

Doubling Your Entries: Before the end of the Contest Period, an eligible contestant who holds any Canadian Imperial Bank of Commerce (CIBC) product (including as a joint account holder, authorized user or beneficiary, but excluding the following registered products: RESP, TFSA, and RRSP), can opt to double the number of entries in the Contest which he or she earned during the Contest Period ("**Double Your Entries**"). In order to do so, the contestant must visit www.CanadasLuckiestBaby.com/doubleyourentries/ during the Contest Period and indicate that he or she holds a CIBC product. To be eligible for Doubling Your Entries via this method, contestant must hold at least one (1) CIBC product, which remains in good standing at the time of any Canada's Luckiest Baby prize draw date.

Eligibility for Doubling Your Entries via this method is subject to verification by the Sponsor. Contestants who participate in Doubling Your Entries via this method agree to permit Sponsor to confirm their eligibility with CIBC; any contestant who claims that he/she holds a CIBC product but who cannot be verified as holding a CIBC product will be deemed to have provided false information to the Sponsor and will automatically be disqualified from the Contest and will forfeit any rights to prize(s). Where the potential winner in the Contest used the Doubling Your Entries method of entry, the Sponsor will contact CIBC to verify that the potential winner is in fact a holder of a CIBC product. By participating in the Doubling Your Entries method of entry, contestants agree to allow Sponsor to confirm this information with CIBC.

Double Your Entries - No CIBC Product necessary. If a contestant who is otherwise eligible for the Contest wishes to participate in Doubling Your Entries without holding a CIBC product during the Contest Period, the contestant may: print his/her first name, last name, email address, telephone number, complete mailing address (including postal code) and signature on a plain white piece of paper (no larger than 8.5 by 11 inches) and mail it (in an envelope with sufficient postage), along with a 50 word or more unique and original essay on why planning for your child's financial future is important, to the Sponsor, at: 301-312 Adelaide Street W, Toronto, ON, M5V 1R2, Attn: Canada's Luckiest Baby Contest. Upon receipt and verification of a contestant's complete mail-in Double Your Entries request in accordance with these Rules, the contestant will receive double the number of entries in the Contest which he or she earned during the Contest Period. To be eligible, all mail-in Double Your Entries requests must: (i) be post-marked during the Contest Period; and (ii) be received in a separate envelope bearing sufficient postage (i.e. mass mail-in of Double Your Entries requests in the same envelope will be void) within four (4) business days of the Contest close. The Releasees (as defined in Section 7.g.) take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, postage due, late or destroyed mail-in Double Your Entries requests.

There is a limit of one (1) Double Your Entries per contestant permitted (regardless of method of participation). For greater certainty, no contestant may double their number of entries in the Contest more than once regardless of the number of CIBC products held or the method of participation.