

IMPERIAL OIL LIMITED "CORVETTE STINGRAY SWEEPSTAKES" CONTEST OFFICIAL CONTEST RULES AND REGULATIONS (the "CONTEST RULES")

1. CONTEST PERIOD:

The Imperial Oil Limited "Corvette Stingray Sweepstakes" Contest (the "**Contest**") starts on June 1, 2015 at 9:00 AM Eastern Time ("ET") and closes on August 31 2015 at 11:59 PM ET (the "**Contest Period**"). The Contest Sponsor is Imperial Oil, a partnership of Imperial Oil Limited and McColl-Frontenac Petroleum Inc. (the "**Sponsor**"). The Contest is being administered by Canadian Tire Corporation, Limited ("**CTC**"). CTC is located at 2180 Yonge Street, Toronto ON M4P 2V8.

2. ELIGIBILITY:

Contest is open to all legal residents of Canada, who have reached the legal age of majority in their province or territory of residence at the time of entry. Notwithstanding the foregoing, the following persons are not eligible to enter or win: employees, representatives and agents of the Sponsor, CTC, Canadian Tire Associate Dealers, PartSource, Canadian Tire Petroleum Agents and Canadian Tire Financial Services ("**Canadian Tire Parties**") and together with the Sponsor, collectively, the "**Contest Organizers**", their parent companies, subsidiaries, affiliates, prize suppliers, partners, advertising/promotion agencies and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the "**Contest Parties**") and the immediate family members (parent, spouse, child or sibling, and their respective spouses, regardless of where they reside) of such employees, representatives and agents, and those living in their same households, whether or not related. By participating, you signify that you have read, accept and agree to be legally bound by the terms and conditions of these Contest Rules. The Canadian Tire Parties are not the sponsors of the Contest.

3. HOW TO ENTER:

No purchase is necessary to enter or win. All Contest Entrants agree that they shall assume payment of their wireless carrier's standard data plan fees if entering the Contest on a mobile device, or any Internet access fees if entering the Contest from a laptop, tablet or desktop computer.

A "Contest Entrant" is an eligible person who has entered the Contest as described in this Section 3.

There is (1) method of entry:

- i. **Online Entry:** Eligible entrants can participate by completing and submitting their Entry Form at canadiantire.ca/mobil1 (the "**Website**").

Once you have fully completed the online entry form with all required information (Name, Email, Phone Number) (an "**Entry Form**"), follow the on-screen instructions to submit your completed Entry Form (an "**Entry**"). Once you have completed your Entry in accordance with these Contest Rules, you will earn one (1) Entry. To be eligible, your Entry must be submitted and received within the Contest Period.

If the Contest Entrant is a registered My Canadian Tire 'Money'™ member, the Contest Entrant will automatically receive one (1) additional Entry by entering the Contest with the same email address as is registered with their My Canadian Tire 'Money' account. This will allow a Contest Entrant registered with My Canadian Tire 'Money' to gain a total of two (2) Entries into the Contest.

If the Contest Entrant is a primary cardholder with one of the following credit cards issued by Canadian Tire Bank (each a "Canadian Tire Credit Card"):

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

The Contest Entrant will automatically receive an additional nine (9) Entries by entering the Contest with the same email as is registered with their My Canadian Tire 'Money' profile account. This will allow a Contest Entrant who is a primary cardholder with a Canadian Tire Credit Card to gain a total of ten (10) Entries into the Contest.

4. ENTRY LIMIT:

There is a total limit of ten (10) Entries per Contest Entrant during the entire Contest Period. Canadian Tire Credit Card primary cardholders and My Canadian Tire 'Money' members cannot redeem for both additional loyalty Entries set out in Section 3 above. Canadian Tire Credit Card primary cardholders and My Canadian Tire 'Money' members must enter the Contest with the same email address as is registered with their My Canadian Tire 'Money' online profile account to be eligible for the additional Entries. Email addresses cannot be edited once someone has entered the Contest.

For greater certainty and the avoidance of any doubt, you can submit a maximum of one (1) Entry and can only and strictly use only one (1) email address to participate. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry per person/email address during the Contest Period; and/or (ii) use (or attempt to use) multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. The additional Entries for Canadian Tire Credit Card primary cardholders and My Canadian Tire 'Money' members will be automatically added by the Sponsor. Your Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the Entry Form is not fully completed with all required information and submitted and received during the Contest Period. The Releasees (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

5. CONTEST ORGANIZERS RIGHT TO VERIFY:

All Entries are subject to verification at any time and for any reason. Contest Organizers reserve the right, in their sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to Contest Organizers - including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Organizers deem necessary, in their sole and absolute discretion, for the purposes of administering this Contest in accordance with these Contest Rules. Failure to provide such proof to the satisfaction of the Contest Organizers in a timely manner may result in disqualification in the sole and absolute discretion of the Contest Organizers. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

6. THE PRIZE AND APPROXIMATE RETAIL VALUE:

There is one (1) grand prize available to be won, consisting of a 2015 Chevrolet Corvette Stingray with an approximate retail value of sixty-five thousand seven hundred and fifty-five dollars (\$65,755.00 CAD) (the "**Prize**"). Shipping of the Prize will be provided to a location in Canada up until October 8 2015 and to a maximum shipping cost of two thousand dollars (\$2,000.00 CAD). Transfer of ownership will be executed once the Prize winner is announced.

Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor's option; (iii) Sponsor reserves the right at any time to substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (iv) colour and other specifics of the Prize will be at the sole and absolute discretion of the Sponsor and subject to availability; (v) manufacturer's standard warranty applies to the Prize; (vi) upon notification, the confirmed Prize winner may, in the sole and absolute discretion of the Sponsor, be required to personally take delivery of the Prize from a dealership within Canada reasonably close to his/her place of residence in Canada as determined by Sponsor, in its sole and absolute discretion, and will be required to present adequate personal identification (in a form acceptable to the Sponsor - including, without limitation, government issued photo identification); (vii) Prize will not be released unless and until the confirmed Prize winner first shows proof (in a form acceptable to the Sponsor) of

having a valid driver's license in the province/territory in which he/she resides and proof (in a form acceptable to the Sponsor) of satisfactory insurance; (viii) confirmed Prize winner is solely responsible for all expenses that are not included in the Prize description above, including, but not limited to: registration and license fees, insurance, vehicle maintenance including fuel costs, additional accessories and all other costs associated with: (a) any upgrade or option package(s) that he/she may request (and that may be permitted by Sponsor in its sole and absolute discretion); and/or (b) obtaining a valid driver's license, license plates, registration, insurance and/or fuel. The Prize will only be awarded to the eligible entrant whose verifiable full name and valid e-mail address appears on the Entry Form associated with the selected Entry.

Before being declared a confirmed prize winner the Prize winner must (a) first correctly answer, unaided, a time-limited mathematical skill-testing question, without mechanical or other aid; (b) sign and return within ten (10) business days of being notified of their win, a standard release (the "**Release**"), which (among other things): (i) acknowledges and agrees to the publication, reproduction and/or other use of the Contest winner's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet; (ii) confirms understanding, acceptance and compliance with these Contest Rules; (iii) confirms acceptance of the Prize as awarded, and (iv) releases Imperial Oil, the Sponsor and any and all of its subsidiaries, affiliates, divisions including Imperial Oil Limited, advertising or promotional agencies, prize providers, administrators, employees, agents, representatives and participating oil service providers, as well as Canadian Tire Parties (collectively, the "**Released Parties**" or "**Releasees**") from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of a prize or any portion thereof.

7. RANDOM PRIZE DRAW AND WINNER SELECTION PROCESS:

The random draw for the Prize will be held at 1:30 PM ET on September 8, 2015 (the "**Draw Date**") by CTC at its place of business 2180 Yonge Street, Toronto ON M4P 2V8 from all valid Entries received during the Contest Period.

8. ODDS OF WINNING

The odds of being selected as the Prize winner will depend on the total number of eligible Entries received during the Contest Period.

9. WINNER NOTIFICATION & AWARDING OF THE PRIZE

The Sponsor or CTC will make a minimum of three (3) attempts to contact the eligible Contest winner (using the information provided on the Entry Form) within five (5) business days of the Draw Date. If an eligible winner cannot be contacted within five (5) business days of the Draw Date, or if there is a return of any notification as undeliverable; then he/she will forfeit all rights to the applicable Prize and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible entrant from among all eligible Entries submitted and received during the Contest Period in accordance with these Contest Rules (in which case the foregoing provisions of this section shall apply to such new eligible winner).

The winner will be solely responsible for all of the Prize arrangements, insurance, upgrades and out-of-pocket expenses associated with the redemption of the Prizes, including but not limited to any upgrades, insurance and/or taxes, incidentals and any other expenses not specified herein.

The Sponsor shall not be responsible for any delays, diversions or substitutions, or any act or omission whatsoever.

No substitution, assignment or transfer of the Prize or any portion thereof is permitted, except at the Sponsor's sole and absolute discretion. Winner must also sign and return to the Sponsor, within the Sponsor's required timeframe, the Sponsor's Release, as a condition of being eligible for the Prize.

10. GENERAL CONDITIONS:

All Entries become the property of the Sponsor and will not be returned to Entrants at any time. No communication or correspondence will be exchanged with Entrants, except with the selected Entrant.

Should the Contest winner make any false statement on the Entry Form or in any document referenced herein, they shall be automatically disqualified from the Contest and required to promptly return to Sponsor his/her Prize. The Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with, or is suspected of tampering with, the Entry process, the operation of the Contest and/or the Website, violates these Contest Rules, or acts with intent to annoy, abuse, threaten or harass any other person. WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND THE SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

The Sponsor's failure to enforce any term of these Contest Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Contest Rules shall not affect the validity or enforceability of any other provision. If any provision of the Contest Rules is determined to be invalid or otherwise unenforceable, then the Contest Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

This Contest is subject to all applicable federal, provincial and municipal laws. All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of Entrants and Sponsor in connection with this Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to Ontario conflicts of law principles, unless prohibited by law. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Contest Rules. ANYONE DETERMINED TO BE IN VIOLATION OF THESE CONTEST RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Releasees will not be liable for: (i) any failure of the Website during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry to be received, captured or recorded for any reason, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above.

In the event of a dispute regarding who submitted an Entry, Entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to Sponsor - including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Entry in question.

All Entries are subject to verification at any time. The sole determinant of time for the purposes of valid entry in this Contest will be the Contest server(s).

Online Entries must be made by the original, manual keystrokes of the individual Contest Entrant. Use of mechanical assistance, form filling software or robotic assistance is prohibited. Online entries generated by script, macro, robotic, programming or any other automated means are prohibited and will be disqualified. The Sponsor assumes no responsibility for lost, late, delayed, destroyed or misdirected mail. No correspondence will be entered into except with selected Contest Entrant(s) or as stated in the Contest Rules, or Contest Entrants requesting a copy of the Contest Rules. For a copy of the Contest Rules, please visit canadiantire.ca/mobil1

By entering the Contest, all Contest Entrants consent to the collection, use and disclosure of their personal information by the Sponsor and CTC solely for the purpose of running the Contest and the awarding of the Prize, and that such personal information will not be sold or shared with any other third parties. The declared and selected winner agrees to the use of his/her name, city of residence, photograph, voice, statement, image or likeness for advertising, publicity and promotional purposes in all media, without further notice or compensation, and agrees to confirm said specific consent to such use by signing the Release. By entering the Contest, Contest Entrants automatically agree to accept and abide by these Contest Rules. All decisions of the Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all Contest Entrants

in all matters as they relate to this Contest. If you have any questions, please contact info@winwithmobil.ca. Contest Entrants, including the Contest winner, agree to release, forever discharge, indemnify and hold harmless the Released Parties or Releasees from any and all injuries, liability, losses and damages of any kind resulting from their participation in the Contest or their acceptance, use or misuse of a prize. Please see the Privacy Policy here: <http://www.canadiantire.ca/en/customer-service/privacy-policy.html>.

Unless prohibited by law, in the event of a discrepancy between the English and French version of these Contest Rules, the English version will prevail. Mobil 1 is a trademark of Exxon Mobil Corporation or one of its subsidiaries. Imperial Oil, licensee. All other marks used are the property of their respective owners. ®/™ The trademarks of Canadian Tire Corporation, Limited are owned by Canadian Tire Corporation, Limited and are used with permission.

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11. WINNER'S NAME:

For the name of the Prize winner, send a request along with a self-addressed, stamped envelope bearing sufficient postage to: "Corvette Sweepstakes" Contest, Winners Request List, c/o Customer Service, 2180 Yonge Street, Toronto, ON, M4P 2V8.

12. FOR QUEBEC RESIDENTS ONLY:

Any litigation respecting the conduct or organization of a publicity Contest may be submitted to the Régie des alcools, des courses et des jeux du Québec for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.