

“AIR MILES Mom” - Chance to Win 5,000 Miles Contest

Official Contest Entry Rules

THIS CONTEST IS OPEN TO RESIDENTS OF CANADA ONLY AND WILL BE INTERPRETED AND SUBJECT TO ALL CANADIAN LAW. VOID WHERE PROHIBITED. NO PURCHASE NECESSARY TO ENTER OR WIN.

“AIR MILES Mom – Chance to Win 5,000 Miles Contest” (the “Contest”) is administered and sponsored by Square Crop Studios Inc.(the “Sponsor”), the parent company of Parent Life Network. Any questions, comments or complaints regarding the Contest should be directed to the Sponsor at 301-312 Adelaide St W, Toronto ON M5V 1R2. By participating in this Contest, each contestant agrees to be legally bound by these Official Contest Entry Rules (the “Rules”). LoyaltyOne, Co. doing business as AIR MILES® or the AIR MILES® Reward Program is in no way connected to the management of the Contest.

1. CONTEST PERIOD

The Contest is run by the Sponsor and will take place from **September 2, 2016 at 4:00:01 p.m. Eastern Time (“ET”)** to **December 31, 2016 at 11:59:59 p.m. ET** (the **“Contest Period”**). The Sponsor reserves the right (subject only to the jurisdiction of the Regie des alcools, des course et des jeux) to cancel, terminate, modify, amend, extend or suspend the Contest or any portion thereof, and select winners from previously received applicable eligible entries.

2. ELIGIBILITY

The Contest is open to all legal residents of Canada who:

- (i) reside in any province or territory within Canada;
- (ii) have reached the age of majority in their province of residence as of the date of entering the Contest;
- (iii) are the parent or legal guardian of a child who is a legal resident of Canada, and under the age of twelve, or expecting;
- (iv) are Collectors in the AIR MILES® Reward Program (or enrol to become an AIR MILES Collector during the Contest Period prior to entry. The Collector is the individual in whose name the Collector Number has been established or, in the case of a Business Collector, the principal associated with the Business Collector Number, as determined by LoyaltyOne, Co. (“AIR MILES”). Canadian residence will be determined by the mailing address associated with the Collector Number. By enrolling to become an AIR MILES Collector you agree to be bound by the terms and conditions of the AIR MILES Reward Program as amended from time to time. If you are not already an AIR MILES Collector you may become one by enrolling online at www.airmiles.ca;
- (v) have no more than one active Parent Life Network account;

- (vi) are not employees, representatives or agents of the Contest Group Entities (defined below) or anyone domiciled with such employees representatives or agents, or a Contest judge,
- (vii) have agreed to comply with applicable laws (including, but not limited to, laws relating to libel and obscenity), assume responsibility for their activities, and not to harass, disrupt, abuse, or invade the privacy rights of others; and
- (viii) have read and accepted, and agreed to comply with these Rules.

For the purposes of these Rules, “**Contest Group Entities**” means the Sponsor, Parent Life Network, their respective parent, sister, affiliated and subsidiary companies, all advertising and promotion agencies, suppliers of prizes (including without limitation AIR MILES) and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Contest.

3. PRIZES

3.1 Grand Prize: There is a total of **one (1)** Grand Prize available to be won consisting of a 5,000 AIR MILES Reward Miles (the “**Grand Prize**”). See section 3.3 (A) for prize value determination. All amounts in these Rules are in Canadian dollars.

3.2 Additional Prizes: There are two hundred eighty eight (288) additional contest prizes (each an “**Additional Prize**”).

The following prizes are available to be won at the beginning of the Contest. The number of Additional Prizes available to be won will be reduced as they are won during the Contest. All amounts listed are in Canadian dollars.

Quantity	Prize	Approx. Retail Value
One (1)	Cash prize of \$5,000	\$5,000
Twenty five (25)	\$100 Staples Gift Cards	\$100 each
Six (6)	\$250 The Children’s Place Gift Cards	\$250 each
One (1)	\$2,500 Shell Gift Card	\$2,500
Five (5)	\$1,000 Metro Gift Cards	\$1,000 each
Four (4)	Cuisinart 2-in-1 Baby Food Maker & Bottle Warmer	\$150 each
Four (4)	Cuisinart Bottle Warmer with Night Light	\$40 each
One (1)	Motorola BMP36S Baby Monitor	\$270
One (1)	Avent BPA Free Natural Essentials Set	\$88
One (1)	Hamilton Beach Pro Food Processor	\$300
One (1)	Zycom Z-Bike balance bike	\$150

One (1)	Peg Perego Booklet Travel System - Aquamarine	\$800
One (1)	Backyard Lifestyles Standard Chess Set	\$100
One (1)	Backyard Lifestyles Giant Games Standard Checkers Set	\$80
One (1)	Backyard Lifestyles Cannonball Drop Game	\$140
One (1)	Backyard Lifestyles Giant Dominoes Game	\$60
One (1)	Backyard Lifestyles Get Knotted Game	\$80
One (1)	Backyard Lifestyles Folding Wagon	\$210
One (1)	Little Prize Package consisting of one (1) Tikes Cozy Coupe, one (1) Learn to Pedal 3 in 1 Trike and one (1)	\$220
One (1)	Oatboax Subscription for 12 months	\$240
One (1)	Best Western hotels \$150 Gift Card	\$150
Six (6)	Rexall \$250 Gift Cards	\$250 each
Five (5)	4-packs of Family Tickets to Granby Zoo	\$115 each
Five (5)	Hudson's Bay Company \$500 Gift Cards	\$500 each
One (1)	7-day rental certificate at Budget Rent a Car	\$500
Five (5)	Chef's Plate \$60 Gift Cards	\$60 each
Three (3)	Foodora \$75 vouchers	\$75 each
One (1)	LaRitzzy subscription	\$250
One (1)	6-month subscription to Little Life Box	\$114
One (1)	3-month subscription to Chef's Box	\$190
One (1)	PEPP Stroller	\$430
One (1)	Pack 'N Play Playard	\$170
One hundred (100)	Melissa and Doug Baby Roscoe Teddy Bears	\$15 each
One (1)	Lillebaby Complete All Seasons Baby Carrier – Black	\$210
One (1)	Britax B-AGILE Stroller	\$280
Four (4)	Dyson Ball Toy Vacuums	\$40 each
One (1)	KaZAM Kids Balance Bike – Blue	\$180
Two (2)	Fitbit Alta Fitness Tracker – Small – Plum	\$170 each
One (1)	Hape Cook 'n Serve Kitchen with Accessories	\$217
One (1)	guzzie & Guss Connect Stroller	\$600

One (1)	Warm Buddy Sleep Therapy Set	\$120
One (1)	Braun and Vicks Health Care Gift Pack	\$173
Fifty (50)	CARAVELL NEW YORK Women's 44L137 Tortoise Plastic Bangle Watches	\$69 each
Ten (10)	Bella Pearls Sterling Silver Pearl Pendant with CZs and Freshwater Pearl – 17" Chain	\$129 each
One (1)	BRIO Labyrinth Game and Boards	\$80
One (1)	Brio Builder Creative Set – 270 Pieces	\$110
One (1)	Deluxe Railway 87 Piece Train Set	\$400
One (1)	BricTek Tower Warfare Castle Fortress Building Set – 747 Pieces	\$105
One (1)	BricTek Police Academy Building Kit – 1,242 Pieces	\$157
One (1)	Ravensburger Puzzle Store – Sort, Assemble and Transport Jigsaw Puzzles – includes 2 puzzles (1,000	\$135
Three (3)	Homedics SoundSpa Portable Sound Machine	\$33 each
One (1)	Luxeport Spa 100% Luxurious Silk Robe – Ivory	\$290
One (1)	Dyson Hot + Cool Ceramic Fan Heater (AM09) – White/Silver	\$550
One (1)	Dyson Hot + Cool Ceramic Fan Heater (AM09) – Black/Iron	\$550
Two (2)	Dyson V6 Slim Cordless Stick Vacuums	\$400 each
Ten (10)	\$500 travel gift cards for Transat Travel	\$500 each
One (1)	Live Nation VIP Experience Package	\$2,500

3.3 Prizes General:

A) AIR MILES Prizes:

The approximate retail value of AIR MILES reward miles depends on the chosen method of redemption, available reward options at the time of redemption, and the set preference between AIR MILES Cash and AIR MILES Dream balances. If redeemed with AIR MILES Cash, 95 reward miles can be redeemed in-store for \$10 towards purchases at participating AIR MILES Sponsors or 95 reward miles can be redeemed online for eVouchers for \$10 worth of value at participating Reward Partners. If redeemed for flights (1,200 reward mile minimum required for flight redemption), value depends on destination chosen, date of travel and use of multiple carriers or suppliers. For example, one return economy flight from Toronto, Ontario to Winnipeg, Manitoba is 2,000 AIR MILES reward miles and has an approximate value of \$525.00 (Canadian) excluding taxes. Winner must pay applicable taxes, related transportation fees, governmental levies, excess baggage and other non-ticket costs. The value of AIR MILES reward miles redeemed for non-flight reward options depends on reward options in effect at the time of redemption. AIR MILES reward miles are subject to the terms and conditions of the AIR MILES Reward Program as amended from time to time. AIR MILES reward miles prizes are not transferable or convertible to cash and

must be accepted as awarded. To ensure that winners receive their prize in their preferred balance, each winner should ensure his/her balance preferences (AIR MILES® Cash balance and AIR MILES® Dream balance) are set as desired prior to the prize being posted in his/her Collector Account.

B) All Prizes:

Winners are solely responsible for payment of any applicable taxes and reporting any taxable income associated with any prize. The prizes cannot be substituted or transferred to a third party. However, Sponsor may in its discretion substitute any prize for another prize which is, in its opinion, of equal or greater value. Any additional costs not described in these Rules as part of any prize that are incurred in collecting and using a prize are the winner's responsibility. See Section 7 of these rules for additional prize requirements.

C) Live Nation Prize:

There is one (1) Live Nation VIP Experience to be won. The Live Nation VIP Experience includes two (2) tickets to a Live Nation produced and promoted show in Canada (the "Show") during the calendar year, 2016 and one (1) VIP experience for winner and one (1) guest. The VIP Experience may be one of the following, subject to availability and artist approval: a backstage tour, sound check attendance, a meet and greet with the artist, or a photo opportunity with the artist.. Approximate retail value of the tickets ranges between \$200 CDN and \$600 CDN; however, in no event will the maximum actual retail value of the tickets exceed \$600 CDN. The Approximate retail value of the VIP Experience package, including tickets, ranges between \$200 and \$2500 CDN, however, in no event will the maximum actual retail value of the package exceed \$2500 CDN. The actual retail value will depend on the Show selected and the VIP Experience awarded. Any difference between the stated approximate retail value and the actual value of the Prize will not be awarded. Tickets and VIP Experience are subject to availability, venue capacity, age restrictions and artist restrictions. For greater certainty, tickets to any particular Show are not guaranteed. Show seat locations and specific VIP Experience and details are solely within Live Nation's discretion. All other expenses not specifically mentioned herein are solely the Prize winner's responsibility. The Prize winner and his/her guest must abide by all venue policies. Live Nation reserves the right to revoke the Prize (in whole or in part) from the Prize winner and his/her guest if Live Nation or the venue personnel deem (in their sole discretion) that the Prize winner or his/her guest may be intoxicated, be a safety risk, have violated any venue policy or law, or may bring Live Nation into disrepute. Show must be selected at least thirty (30) days in advance of the show date. Prize must be redeemed for a Live Nation-produced and promoted show on or before December 31, 2016, no alternative dates are available. If winner is unable or unwilling to attend on the dates specified, the Prize will be forfeited and may be awarded to an alternate winner. A minor may accompany the Prize winner as his/her guest only if the Prize winner is the minor's parent or legal guardian. Winner and guest must have all necessary identification (e.g., a valid Canada driver's license, valid government issued passport) required for venue access. Any unclaimed and/or unused Prize element will remain the property of Live Nation. Resale of tickets is prohibited.

Live Nation is not a sponsor of this Contest and is in no way responsible for the administration of the Contest, the verification of winners, or the fulfillment of prizes. All inquiries must be directed to Sponsor and not Live Nation.

4. METHODS OF ENTRY

4.1 Contest Registration: To enter the Contest for a chance to win a prize, the contestant must complete an Online Entry and Registration or complete a Mail in Entry (which is available for select prizes).

- (a) **Method One - Online Entry and Registration:** To enter the Contest online for a chance to win any prize, the contestant must complete the Contest Entry Form (the “CE Form”) at the Website <http://airmilesmom.parentlifenet.com> (the “Website”). Contestants must provide a valid email, full name, age, AIR MILES Collector Number and age of youngest child on the CE Form. Incomplete CE Forms or CE Forms with false information may be deemed invalid and may be disqualified at the Sponsor’s sole discretion. Only fully completed CE Forms with valid information received by the Sponsor’s servers during the Contest Period will be accepted for online registration and entry into this Contest. Once the CE Form is complete, the contestant must click submit. The contestant will then obtain one entry into the draw for a chance to win 5,000 AIR MILES Reward Miles and will be registered with the Contest. As a condition of online entry and registration into the Contest the contestant must have a Parent Life Network account and must consent to receipt from the Sponsor of e-mail messages about products and services that the Sponsor believes may be of interest. Once a contestant obtains entry and registration in the Contest, the contestant may opt out of email communications from the Sponsor at any time without losing his or her registration or entry into the Contest by visiting parentlifenet.com/user/communication, unchecking the subscription and pressing submit. Upon online entry and registration, the contestant will be given a password and a Parent Life Network account (unless the contestant already has a Parent Life Network account and password). The contestant may use such account during the Contest Period to enter further draws for each Additional Prize (see section 4.3).

- (b) **Method Two – Mail In Registration and Entry:** If a contestant does not wish to complete certain Additional Prize challenges online (see Section 4.4 to see which Additional Prize draws can be entered through write-in method), including those with a purchase requirement, the contestant may: print his/her first name, last name, email address, telephone number, AIR MILES Collector Number, complete mailing address (including postal code) and signature and a 50 word or less essay on "How AIR MILES makes my family’s life better" on a plain white piece of paper (no larger than 8.5 by 11 inches) and mail it (in an envelope with sufficient postage), to the Sponsor, at: Contest Administrator, Parent Life Network, 301-312 Adelaide St W, Toronto ON M5V 1R2, Attn: AIR MILES Mom Contest. Upon receipt and verification of a contestant’s complete

mail-in entry request in accordance with these Rules, the contestant will be registered for the Contest (if they have not already registered online) and will receive one entry into each Additional Prize draw that takes place after the mail-in entry is received by the Sponsor and that relates to the Additional Prize challenges that are eligible for mail-in entry (see Section 4.4). Limit one (1) mail-in request per person. Without limitation all mail-in entry requests must be received during the Contest Period in a separate envelope bearing sufficient postage (i.e. mass mail-in of entry requests from different people in the same envelope will be void). The Releasees (defined below) will not be responsible or liable for any lost, stolen, delayed, illegible, damaged, misdirected, insufficient postage, late or destroyed mail-in Contest entry requests. Mail-in entries will not be acknowledged.

2. **Multiple Registration Not Permitted:** There is a limit of one (1) Contest Registration per contestant permitted. For greater certainty, no contestant may register for the Contest more than once regardless of the method of participation. If it is discovered that a contestant has attempted to: (i) register more than one (1) time or (ii) use (or attempt to use) multiple names, email addresses or identities to register, enter, or otherwise participate in, the Contest, then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from participating in the Contest and all of his/her entries may be disqualified. Use (or attempted use) of multiple identities, mail-in envelopes, email addresses and/or any automated system to register for or otherwise participate in this Contest is prohibited and is grounds for disqualification.

3. **Entering to Win Additional Prizes Online**

On Contest Registration online, every eligible contestant will become eligible for the Grand Prize draw for the chance to win 5,000 AIR MILES Reward Miles on December 31st. Each Additional Prize is awarded by a separate draw (see Section 5 for draw details) and a Contestant must return to the Website to obtain entry into each Additional Prize draw. There is a limit of one entry into each Additional Prize draw per contestant.

Entry into a new Additional Prize draw may become available at any time during the Contest Period. Once available, online entry for each Additional Prize draw will remain available for a minimum of 24 hours, although in some cases, entry will be open for longer periods. The ability to enter online for each Additional Prize draw will end at the specific time listed on each Additional Prize page within the Website (the draw close date). In order to receive an entry into an Additional Prize draw, a contestant must:

- a) Visit the Website located at <http://airmilesmom.parentlifenetWORK.com> and select an available Additional Prize draw; and
- b) Review and complete the Additional Prize challenge associated with the Additional Prize prior to the draw close date for the applicable Additional Prize. The Additional Prize challenge for each draw which will contain one or more of the following elements:

- i. Enter a word or phrase into the Website.
- ii. Visit specific websites.
- iii. Tweet completing a sentence.
- iv. Post an image to Instagram using the hashtag #AIRMILESMom
- v. Change your AIR MILES Cash participation.
- vi. Share the Contest with a friend.
- vii. Visit @airmiles_canada on Instagram.
- viii. Visit AIR MILES on Facebook.
- ix. Subscribe to or already be subscribed to AIR MILES on YouTube.
- x. Watch an AIR MILES video and answer questions on the video content.
- xi. Correctly complete an AIR MILES Program quiz or survey.
- xii. Opt-in or already be opted-in to receive email communication from AIR MILES about offers, promotions and information about AIR MILES products and services. (The contestant may opt-out of email communications from AIR MILES at any time without losing his or her registration or entry into the Contest.)
- xiii. Complete a survey.
- xiv. Opt-in to receive email communication from Rexall about offers, promotions and information about Rexall's products and services. (The contestant may opt-out of email communications from Rexall at any time without losing his or her registration or entry into the Contest.)
- xv. "Check Your Progress" on Shell's Road to Rewards website.
- xvi. Opt-in to receive email communication from Staples about offers, promotions and information about Staples products and services. (The contestant may opt-out of email communications from Staples at any time without losing his or her registration or entry into the Contest.)
- xvii. Earn 1 AIR MILES Reward Miles on AIR MILES Shops during a prescribed period.
- xviii. Redeem AIR MILES Cash.

- xix. Download or already have the AIR MILES App on an iPad, iPhone or Android device and select certain notifications or options.
 - xx. Apply for or already have an AIR MILES American Express card.
- c) Repeat steps A) and B) for each additional Additional Prize draw the contestant wishes to become eligible for. Note that the requirements for entry into each Additional Prize draw may be different. However, they will be clearly posted on the AIR MILES Mom Website as the draws and potential prizes became available.

4. Entering to Win Certain Additional Prizes Offline

No purchase necessary. If a contestant who is otherwise eligible for the Contest wishes to participate in Additional Prize draws without completing certain online Additional Prize challenges, including making any purchases, the Contestant may follow the mail-in method of entry and registration as outlined in Section 4.1 (b). The Mail-in method of entry is only available for Additional Prize challenges that involve one or more of the elements set out in Section 4.3 (b)(xvii-xx).

5. DRAW & WINNER SELECTION PROCESS

1. **Additional Prize Draws:** Each Additional Prize will be drawn on the draw dates outlined below. All Additional Prize challenges for which mail-in entry is permitted will take place 5 business days following the entry close date to allow time for mail-in entries to be received.

Prize	Entry Due Date at 11:59:59PM ET	Draw Date at 4:00:00PM ET
(1) Staples \$100 Gift Card	September 2 nd , 2016	September 12 th , 2016
(1) Avent BPA Free Natural Essentials Set	September 3 rd , 2016	September 12 th , 2016
(1) Staples \$100 Gift Card	September 4 th , 2016	September 12 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	September 5 th , 2016	September 12 th , 2016
(1) Bella Pearls Sterling Silver Pearl Pendant	September 6 th , 2016	September 12 th , 2016
(1) Cuisinart Bottle Warmer with Night Light	September 7 th , 2016	September 12 th , 2016
(1) Cuisinart 2-in-1 Baby Food Maker & Bottle Warmer	September 8 th , 2016	September 12 th , 2016
(1) \$250 Rexall Gift Card	September 9 th , 2016	September 12 th , 2016
(1) 12-month subscription to Oatbox	September 10 th , 2016	September 12 th , 2016
(1) CARAVELLE NEW YORK Women's Watch	September 11 th , 2016	September 12 th , 2016

(1) The Children's Place \$250 Gift Card	September 12 th , 2016	September 19 th , 2016
(1) Zycorn Z-Bike Balance Bike	September 13 th , 2016	September 19 th , 2016
(1) BRIO Deluxe Railway 87 Piece Train Set	September 14 th , 2016	September 19 th , 2016
(1) Dyson Ball Toy Vacuum	September 15 th , 2016	September 19 th , 2016
(1) 3-month subscription to Chef's Box	September 16 th , 2016	September 19 th , 2016
(1) Folding Wagon	September 17 th , 2016	September 19 th , 2016
(1) CARAVELLE NEW YORK Women's Watch	September 18 th , 2016	September 19 th , 2016
(5) Family Packs of 4 tickets to the Granby Zoo	September 18 th , 2016	September 19 th , 2016
(1) BRIO Builder Creative Set	September 19 th , 2016	September 26 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	September 20 th , 2016	September 26 th , 2016
(1) Fitbit Alta	September 21 st , 2016	September 26 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	September 22 nd , 2016	September 26 th , 2016
(1) Healthy Care Gift Pack feat. Braun & Vicks	September 23 rd , 2016	September 26 th , 2016
(1) BRIO Labyrinth Game and Boards	September 24 th , 2016	September 26 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	September 25 th , 2016	September 26 th , 2016
(1) \$500 Hudson's Bay Gift Card	September 26 th , 2016	January 16 th , 2017
(1) \$100 Staples Gift Card	September 27 th , 2016	October 3 rd , 2016
(1) Lillebaby Complete All Seasons Baby Carrier	September 28 th , 2016	October 3 rd , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	September 29 th , 2016	October 3 rd , 2016
(1) CARAVELLE NEW YORK Women's Watch	September 30 th , 2016	October 3 rd , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	October 1 st , 2016	October 3 rd , 2016
(1) Homedics SoundSpa Portable Sound Machine	October 2 nd , 2016	October 3 rd , 2016
(1) CARAVELLE NEW YORK Women's Watch	October 3 rd , 2016	October 17 th , 2016
(1) The Children's Place \$250 Gift Card	October 4 th , 2016	October 17 th , 2016
(1) Backyard Lifestyles Giant Dominoes	October 5 th , 2016	October 17 th , 2016
(1) Bella Pearls Sterling Silver Pearl Pendant	October 6 th , 2016	October 17 th , 2016
(1) Backyard Lifestyles Cannonball Drop Game	October 7 th , 2016	October 17 th , 2016
(1) Cuisinart 2-in-1 Baby Food Maker & Bottle Warmer	October 8 th , 2016	October 17 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	October 9 th , 2016	October 17 th , 2016

(1) Luxeport Spa Luxurious Silk Robe	October 10 th , 2016	October 17 th , 2016
(1) LARITZY Beauty Bag Prize	October 11 th , 2016	October 17 th , 2016
(1) Little Tikes Package (Cozy Coupe, Learn to Pedal 3-in1, 3'	October 12 th , 2016	October 17 th , 2016
(1) Bella Pearls Sterling Silver Pearl Pendant	October 13 th , 2016	October 17 th , 2016
(1) CARAVELLE NEW YORK Women's Watch	October 14 th , 2016	October 17 th , 2016
(1) Backyard Lifestyles Get Knotted game	October 15 th , 2016	October 17 th , 2016
(1) \$100 Staples Gift Card	October 16 th , 2016	October 17 th , 2016
(1) Cuisinart Bottle Warmer and Night Light	October 17 th , 2016	October 24 th , 2016
(1) Hape Cook 'n Serve Kitchen with Accessories	October 18 th , 2016	October 24 th , 2016
(1) BricTek Tower Warfare Castle Fortress Building Set	October 19 th , 2016	October 24 th , 2016
(1) \$100 Staples Gift Card	October 20 th , 2016	October 24 th , 2016
(1) Dyson Ball Toy Vacuum	October 21 st , 2016	October 24 th , 2016
(1) \$100 Staples Gift Card	October 22 nd , 2016	October 24 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	October 23 rd , 2016	October 24 th , 2016
(1) Live Nation VIP Experience	October 23 rd , 2016	October 24 th , 2016
(1) 6-month subscription to Little Life Box	October 24 th , 2016	October 31 st , 2016
(1) The Children's Place \$250 Gift Card	October 25 th , 2016	January 16 th , 2017
(1) \$100 Staples Gift Card	October 26 th , 2016	October 31 st , 2016
(1) Homedics SoundSpa Portable Sound Machine	October 27 th , 2016	October 31 st , 2016
(1) Backyard Lifestyles Giant Games Standard Checkers Set	October 28 th , 2016	October 31 st , 2016
(1) Dyson V6 Slim Cordless Stick Vacuum	October 29 th , 2016	January 16 th , 2017
(1) CARAVELLE NEW YORK Women's Watch	October 30 th , 2016	October 31 st , 2016
(1) BricTek Police Academy Building Kit	October 31 st , 2016	November 7 th , 2016
(1) KaZAM Kids Balance Bike	November 1 st , 2016	November 7 th , 2016
(1) \$250 Rexall Gift Card	November 2 nd , 2016	November 7 th , 2016
(1) The Children's Place \$250 Gift Card	November 3 rd , 2016	November 7 th , 2016
(1) Backyard Lifestyles Standard Chess Set	November 4 th , 2016	November 7 th , 2016
(1) \$100 Staples Gift Card	November 5 th , 2016	November 7 th , 2016
(1) Homedics SoundSpa Portable Sound Machine	November 6 th , 2016	November 7 th , 2016

(5) Melissa and Doug Baby Roscoe Teddy Bears	November 7 th , 2016	November 14 th , 2016
(1) \$500 Hudson's Bay Gift Card	November 8 th , 2016	January 16 th , 2017
(1) \$100 Staples Gift Card	November 9 th , 2016	November 14 th , 2016
(1) CARAVELLE NEW YORK Women's Watch	November 10 th , 2016	November 14 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	November 11 th , 2016	November 14 th , 2016
(1) \$100 Staples Gift Card	November 12 th , 2016	November 14 th , 2016
(1) \$250 Rexall Gift Card	November 13 th , 2016	November 14 th , 2016
(1) Warm Buddy Sleep Therapy Set	November 14 th , 2016	November 21 st , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	November 15 th , 2016	November 21 st , 2016
(1) Britax B-AGILE Stroller	November 16 th , 2016	November 21 st , 2016
(1) Hamilton Beach Pro Food Processor	November 17 th , 2016	January 16 th , 2017
(1) \$100 Staples Gift Card	November 18 th , 2016	November 21 st , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	November 19 th , 2016	November 21 st , 2016
(1) \$100 Staples Gift Card	November 20 th , 2016	November 21 st , 2016
(1) \$250 Rexall Gift Card	November 21 st , 2016	November 28 th , 2016
(1) \$100 Staples Gift Card	November 22 nd , 2016	November 28 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	November 23 rd , 2016	November 28 th , 2016
(1) Peg Perego Booklet Travel System	November 24 th , 2016	November 28 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	November 25 th , 2016	November 28 th , 2016
(1) Bella Pearls Sterling Silver Pearl Pendant	November 26 th , 2016	November 28 th , 2016
(1) CARAVELLE NEW YORK Women's Watch	November 27 th , 2016	November 28 th , 2016
(1) Bella Pearls Sterling Silver Pearl Pendant	November 28 th , 2016	December 5 th , 2016
(1) Fitbit Alta	November 29 th , 2016	December 5 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	November 30 th , 2016	December 5 th , 2016
(1) CARAVELLE NEW YORK Women's Watch	December 1 st , 2016	December 5 th , 2016
(1) \$100 Staples Gift Card	December 2 nd , 2016	December 5 th , 2016
(1) Ravensburger Puzzle Store – Sort, Assemble and Transport	December 3 rd , 2016	December 5 th , 2016
(1) Cuisinart Bottle Warmer with Night Light	December 4 th , 2016	December 5 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	December 5 th , 2016	December 12 th , 2016

(1) CARAVELLE NEW YORK Women's Watch	December 6 th , 2016	December 12 th , 2016
(1) \$100 Staples Gift Card	December 7 th , 2016	December 12 th , 2016
(1) guzzie & Guss Connect Stroller	December 8 th , 2016	December 12 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	December 9 th , 2016	December 12 th , 2016
(1) \$100 Staples Gift Card	December 10 th , 2016	December 12 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	December 11 th , 2016	December 12 th , 2016
(1) \$500 Hudson's Bay Gift Card	December 12 th , 2016	December 19 th , 2016
(1) \$100 Staples Gift Card	December 13 th , 2016	December 19 th , 2016
(1) PEPP Stroller & Pack 'N Play Playard	December 14 th , 2016	December 19 th , 2016
(1) Rexall Gift Card	December 15 th , 2016	December 19 th , 2016
(1) Cusinart 2-in-1 Baby Food Maker & Bottle Warmer	December 16 th , 2016	December 19 th , 2016
(5) Melissa and Doug Baby Roscoe Teddy Bears	December 17 th , 2016	December 19 th , 2016
(1) \$500 Hudson's Bay Gift Card	December 18 th , 2016	January 16 th , 2017
(1) \$100 Staples Gift Card	December 19 th , 2016	January 3 rd , 2017
(1) Dyon Hot + Cool Ceramic Fan Heater	December 20 th , 2016	January 3 rd , 2017
(1) \$100 Staples Gift Card	December 21 st , 2016	January 3 rd , 2017
(1) Motorola MBP36S Baby Monitor	December 22 nd , 2016	January 3 rd , 2017
(5) Melissa and Doug Baby Roscoe Teddy Bears	December 23 rd , 2016	January 3 rd , 2017
(1) Cuisinart Bottle Warmer and Night Light	December 24 th , 2016	January 3 rd , 2017
(1) The Children's Place \$250 Gift Card	December 25 th , 2016	January 3 rd , 2017
(1) Dyson Ball Toy Vacuum	December 26 th , 2016	January 3 rd , 2017
(1) Cuisinart 2-in-1 Baby Food Maker & Bottle Warmer	December 27 th , 2016	January 3 rd , 2017
(5) Melissa and Doug Baby Roscoe Teddy Bears	December 28 th , 2016	January 3 rd , 2017
(1) \$100 Staples Gift Card	December 29 th , 2016	January 3 rd , 2017
(5) Melissa and Doug Baby Roscoe Teddy Bears	December 30 th , 2016	January 3 rd , 2017
(1) Dyson Ball Toy Vacuum	December 31 st , 2016	January 3 rd , 2017
(1) 7 Day Rental from Budget Rent a Car	December 31 st , 2016	January 16 th , 2017
(1) 1 Week Subscription to Chef's Plate	December 31 st , 2016	January 16 th , 2017
(1) \$75 Foodora Promo Code	December 31 st , 2016	January 16 th , 2017

(1) \$100 Staples Gift Card	December 31 st , 2016	January 16 th , 2017
(1) \$150 Best Western Gift Card	December 31 st , 2016	January 16 th , 2017
(1) The Children's Place \$250 Gift Card	December 31 st , 2016	January 16 th , 2017
(1) Dyson V6 Slim Cordless Stick Vacuum	December 31 st , 2016	January 16 th , 2017
(1) \$500 Hudson's Bay Gift Card	December 31 st , 2016	January 16 th , 2017
(1) Dyson Hot + Cool Ceramic Fan Heater	December 31 st , 2016	January 16 th , 2017
(10) \$500 Transat Travel Gift Cards	December 31 st , 2016	January 16 th , 2017
(2) \$1000 Metro Gift Card	December 31 st , 2016	January 16 th , 2017
(1) \$2,500 Shell Gift Card	December 31 st , 2016	January 16 th , 2017
(1) \$5,000 Cash	December 31 st , 2016	January 16 th , 2017

On the draw dates listed above In the city of Toronto, in the province of Ontario, at the offices of the Sponsor, potential winners will be randomly selected from a list of all eligible contestants who have entered to be eligible to win each specific Additional Prize either online or by mail. The contestants who are drawn, and who are otherwise eligible to win, will be the selected contestants who are eligible to win the Additional Prize subject to compliance with these Rules.

2. **Grand Prize Draw:** On **January 16th, 2017 at 6:00 pm ET** (the “**Grand Prize Draw Date**”) in the city of Toronto, in the province of Ontario, at the offices of the Sponsor, **one (1)** entry will be randomly selected from all eligible entries received by the Sponsor during the Contest Period. The contestant who owns the selected entry, and who is otherwise eligible to win, will be the selected contestant who is eligible to win the Grand Prize subject to compliance with these Rules .
3. **Odds of Winning:** The odds of winning the Grand Prize or an Additional Prize are dependent on the number of eligible entries received by the Sponsor during the entry period for each Additional Prize or the Grand Prize in accordance with these Rules.
4. **Contacting Selected Contestant:** Sponsor or its designated representative will make a minimum of two (2) attempts to contact each selected contestant by email using the information provided at the time of entry within 5 business days of the applicable draw date. If the selected contestant cannot be contacted (i.e. does not reply to the email from the Sponsor or its representative) within 10 business days of the applicable draw date, then he/she may be disqualified (and 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 selected contestant from among the remaining eligible entries (in which case the foregoing provisions of this section shall apply to such new selected contestant).
5. **Declaration and Release Form; Skill-Testing Question:** In order to be declared a confirmed winner of a prize, the selected contestant must, in addition

to meeting the Contest eligibility criteria and otherwise complying with these Rules, correctly answer, a time-limited mathematical skill testing question without assistance of any kind, whether electronic or otherwise, and sign and return (or, if he or she is a minor in his/her province or territory of residence, his/her parent or legal guardian) within 5 business days of notification by e-mail, a Declaration and Release prepared by the Sponsor which, among other things:

- (i) confirms compliance with these Rules;
- (ii) acknowledges acceptance of the prize, as awarded;
- (iii) releases the Releasees (as defined in Section 7.7) from any liability and damage which could arise out of or in any way related to the Contest and from the awarding, receipt, possession and/or use or misuse of the prize; and
- (iv) allows the Sponsor, Parent Life Network and the prize suppliers (including AIR MILES) to use, reproduce and/or publish in any related publicity, the winner's name, photograph, image, likeness, biographical information, any statements made regarding a prize, place of residence, and/or voice for advertising and promotional purposes in perpetuity and in any manner and in any medium (including the Internet), without any compensation or further attribution or notification.

If the selected contestant:

- (i) does not correctly answer the mathematical skill testing question in the manner prescribed;
- (ii) fails to return the properly executed Declaration and Release within the specified time;
- (iii) cannot accept the prize for any reason; or
- (iv) otherwise fails to comply with the Rules;

THEN HE/SHE WILL BE DISQUALIFIED (AND WILL FORFEIT ALL RIGHTS TO THE PRIZE) AND THE SPONSOR RESERVES THE RIGHT, IN ITS SOLE AND ABSOLUTE DISCRETION, TO SELECT BY RANDOM DRAW FROM AMONG ALL REMAINING ELIGIBLE ENTRIES AN ALTERNATE SELECTED CONTESTANT AS THE POTENTIAL WINNER OF THE PRIZE (IN WHICH CASE THE FOREGOING PROVISIONS OF THIS SECTION SHALL APPLY TO SUCH NEW POTENTIAL PRIZE WINNER). NOTWITHSTANDING ANY OTHER PROVISION OF THESE RULES, THE SPONSOR RESERVES THE RIGHT TO DETERMINE HOW THE PRESENTATION OF A PRIZE WILL OCCUR INCLUDING IN A MEDIA EVENT, BY MAIL OR IN PERSON.

6. PRIZE DELIVERY

1. **Prize Delivery:** Subject to Sections 5.4 and 5.5, the Sponsor or its representatives will deliver the Additional Prizes and Grand Prize to the

confirmed winners. Prizes consisting of AIR MILES Reward Miles will be deposited to the confirmed winner's AIR MILES Collector Account within six (6) to eight (8) weeks. Physical prizes will be delivered to winner's registered address. Please allow **six (6) to eight (8) weeks** for delivery.

7. GENERAL TERMS AND CONDITIONS

1. **Verification of Entries:** The Sponsor reserves the right, in its sole and absolute discretion, to verify or require proof of identity and/or eligibility (in a form acceptable to the Sponsor) from any contestant in this Contest to be considered valid for the purposes of this Contest. Contestants whose entries cannot be verified to the satisfaction of Sponsor in its sole and absolute discretion (including though information provided by the Contest group Entities) may be disqualified from the Contest and will not be eligible to win any prize. The sole determinant of the time for the purposes of a valid registration and/or entry in this Contest will be the Sponsor's records.
2. **No Liability:** The Releasees (defined below in Section 7.7) will not be liable for: (i) any failure of the Website, Sponsor servers or other Square Crop Studios Inc. or Parent Life Network sponsored sites 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, registration, content or any required information to be received by the Sponsor for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website, or mail disruption or delays; (iv) any injury or damage to a contestant or a contestant's, or any other person's, computer related to or resulting from participating or downloading any material in the Contest; (v) failed, incomplete, illegible or misdirected or inadequate capture of entry information, including Additional Prize challenge information and (vi) any combination of the above, even if it limits the ability to participate in the Contest. Proof of entry, even via screen capture, is not proof of receipt by a Sponsor
3. **Acceptance of Prizes:**(i) All prizes must be accepted as awarded and are not transferable, assignable or convertible to cash (except in Sponsor or any prize supplier's sole and absolute discretion); (ii) the costs of everything not specifically stated as included in the prizes are the sole responsibility of the winner; (iii) if the winner does not utilize any part(s) of his/her prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place; (iv) Sponsor and each prize supplier reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the prizes or any component thereof; and (b) substitute a prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor or any prize supplier's sole discretion, a cash award; (v) Sponsor and AIR MILES give no representations, warranties, or conditions whether express or implied, in respect of any prize. Manufacturer's warranties, where offered, shall apply. Where applicable each prize supplier's standard gift card terms and conditions shall apply; (vi) by accepting a prize, the winner agrees to waive all recourse against the Releasees (as defined in Section 7.7) if the prize or a component thereof does not prove satisfactory, either in whole or in part.

4. **Substitution of Prizes:** The Sponsor and prize suppliers (including without limitation AIR MILES), reserve the right, in each of their sole and absolute discretion, and for any reason whatsoever, to substitute a prize, or part thereof, with a substitute prize of equivalent or greater value.
5. **Number of Prizes/Winners:** By entering the Contest, each contestant acknowledges that the Sponsor shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Rules.
6. **Termination of Contest:** The Sponsor reserves the right, in its sole and absolute discretion, to void any entry and/or withdraw, suspend, amend or terminate this Contest in whole or in part (or to amend these Rules) in any way at any time without prior notice (but subject to the jurisdiction of the Regie des alcools, des courses et des jeux (the "Regie") in Quebec), at any time without notice and for any reason, including in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that, in the Sponsor's sole discretion interferes with the proper conduct of this Contest as contemplated by these Rules, or in the event of any accident, printing, administrative, or other error or any kind, or for any other reason. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest may be a violation of criminal and civil laws and should such an attempt be made, the person will be automatically disqualified and the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor reserves the right (subject to the jurisdiction of the Regie in Quebec), in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any contestant, entry, or vote with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

7. **Release and Exclusion of Liability.** By entering or attempting to enter the Contest, each contestant and/or purported contestant agrees to release, discharge, and forever hold harmless the Contest Group Entities, and their respective officers, directors, employees, shareholders, agents and other representatives (collectively, the "**Releasees**") from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the contestant's participation or attempted participation in the Contest, compliance or non-compliance with these Rules and acceptance, use or misuse of any prize.
8. **Name/Image of Contestants and Content:**

By entering the Contest, each contestant:

- (a) authorizes the Sponsor, Parent Life Network and AIR MILES to use, reproduce and/or publish in any related publicity, his/her name,

photograph, image, likeness, biographical information, any statements they make regarding a prize, place of residence, and/or voice for advertising and promotional purposes in perpetuity and in any manner and in any medium (including the Internet), without any compensation or further attribution or notification;

- (b) Subject to subsection (i) above, if a contestant has any questions or does not wish the Sponsor to use any or all of his/her name, photograph, image, likeness, biographical information, any statements made regarding the prize, place of residence, and/or voice for purposes other than Contest administration, please contact the Sponsor by mail at 301-312 Adelaide St W, Toronto ON M5V 1R2.

9. **Dispute** – 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. A contestant may be required to provide proof that he/she is the Authorized account holder of the email address associated with the selected entry and/or a vote, and, if applicable, that he/she has all necessary consents, permissions and/or licenses as required by these Rules.

10. **Personal Information:** By entering this Contest, each contestant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal and other information submitted with his/her registration and entries (including Additional Prize challenges) for the purpose of administering the Contest and in accordance with Sponsor’s privacy policy (<http://accounts.parentlifenet.com/terms>), unless the contestant otherwise specifies by giving Sponsor notice in writing. In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, these Rules shall prevail, govern and control.

By entering this Contest, each entrant expressly consents to AIR MILES, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her registrations and entries (including Additional Prize challenges) for the purpose of administering the Contest and in accordance with AIR MILES’ privacy policy (available at: <https://www.airmiles.ca/arrow/PrivacyPolicy>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

11. **List of Winners:** For the names of the prize winners, available after January 19, 2017, the contestant must send a letter along with a self-addressed postage stamped envelope to “AIR MILES Mom Winner’s Request List, at 301-312 Adelaide St W, Toronto ON M5V 1R2. The winners’ names will be available until January 31, 2018.

12. **Sponsor's Decisions:** This Contest is subject to all applicable federal, provincial, municipal and local laws and regulations. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all contestants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of contestants, entries, and votes.
13. **AIR MILES (LoyaltyOne, Co.), Facebook/Twitter/Instagram or any Social Media Disclaimer (i.e. YouTube etc):** The Contest is in no way sponsored, endorsed, administered by, or associated with Facebook, Twitter, Instagram or any Social Media nor is it sponsored, endorsed or administered by LoyaltyOne, Co. (AIR MILES) or any other prize supplier (collectively, "**Third Parties**"). Each contestant acknowledges that he/she provides his/her information to the Sponsor and not to any Third Parties (other than AIR MILES as described in Section 7.10 above) unless contestant opts in to provide personal information to such Third Parties at the time of registration or at any other time. All Third Parties are completely released of all liability by each contestant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to any Third Party.
14. **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.