

“Canada’s Luckiest Baby 2” – Chance to Win the Ultimate Baby Bundle

Official Contest Entry Rules

THIS CONTEST IS FOR RESIDENTS OF CANADA ONLY AND WILL BE INTERPRETED AND SUBJECT TO ALL CANADIAN FEDERAL, PROVINCIAL, MUNICIPAL AND LOCAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED. NO PURCHASE NECESSARY TO ENTER OR WIN.

“Canada’s Luckiest Baby 2” Contest (the “Contest”) is administered by Square Crop Studios Inc. (the “Sponsor”). Any questions, comments or complaints regarding the Contest should be directed to the Sponsor at 348A Queen Street West, Toronto, Ontario, M5V 2A2, Canada.

These rules (“Supplemental Rules”) are in addition to all of the Contest rules (including other supplemental rules) found at <http://clb2.parentlifenet.com/contest-rules> (collectively, the “Initial Rules”) and apply to the new prize described in these Supplemental Rules (the “Additional Prize”). By participating in the Contest, each Contestant agrees to be legally bound by the Initial Rules and these Supplemental Rules.

1. CONTEST PERIOD

The Contest is run by the Sponsor and will take place from **November 17th, 2014 at 12:00:01 a.m. ET** to **April 15th, 2015 at 11:59:59 p.m. ET** (the “Contest Period”). Contest Sponsors reserve their right (subject only to the consent of the Regie des alcools, des courses et des jeux) to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner 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) are eighteen (**18**) years of age or older as of the date of entering the Contest;
- (iii) are EITHER the parent or legal guardian of a child who is (or is, him or herself) qualified to be designated as the beneficiary of the prize OR, have received permission from the child’s parent or legal guardian (or from such other intended beneficiary, if such individual is over the age of majority in his/her province or territory of residence) to designate the child who is a legal resident of Canada, and under the age of three, and eligible to be a beneficiary;
- (iv) are not employees, representatives or agents of the Contest Group Entities, or anyone domiciled with such employees, representatives or agents (whether related or not), or a Contest judge.

- (v) have agreed to comply with applicable laws (including, but not limited to, libel and obscenity), assume responsibility for their activities, and not to harass, disrupt, abuse, or invade the privacy rights of others; and
- (vi) have read and accepted, and agreed to comply with the Initial Rules and these Supplemental Rules, and with the Terms and Conditions for the Parent Life Network found at <http://accounts.parentlifenet.com/terms>.

For the purposes of the Contest, “**Contest Group Entities**” means the Sponsor and Parent Life Network together with their respective affiliates, including without limitation their respective parent, sister and subsidiary companies, all advertising and promotion agencies, suppliers of prizes, materials and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Contest. Employees, representatives and agents of the Contest Group Entities, as well as anyone domiciled with such employees, representatives or agents (whether related or not), and the Contest judges, are not eligible to enter, or otherwise, to participate in this Contest.

3. ADDITIONAL PRIZE

In addition to the Grand Prize of a \$10,000 RESP and any other prizes to which a Grand Prize Winner may be entitled under the Initial Rules, the Grand Prize Winner will win the Ultimate Baby Bundle consisting of one (1) Monte Alto rocking chair, one (1) Emily 4-in-1 Convertible Crib, two (2) Gro Company Sleep Sacks, one (1) 3-Pack of Aden & Anais Muslin Swaddles, one (1) Motorola 3.5" Digital Video Baby Monitor, one (1) Uppababy Vista stroller, one (1) Maxi Cosi Mico AP infant carseat, one (1) JJ Cole car seat cover, one (1) Clek Fllo carseat, one (1) Ergo 360 baby carrier, one (1) Skip Hop Duo Deluxe Diaper Bag, one (1) Medela Pump In Style breast pump, one (1) Peg Perego Prima Pappa Zero-3 high chair, one (1) 4Moms Breeze play yard, one (1) Phil & Teds Lobster portable high chair and one (1) 4Moms Rockaroo provided that the Grand Prize Winner has opted in for the Additional Prize (see Section 4.2). The approximate retail value of the Ultimate Baby Bundle Prize is \$5,000.

The Additional Prize cannot be substituted or transferred to a third party without the permission of the sponsor. However, Sponsor or any prize supplier may in its discretion substitute the Additional 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 the Additional Prize that are incurred in collecting and using the Additional Prize are the winner’s responsibility.

4. METHODS OF ENTRY

4.1 Entry and Registration:

To enter the Contest and be eligible to win the Additional Prize, the Contestant must have entered and be registered in the Contest under the Initial Rules by completing the Contest Entry Form (the “**CE Form**”) at the Canada’s Luckiest Baby 2 Website. To do so, Contestants must provide a valid email, full name, birth date and current postal code on the CE Form. Incomplete CE Forms or CE Forms with false information will be deemed as invalid and will be disqualified. Only fully completed CE Forms with valid information received by the Sponsor’s servers during the Contest Period will be accepted for Entry into this Contest. Once the CE Form is complete, the Contestant must click submit. The Contestant will then obtain one Entry to be a Grand Prize Winner and will be registered with the Contest. 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 her or her Entry into the Contest by visiting accounts.parentlifenetwork.com/profile/, unchecking the subscription and pressing submit. Upon Entry and registration, the Contestant will be given a password and account. The Contestant may use such account during the Contest Period to opt-in or out of the Additional Prize (see Section 4.2), select or delete Prize-Mates (see Section 4.3), and earn Extra Entries (see Section 4.4).

4.2 **Opting-in to Additional Prize**

To opt-in and potentially become a winner of the Ultimate Baby Bundle Prize as part of the Additional Prize, Contestants must visit the Canada's Luckiest Baby 2 Website, follow all instructions, submit a CE Form and register as set out in Section 4.1 above, and agree to opt into Cells for Life email marketing. Once a Contestant opts in to Cells for Life email marketing, a Contestant may opt out of email communications from Cells for Life at any time by following the unsubscribe details provided in all Cells for Life communications without losing the ability to win the Ultimate Baby Bundle Prize as part of the Chance to Win the Ultimate Baby Bundle Contest.

No purchase necessary. If a Contestant who is otherwise eligible for the Contest wishes to participate in opting in to win the Ultimate Baby Bundle Prize as part of the Chance to Win the Ultimate Baby Bundle Contest without opting in to email marketing, the Contestant may: print his/her first name, last name, telephone number, complete mailing address (including postal code) and signature on a plain white piece of paper and mail it (in an envelope with sufficient postage), along with a 50 word or more unique and original essay on "How cord blood storage could benefit my family.", to the Sponsor, at: 348A Queen Street West, Toronto, Ontario, M5V 2A2, Attn: Canada's Luckiest Baby Contest. Upon receipt and verification of a Contestant's mail-in no purchase necessary Entry request in accordance with these Supplemental Rules, the Contestant will be opted in for a chance to win the Ultimate Baby Bundle Prize as part of the Chance to Win the Ultimate Baby Bundle Contest. To be eligible, all mail-in no purchase necessary Entry requests must: (i) be post-marked during the Contest Period and received by no later than **17:00 ET on April 15th, 2015**; and (ii) be received in a separate envelope bearing sufficient postage (i.e. mass mail-in of no purchase necessary Entry requests in the same envelope will be void). The Releasees (defined below) take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed mail-in no purchase necessary Entry requests.

Note: The Contest is in no way sponsored, endorsed, administered by, or associated with Cells for Life or any other Third Parties, as per Section 7.15 below.

4.3 **Limit of One Registration:**

There is a limit of one (1) registration and one (1) email address per person during the Contest Period.

Note: Contestants can only use the Canada's Luckiest Baby 2 Website (or its iframe) to register for the Contest. 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, identities to register for, 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, email addresses and/or any automated system to register for or otherwise participate in this Contest is prohibited and is grounds for disqualification.

4.4 **Earning Extra Entries:**

Each Contestant in the Contest will have the ability to earn additional Entries (“**Extra Entries**”) by completing certain tasks within the Contest Period. Each Contestant may only earn Extra Entries using one (1) registration (as described in Section 4.4). All Extra Entries must be earned during the Contest Period. No purchase is necessary to obtain any Extra Entries. To earn Extra Entries, a Contestant may:

- (a) Perform specific actions (“**Action**”) as set out at <http://clb2.parentlifenet.com/entry>. Actions could include, but are not limited to: opting in to additional prizeing, subscribing to specific social media, sharing information about the Contest on social media sites, inviting friends to join the Contest, providing demographic information, visiting specific websites, watching specific web videos. Entries will be awarded when the completed Action is received by the Sponsor’s server.
- (b) Enter a voucher code (“**Code**”) at <http://clb2.parentlifenet.com/voucher>. Voucher codes are hidden throughout social media sites, published in Contest newsletters, and distributed through promotional Contest materials. Entries will be awarded when the Code is received by the Sponsor’s servers during the time period the Code is valid.
- (c) Participate in Contest challenges (“**Challenge**”) at <http://clb2.parentlifenet.com/challenge>. Each challenge will ask Contestants to upload to the Sponsor’s servers material such as, but not limited to: answers to a questionnaire, photos, videos, or written work (“**Content**”) meeting specific requirements. Each challenge will set out a process for awarding of Extra Entries based either on votes recorded for each piece of content by other Contestants or the judging of content by judges appointed by the Sponsor.

Each Action, Code or Challenge completed and received by Sponsor’s servers will award a specific number of Extra Entries to the Contestant completing the Action, entering the Code, or winning the Challenge. Actions, Codes and Challenges may be time limited. All time published in the advertisement of Actions, Codes, or Challenges will be Eastern Standard Time.

The Sponsor reserves the right to amend (subject only to the consent of the Regie des alcools, des courses et des jeux) the Initial Rules and these Supplemental Rules in order to add additional means of earning Extra Entries by posting them on the Canada's Luckiest Baby 2 Website. No purchase is necessary. All voucher codes for each method of Entry described in (a)-(c) above published to date may be obtained by sending a self addressed stamped envelope by registered mail to: **Contest Administrator, Parent Life Network, 348A Queen Street West, Toronto, Ontario, M5V 2A2, Canada.**

5. DRAW & WINNER SELECTION PROCESS

- 5.1 **Random Draw:** On **April 17th, 2015 at 6:00 pm ET** (the “**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 a server generated list of all Entries received by the Sponsor’s servers 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 and any other prizes under the Initial Rules and the Additional Prize under these Supplemental Rules subject to compliance with all of such rules.
- 5.2 **Odds of Winning:** The odds of winning are dependent on the number of Entries received by the Sponsor in accordance with the Initial Rules and these Supplemental Rules.
- 5.3 **Contacting Selected Contestant:** Sponsor or its designated representative will make a minimum of two (2) attempts to contact the selected Contestant by email using the information provided at the time of Entry within 5 business days of the Draw Date. If the selected Contestant cannot be contacted (i.e. cannot successfully be reached by email by the Sponsor or its representative) within 10 business days of the Draw Date, then he/she may be disqualified (and will forfeit all rights to the Grand Prize, the Additional Prize and any other prizes) 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).
- 5.4 **Declaration and Release Form; Skill-Testing Question:** in order to be declared the confirmed Grand Prize Winner or win any prize including the Additional Prize, a selected Contestant (or, if he or she is a minor in his/her province or territory of residence, his/her parent or legal guardian) must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Initial Rules and these Supplemental Rules, sign and return 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 the Initial Rules and these Supplemental Rules;
 - (ii) acknowledges acceptance of the prize, as awarded;
 - (iii) releases the Releasees (as defined in Section 7.8) 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 any prize;
 - (iv) allows the Sponsor and a Contest Group Entity to use the Contestant’s name, address and/or photograph in advertising or other publicity, in any form of media; and
 - (v) correctly answers a mathematical skill testing question without assistance of any kind, whether electronic or otherwise.

If the selected Contestant:

- (i) fails to return the properly executed Declaration and Release within the specified time;
- (ii) cannot accept the prize for any reason; or
- (iii) otherwise fails to comply with the Initial Rules and these Supplemental 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 an alternate selected Contestant as the eligible winner of the Grand Prize, the Additional Prize and any other prizes (in which case the foregoing provisions of this section shall apply to such new eligible prize winner). Notwithstanding any other provision of the Initial Rules and these Supplemental Rules, the Sponsor reserves the right to determine how the presentation of a prize will occur and this may be either in a media event, by mail or in person.

6. AWARDING OF PRIZE(S)

- 6.1 **Prize Recipients:** The Grand Prize Winner will receive (i) the Ultimate Prize; plus (ii) any other prizes under the Initial Rules; plus (iii) the Additional Prize.
- 6.2 IF THE ULTIMATE BABY BUNDLE PRIZE REMAINS AFTER THE GRAND PRIZE HAS BEEN AWARDED, THEN THE ULTIMATE BABY BUNDLE PRIZE NOT AWARDED TO THE GRAND PRIZE WINNER WILL BE AWARDED TO ANOTHER CONTESTANTS WHO IS SELECTED BY RANDOM DRAW.
- 6.3 **Prizes Delivery:** Following receipt of the selected Contestant's signed Declaration and Release, the Sponsor or its representatives will send the prize to the winner at his/her registered address. Please allow six (6) to eight (8) weeks for delivery of same.

7. GENERAL TERMS AND CONDITIONS

- 7.1 **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 or a Contest Group Entity) from any Contestant in this Contest or for any Extra Entries earned, or purportedly earned, by such Contestant 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 may be disqualified from the Contest and will not be eligible to win any prize. In that case, Sponsor reserves the right to conduct a reselection of a selected Contestant by random draw. The sole determinant of the time for the purposes of a valid registration and/or Entry in this Contest will be the Contest server machine(s) in Eastern Standard Time.
- 7.2 **No Liability:** The Releasees (defined below in Section 7.8) will not be liable for: (i) any failure of the Canada's Luckiest Baby 2 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 CE Form, registration, vote, Action, Code or Content 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; (iv) any injury or damage to a Contestant's, or any other person's computer related to or resulting from participating or downloading any material in the Contest; and (v) any combination of the above.

- 7.3 **Acceptance of Prizes:** 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) by accepting a prize, the winner agrees to waive all recourse against the Releasees (as defined in Section 7.8) if the prize or a component thereof does not prove satisfactory, either in whole or in part.
- 7.4 **Substitution of Prizes:** The Sponsor and prize suppliers reserve the right, in each of their sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, a substitute prize of equivalent or greater value, including without limitation a cash award.
- 7.5 **Content Submission Requirements:** BY SUBMITTING ANY "CONTENT" TO EARN EXTRA ENTRIES, EACH CONTESTANT HEREBY REPRESENTS AND WARRANTS THAT THE ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH THE INITIAL RULES AND THESE SUPPLEMENTAL RULES, ALL APPLICABLE LAWS (INCLUDING INTELLECTUAL PROPERTY LAWS) AND THE SUBMISSION REQUIREMENTS. THE RELEASEES (DEFINED BELOW IN SECTION 7.8) WILL BEAR NO LIABILITY REGARDING THE USE OF ANY CONTENT (OR ANY COMPONENT THEREOF) BY THE SPONSOR. THE RELEASEES SHALL BE HELD HARMLESS BY THE CONTESTANT IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT THE CONTESTANT HAS DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE INITIAL RULES AND THESE SUPPLEMENTAL RULES.

By participating in the Contest, each Contestant agrees to the interpretation of the Initial Rules and these Supplemental Rules by the Sponsor.

Prior to or after being posted on the Canada's Luckiest Baby 2 Website, each of the Sponsor, its promotional agency and designated Content moderator (each, a "Reviewer") reserves the right to initially screen every piece of Content. Any Content that a Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in the Initial Rules and these Supplemental Rules or any applicable law (including intellectual property laws) will be disqualified. Prior to being posted on the Canada's Luckiest Baby 2 Website, each Reviewer reserves the right, in its sole and absolute discretion, to edit or modify any Content, or to request a Contestant to modify, edit and/or re-submit his or her Content, in order to ensure that the Content complies with the Initial Rules and these Supplemental Rules, or for any other reason. If Content is deemed to be inappropriate, the Contestant will receive an email notification from Sponsor indicating that the Content has not been posted or has been removed, and

he/she will have an opportunity to re-submit his or her revised Content for consideration by a Reviewer. If a Contestant has attempted to submit Content three (3) times and has been rejected each time, then the Sponsor reserves the right, in its sole and absolute discretion, to disqualify the Contestant from participating in the Contest.

7.6 **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 the Initial Rules and these Supplemental Rules. In the event that, for any reason whatsoever (including without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by Contestants is greater than the number of prizes available, the Sponsor reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of prizes among the correct number of winners, selected in accordance with the Initial Rules and these Supplemental Rules from among those eligible Entries validly submitted prior to the termination of the Contest.

7.7 **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 the Initial Rules and these Supplemental Rules) in any way at any time without prior notice (but subject to applicable law and to the consent of the Regie des alcools, des courses et des jeux), 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 determines, interferes with the proper conduct of this Contest as contemplated by the Initial Rules and these Supplemental Rules, or in the event of any accident, printing, administrative, or other error or any kind, or for any other reason. Any attempt by a Contestant to deliberately damage any Sponsor, partner, or Third Party or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Contestant 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, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in the Initial Rules and these Supplemental Rules, to the extent necessary, for purposes of verifying compliance by any Contestant, Entry, or vote with the Initial Rules and these Supplemental 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 the Initial Rules and these Supplemental Rules.

7.8 **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 Third Parties and 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 the Initial Rules and these Supplemental Rules and acceptance and use of the prizes. The Releasees will not be responsible for lost, incomplete, late or misdirected Entries or for any failure of the Contest website during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the internet or at any website, or any combination of the foregoing, and will not be liable for any resulting injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest.

7.9 **Name/Image of Winners and Content:**

(a) By entering the Contest or submitting Content for Extra Entries, each Contestant:

- (i) grants to the Sponsor, its affiliates, and the suppliers of prizes (collectively, **Licensees**"), in perpetuity, a non-exclusive, irrevocable license to publish, display, reproduce, modify, edit or otherwise use (as the Licensees may in their sole discretion deem appropriate and without right of approval by the Contestant) his/her submitted Content, in whole or in part, for advertising or promoting the Contest or for any other reason in any manner and in any medium (including the Internet), without any compensation or further attribution or notification;
- (ii) authorizes the Licensees to use, reproduce and/or publish in any related publicity, if required, 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;
- (iii) agrees that anything created by the Licensees which is derived from the Contestant's Content, voice, photograph, image, likeness or any statements the Contestant make regarding a prize, is owned by the Sponsor, its affiliates or prize suppliers, as applicable; and
- (iv) on his/her own behalf, and on behalf of his/her heirs, executors, administrators, personal representatives, successors and assigns, hereby release and discharge the Releasees (as defined in Section 7.8) from and against any and all claims (whether known or unknown, in law or in equity) that he/she or any of his/her heirs, executors, administrators, successors, or assigns may have or that may later accrue against any of the Releasees for any damage, loss, liability, costs, legal fees, expenses or injury based on publicity rights, defamation, libel, slander, portrayal in a false light, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property related cause of action arising out of or relating directly or indirectly in any way to the Entry, a vote (if applicable) or use of his/her Content (if applicable), name, photograph, image, likeness, biographical information, any statements they make regarding a prize, place of residence, and/or voice.

(b) For greater certainty, the Sponsor, its promotional agency and/or the Reviewer reserves the right, in their sole and absolute discretion and at any time during the Contest, to modify, edit or remove any Content, or to request a Contestant to modify or edit his or her Content, if a complaint is received with respect to the Content, or for any other reason. If such an action is necessary at any time, then the Sponsor reserves the right, in its sole and absolute discretion, to reset the Entry count associated with the Content to zero (or, to whatever number the Sponsor deems appropriate in its sole and absolute discretion).

(c) Subject to subsection (i) above, if a Contestant has any questions or does not wish the Sponsor to use any or all of your name, photograph, image, likeness, biographical information, any statements they make regarding the prize, place of residence, and/or voice for purposes other than Contest administration, please contact the Sponsor at 348A Queen Street West, Toronto, Ontario, M5V 2A2.

- 7.10 **Dispute** - In the event of a dispute regarding who submitted an Entry, voter registration and/or vote, Entries, voter registrations and votes (as applicable) will be deemed to have been submitted by the Authorized Account Holder of the email address submitted at the time of Entry or voter registration (as applicable). “**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 the Initial Rules and these Supplemental Rules.
- 7.11 **Personal Information:** By entering this Contest, each Contestant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor’s privacy policy (<http://clb2.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 the Initial Rules and these Supplemental Rules and disclosures or other statements contained in any Contest-related materials, the Initial Rules and these Supplemental Rules shall prevail, govern and control.
- 7.12 **List of Winners:** For the names of the prize winners, available after May 25th, 2015, the Contestant must send a letter along with a self-addressed postage stamped envelope to “Canada’s Luckiest Baby 2 Winner’s Request List”, at 348A Queen Street West, Toronto, Ontario, M5V 2A2. The winners’ names will be available until June 30th, 2015.
- 7.13 **Sponsor’s Decisions:** This Contest is subject to all applicable federal, provincial, municipal and local laws and regulations. The decisions of the Sponsor and Contest judges 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.
- 7.14 **Cells for Life, Facebook/Twitter or any Social Media Disclaimer (i.e. YouTube etc):** The Contest is in no way sponsored, endorsed, administered by, or associated with Cells for Life, Facebook, Twitter or any other Social Media Site referenced in the Contest

(collectively, "**Third Parties**"). Each Contestant acknowledges that he/she provides his/her information to the Sponsor and not to any Third Parties. The information a Contestant provides to Sponsor will only be used for the administration of this Contest and in accordance with the Sponsor's privacy policy located at <http://clb2.parentlifenetwork.com/terms>. 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.

- 7.15 **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 board only for the purpose of helping the parties reach a settlement.