy and/or personality.

10. LIMITATION OF LIABILITY. The Sponsor assumes no responsibility or liability for: (a) lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any confirmation and release, (b) any computer, online, software, telephone, hardware, point of sale or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry, (c) any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest, (d) 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, (e) any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, point of sale system, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing, (f) any injury or damage to employee or to any computer related to or

resulting from participating or downloading materials in this Contest. Entrant assumes liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any Prize. The Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest or any Contest-related website(s).

11. CONDUCT. By participating in the Contest, each Entrant agrees to be bound by the Contest Rules. Each Entrant further agrees to be bound by the decisions of the Sponsor, which shall be final and binding in all respects. The Sponsor reserves the right, in its sole discretion, to disqualify any Entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest; (c) undermining the legitimate operation of the contest including the repeated entering into of purchase or redemption transactions only to then return the items acquired; (d) violating the terms of service, conditions of use and/or general rules or guidelines of any online CTC property or service; (e) violating the My Canadian Tire ‘Money’ Program Terms and Conditions and/or (f) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Caution: Any attempt to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including but not limited to criminal prosecution.

12. PRIVACY / USE OF PERSONAL INFORMATION.

(a) By participating in the Contest, each Entrant: (i) grants to the Sponsor the right to use his/her name, mailing address, telephone number, and e-mail address (“**Personal Information**”) for the purpose of administering the Contest, including but not limited to contacting and announcing the winner; (ii) grants to the Sponsor the right to use his/her Personal Information for administrative, publicity, and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledges that the Sponsor may disclose his/her Personal Information to third-party agents and service providers of the Sponsor in connection with any of the activities listed in (i) and (ii) above.

(b) The Sponsor will use the Entrant’s Personal Information, and protect the Entrant’s Personal Information, in a manner that is consistent with the CTC Privacy Policy at: <http://www.canadiantire.ca/en/customer-service/privacy-policy.html>

CTC’s Privacy Policy not only outlines its commitment to safeguarding Personal Information, but it also details how to opt-out of receiving marketing communications.

13. INTELLECTUAL PROPERTY. All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations used in relation to his Contest are owned by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

14. TERMINATION. Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, Sponsor reserves the right, in its sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.

15. 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. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the employee and the Sponsor 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.

16. **DISCREPANCIES.** In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control. In the event of any discrepancy or inconsistency between the terms and conditions of these English Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the French version of these Rules, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.
17. **FOR RESIDENTS OF QUEBEC.** Any litigation respecting the conduct or organization of a publicity contest 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 only for the purpose of helping the parties reach a settlement.