

# **“Unlock Awesome” - Chance to win \$10,000 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.**

**“Unlock Awesome - Chance to \$10,000” Contest (the “Contest”) is administered and sponsored by Square Crop Studios Inc.(the “Sponsor”), the parent company of Student 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”).**

### **1. CONTEST PERIOD**

The Contest is run by the Sponsor and will take place from **August 2, 2016 at 4:00:01 p.m. Eastern Time (“ET”) to November 30th, 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) are **sixteen (16)** years of age or older as of the date of entering the Contest and who, if under the age of majority in their province or territory of residence, have received the permission of a parent or guardian, who has agreed to be legally bound by these Rules, to enter the Contest and potentially become a winner of a prize (see Section 3.3 below);
- (iii) 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](http://www.airmiles.ca);
- (iv) are current registered students in good standing at a university, college or high school in Canada, and have no more than one active Student Life Network account;

- (v) 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,
- (vi) 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
- (vii) have read and accepted, and agreed to comply with these Rules.

For the purposes of these Rules, “**Contest Group Entities**” means the Sponsor, Student Life Network, their respective parent, sister, affiliated and subsidiary companies, all advertising and promotion agencies, suppliers of prizes (including without limitation AIR MILES and Live Nation Canada, Inc.) 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 \$10,000.00 cash prize (the “**Grand Prize**”). All amounts in these Rules are in Canadian dollars.

**3.2 Qualifying Prizes:** There are fifty two (52) additional contest prizes (each a “**Qualifying Prize**”).

The following prizes are available to be won at the beginning of the Contest. The number of Qualifying Prizes available to be won will be reduced as they are won during the Contest:

- A) Ten (10) LaRitzy gift boxes (approximately retail value is \$250 each).
- B) One (1) \$150 Kernels Gift Card (approximate retail value is \$150).
- C) Two (2) Breville Panini Duo Grill (approximate retail value is \$120 each)
- D) Ten (10) 3-month Oatbox subscriptions (approximate retail value is \$60 each).
- E) Two (2) Breville Hot Choc and Froth (approximate retail value is \$150 each)
- F) One (1) Fitbit Alta (approximate retail value is \$170)
- G) One Dyson prize pack consisting of (1) Dyson Hot + Cool Ceramic Fan Heater and one (1) Dyson V6 Slim Cordless Stick Vacuum (approximate retail value is \$950)
- H) Two (2) Cuisinart Vertical Waffle Maker (approximate retail value is \$130 each)
- I) One (1) 6-month subscription to Little Life Box (approximate retail value is \$150).
- J) Two (2) Breville Mini Smart Oven (approximate retail value is \$230 each)

- K) One (1) Fitbit Blaze (approximate retail value is \$250)
- L) Five (5) Shell \$500 Gift Cards (approximate retail value is \$500 each).
- M) Five (5) FabFitFun gift boxes (approximate retail value is \$200 each).
- N) Two (2) Live Nation® VIP Experiences each consisting a of two (2) tickets to winner's choice of a participating Live Nation produced and promoted concert in Canada and one (1) VIP experience for winner and one (1) guest. 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. See Section 3.4 (D) for details. (approximate retail value is between \$200 and \$2,500 each, depending on show and experience awarded)
- O) One (1) Danby AIR MILES Fridge (approximate retail value is \$330)
- P) One (1) \$2,500 cash prize from Bank of Montreal (approximate retail value is \$2,500).
- Q) One (1) \$1,000 Rexall Gift Card (approximate retail value is \$1,000).
- R) One (1) \$2,500 cash prize from Bank of Montreal (approximate retail value is \$2,500).
- S) Two (2) HP Spectre X360 Laptop (approximate retail value is \$1900 each)
- T) One (1) Contiki trip for two to Thailand (6 nights) including round-trip economy airfare from any major Canadian airport. Subject to other conditions, availability and blackout dates. Contestant must be 35 or under to be eligible for this prize. See Section 3.4 (C) for details. (Approximate retail value is \$6770).
- U) One (1) prize consisting of 5,000 AIR MILES Reward Miles. See section 3.4 (A) for prize value determination.

**3.3 Regional Bonus Prizes:** There are fifteen (15) Regional Bonus Prizes to be awarded after the Grand Prize to entrants from select geographic areas who have entered to win a Regional Bonus Prize.

The following prizes are available to be won:

- A) Two (2) prizes of "internet for a year" compliments of Eastlink (approximate retail value is \$750 each) open to entrants who reside in Nova Scotia, New Brunswick, Prince Edward Island or Newfoundland & Labrador
- B) Three (3) Foodora \$75 promo codes (approximate retail value is \$75 each) open to entrants who reside in Quebec or Ontario.
- C) Five (5) Chefs Plate \$60 Gift Cards (approximate retail value is \$60 each) open to entrants who reside in Ontario, British Columbia, Alberta or Manitoba.

- D) One (1) Lawton's \$1,000 Gift Card (approximate retail value is \$1,000) open to entrants who reside in Nova Scotia, New Brunswick, Prince Edward Island or Newfoundland & Labrador
- E) Two (2) \$1,250 Metro Gift Card (approximate retail value is \$1,250 each) open to entrants who reside in Ontario.
- F) One (1) Sobeys' Atlantic \$1,000 Gift Cards (approximate retail value is \$1,000 each) open to entrants who reside in Nova Scotia, New Brunswick, Prince Edward Island or Newfoundland & Labrador
- G) One (1) Sobeys' Ontario \$2,500 Gift Cards (approximate retail value is \$2,500 each) open to entrants who reside in Ontario.

### **3.4 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:**

Winner 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.

If any potential winner is under the age of majority in his/her province or territory of residence, a parent or legal guardian of the potential winner will be required to sign or submit the Prize Acknowledgement and Release Form (where it is required) on behalf of their minor child. Any AIR MILES prize will be deposited into the Collector Account of the minor. However, other prizes may be awarded to parent/guardian. If the parent or legal guardian of the potential prize winner does not sign or submit the prize Acknowledgement and Release Form (where required), the potential prize winner may not be awarded the prize.

C) Contiki Trip Prize:

The trip consists of return economy airfare for 2 from any major Canadian airport to Thailand and 2 places on Contiki's 'Thailand Island Hopper East' trip which includes 6 nights in Thailand, professional trip manager & local guides, sightseeing tours, most meals, hotel tips, local taxes & service charges, transportation in a private air-conditioned coach, mini coach or van. Passport/visa fees, travel/medical insurance, return transportation to/from your home airport, beverages, meals not detailed in the itinerary, tips to the trip manager, excess baggage fees, pre and post tour hotel accommodations (if required), optional excursions and personal expenses are not included.

Travel documents are winner and travel companion's responsibility. Prize is non-refundable and has no cash value. Flight and tour space are subject to availability at time of booking. Prize suppliers suggest that winner books 3 months prior to departure. Some restrictions and blackout dates apply. Travel must be booked by December 31<sup>st</sup>, 2017. Winner and travel companion must be between the ages of 18 and 35 at time of travel. If winner is under 18 at time of draw, the prize will be held until they are 18. Contestants over 35 are not eligible for this prize. The winner and travel companion must travel together both ways and the travel companion will be required to sign a release to participate in the prize.

None of the Contest Group Entities shall assume any responsibility of any nature whatsoever for any delay, postponement, suspension, rescheduling or cancellation of the flight or any other component of the packages or of any other transportation which is part of the prize for any reasons whatsoever including, but not limited to, weather conditions, equipment breakdown or failure, of any flight(s), event(s), exhibit(s), attraction(s) or accommodation(s) being arranged in conjunction with the prize and winner and his/her traveling companion are not entitled to be compensated in the event of such delay, cancellation or other event described herein

D) Live Nation VIP Experience Prizes:

There are two (2) Live Nation VIP Experiences to be won. Each 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 prizing. 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 Unlock Awesome Website <http://unlockawesome.studentlifefnetwork.com>. Contestants must provide a valid email, full name, age, AIR MILES Collector Number and current school name 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 Student 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 [studentlifetwork.com/user/communication](http://studentlifetwork.com/user/communication), unchecking the subscription and pressing submit. Upon online entry and registration, the contestant will be given a password and a Student Life Network account (unless the contestant already has a Student Life Network account and password). The contestant may use such account during the Contest Period to enter further draws for each Qualifying Prize (see section 4.3).

- (b) **Method Two – Mail In Registration and Entry:** If a contestant does not wish to complete certain Qualifying Prize challenges online (see Section 4.4 to see which Qualifying Prize draws can be entered through write-in method) or Regional Bonus Prize challenges online (see Section 4.7 to see which Regional Bonus 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, age, school name, complete mailing address (including postal code) and signature and a 50 word or less essay on "How AIR MILES is Awesome" 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, Student Life Network, 301-312 Adelaide St W, Toronto ON M5V 1R2, Attn: Unlock Awesome 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 Qualifying Prize draw or Regional Bonus Prize Draw that takes place after the mail-in entry is received by the Sponsor and that relates to the Qualifying Prize challenges that are eligible for mail-in entry (see Section 4.4) or Regional Bonus Prize challenges that are eligible for mail-in entry (see section 4.7). 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.

- 4.2 **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.

#### 4.3 Entering to Win Qualifying Prizes Online

On Contest Registration online, every eligible contestant will become eligible for the final Qualifying Prize draw for the chance to win 5,000 AIR MILES Reward Miles on November 30th. Each additional Qualifying Prize is awarded by a separate draw (see Section 5 for draw details) and a Contestant must return to the Unlock Awesome Website to obtain entry into each Qualifying Prize draw. There is a limit of one entry into each Qualifying Prize draw per contestant.

Entry into a new Qualifying Prize draw may become available at any time during the Contest Period. Once available, online entry for each Qualifying 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 Qualifying Prize draw will end at the specific time listed on each Qualifying Prize page within the Unlock Awesome Website (the draw close date). In order to receive an entry into a Qualifying Prize draw, a contestant must:

- a) Visit the Unlock Awesome Website located at <http://unlockawesome.studentlifeforum.com> and select an available Qualifying Prize draw; and
- b) Review and complete the Qualifying Prize challenge associated with the Qualifying Prize prior to the draw close date for the applicable Qualifying Prize. The Qualifying Prize challenge for each draw which will contain one or more of the following elements:
  - i. Enter a word or phrase into the Unlock Awesome Website.
  - ii. Visit specific websites.
  - iii. Tweet completing a sentence.
  - iv. Post an image to Instagram using the hashtag #UnlockAwesome
  - 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. Share your music preference with AIR MILES Stage Pass.
  - xii. Correctly complete an AIR MILES Program quiz or survey.
  - xiii. 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.)
  - xiv. Complete a Contiki survey. (Contestants over age 35 are not eligible the Qualifying Prize associated with this challenge.)
  - xv. 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.)
  - xvi. Opt-in to receive email communication from Bank of Montreal about offers, promotions and information about Bank of Montreal's products and services. (The contestant may opt-out of email communications from Bank of Montreal 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 a BMO SPC AIR MILES MasterCard.
- c) Repeat steps A) and B) for each additional Qualifying Prize draw the contestant wishes to become eligible for. Note that the requirements for entry into each Qualifying Prize draw may be different. However, they will clearly be posted on the Unlock Awesome Website as the draws and potential prizes became available.

#### 4.4 **Entering to Win Certain Qualifying Prizes Offline**

**No purchase necessary.** If a contestant who is otherwise eligible for the Contest wishes to participate in Qualifying Prize draws without completing certain online Qualifying 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 Qualifying Prize challenges that involve one or more of the elements set out in Section 4.3 (b)(xvi-xix).

#### 4.5 **Becoming Eligible for the Grand Prize Draw**

A contestant will only receive an entry into the Grand Prize Draw by first winning a Qualifying Prize through a Qualifying Prize draw (see Section 5)

#### 4.6 **Entering to Win Regional Bonus Prizes Online**

Each Regional Bonus Prize is awarded by a separate draw (see Section 5 for draw details) and a Contestant must return to the Unlock Awesome Website to obtain entry into each Regional Bonus Prize draw. There is a limit of one entry into each Regional Bonus Prize draw per contestant.

Entry into a new Regional Bonus Prize draw may become available at any time during the Contest Period. Once available, online entry for each Regional Bonus 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 Bonus Regional Prize draw will end at the 11:59pm ET on November 30th, 2016 (the draw close date). In order to receive an entry into a Regional Bonus Prize draw, a contestant must:

- d) Visit the Unlock Awesome Website located at <http://unlockawesome.studentlifeforum.com> and select an available Regional Bonus Prize draw; and
- e) Review and complete the Regional Bonus Prize challenge associated with the Regional Bonus Prize prior to the draw close date. The Regional Bonus Prize challenge for each draw which will contain one or more of the following elements:
  - i. Enter a word or phrase into the Unlock Awesome Website.
  - ii. Visit [www.metro.ca](http://www.metro.ca) to create your account and link your AIR MILES Collector Number.
  - iii. Earn at least 1 AIR MILES Reward Mile at Metro.

#### 4.7 **Entering to Win Certain Regional Bonus Prizes Offline**

**No purchase necessary.** If a contestant who is otherwise eligible for the Contest wishes to participate in Regional Bonus Prize draws without completing certain online Regional Bonus 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 Regional Bonus Prize challenges that involve one or more of the elements set out in Section 4.6 (e)(iii).

## 5. DRAW & WINNER SELECTION PROCESS

- 5.1 **Qualifying & Regional Bonus Prize Draws:** Each Qualifying Prize and Regional Bonus Prize will be drawn on the draw dates outlined below. All Qualifying Prize and Regional Bonus 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	Draw Date
(10) LaRitzzy Gift Box	August 8 <sup>th</sup> , 2016 @ 11:59PM ET	August 9 <sup>th</sup> , 2016 @ 12:01PM ET
(3) \$75 Foodora Promo Code	August 15 <sup>th</sup> , 2016 @ 11:59PM ET	December 1 <sup>st</sup> , 2016 @ 12:01PM ET
(5) Chef's Plate Gift Card	August 22 <sup>nd</sup> , 2016 @ 11:59PM ET	December 1 <sup>st</sup> , 2016 @ 12:10PM ET
(1) \$150 Kernels Gift Card	August 29 <sup>th</sup> , 2016 @ 11:59PM ET	August 30 <sup>th</sup> , 2016 @ 12:01PM ET
(2) Breville Panini Duo Grill	September 5 <sup>th</sup> , 2016 @11:59PM ET	September 6 <sup>th</sup> , 2016 @ 12:01PM ET
(1) Sobey's Atlantic \$1,000 Gift Card	September 12 <sup>th</sup> , 2016 @11:59PM ET	December 1 <sup>st</sup> , 2016 @ 12:15PM ET
(1) Sobey's Ontario \$2,500 Gift Card	September 12 <sup>th</sup> , 2016 @11:59PM ET	December 1 <sup>st</sup> , 2016 @ 12:20PM ET
(10) Oatbox 3 Month Subscription	September 19 <sup>h</sup> , 2016 @11:59PM ET	September 20 <sup>th</sup> , 2016 @ 12:01PM ET
(2) Breville Hot Choc and Froth	September 26 <sup>th</sup> , 2016 @11:59PM ET	September 27 <sup>th</sup> , 2016 @12:01PM ET
(1) Fitbit Alta	October 3 <sup>rd</sup> , 2016 @11:59PM ET	October 4 <sup>th</sup> , 2016 @12:01PM ET
(2) Cuisinart Vertical Waffle Maker	October 3 <sup>rd</sup> , 2016 @11:59PM ET	October 4 <sup>th</sup> , 2016 @12:01PM ET
(2) Eastlink Internet for a year	October 3 <sup>rd</sup> , 2016 @11:59PM ET	December 1 <sup>st</sup> , 2016 @ 12:25PM ET
(1) Little Life Box 6 Month Subscription	October 10 <sup>th</sup> , 2016 @11:59PM ET	October 11 <sup>th</sup> , 2016 @12:01PM ET

(2) Breville Mini Smart Oven	October 17 <sup>th</sup> , 2016 @ 11:59PM EST	October 18 <sup>th</sup> , 2016 @ 12:01PM ET
(2) Live Nation VIP Experiences	October 24 <sup>th</sup> , 2016 @11:59PM EST	October 25 <sup>th</sup> , 2016 @ 12:01PM ET
(2) Metro \$1250 Gift Card	October 24 <sup>th</sup> , 2016 @11:59PM EST	December 1 <sup>st</sup> , 2016 @ 12:30PM ET
(1) Lawton's \$1000 Gift Card	October 24 <sup>th</sup> , 2016 @11:59PM EST	December 1 <sup>st</sup> , 2016 @ 12:35PM ET
(1) Fitbit Blaze	October 31 <sup>st</sup> , 2016 @11:59PM EST	November 1 <sup>st</sup> 2016 @12:01PM EST
(1) Dyson Ceramic Fan & (1) Dyson V6 cordless vacuum	November 7 <sup>th</sup> , 2016 @11:59PM EST	November 15 <sup>th</sup> , 2016 @12:01PM EST
(5) Shell \$500 Gift Cards	November 15 <sup>th</sup> , 2016 @11:59PM EST	November 16 <sup>th</sup> , 2016 @12:01PM EST
(5) FabFitFun Box	November 22 <sup>nd</sup> , 2016 @11:59PM EST	November 29 <sup>th</sup> , 2016 @12:01PM EST
(1) Danby AIR MILES Fridge	November 23 <sup>rd</sup> , 2016 @11:59PM EST	November 30 <sup>th</sup> , 2016 @12:01PM EST
(1) \$2,500 Cash from Bank of Montreal	November 26 <sup>th</sup> , 2016 @11:59PM EST	November 28 <sup>th</sup> , 2016 @12:01PM EST
(1) Rexall \$1,000 Gift Card	November 27 <sup>th</sup> , 2016 @11:59PM EST	November 28 <sup>th</sup> , 2016 @12:01PM EST
(1) \$2,500 Cash from Bank of Montreal	November 28 <sup>th</sup> , 2016 @11:59PM EST	November 29 <sup>th</sup> , 2016 @12:01PM EST
(2) HP Spectre X360 Laptop	November 29 <sup>th</sup> , 2016 @11:59PM EST	November 30 <sup>th</sup> , 2016 @12:01PM EST
(1) Contiki trip for 2 to Thailand	November 30 <sup>th</sup> , 2016 @11:59PM EST	December 1 <sup>st</sup> , 2016 @12:01PM EST
(1) Prize of 5,000 AIR MILES Reward Miles	November 30 <sup>th</sup> , 2016 @11:59PM EST	December 1 <sup>st</sup> , 2016 @ 12:01PM EST

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

Qualifying Prize or Regional Bonus 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 Qualifying Prize or Regional Bonus Prize subject to compliance with these Rules.

- 5.2 **Grand Prize Draw:** On **December 16th, 2016 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)** contestant will be randomly selected from a list of all Qualifying Prize winners. Each contestant will appear on the list of winners one time for each Qualifying Prize they have won. The chosen contestant will be the selected contestant who is eligible to win the Grand Prize subject to compliance with these Rules.
- 5.3 **Odds of Winning:** The odds of winning a Qualifying Prize are dependent on the number of eligible entries received for such Qualifying Prize by the Sponsor during the entry period for such Qualifying Prize in accordance with these Rules. The odds of winning the Grand Prize are dependent on the number of Qualifying Prizes won by each contestant.
- 5.4 **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).
- 5.5 **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, Student 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 (including school name), 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**

6.1 **Prize Delivery:** Subject to Sections 5.4 and 5.5, the Sponsor or its representatives will deliver the Qualifying 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**

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 ) 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.

7.2 **No Liability:** The Releasees (defined below in Section 7.7) will not be liable for:  
(i) any failure of the Unlock Awesome Website, Sponsor servers or other Square

Crop Studios Inc. or Student 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 Qualifying 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

- 7.3 **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.
- 7.4 **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.
- 7.5 **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.
- 7.6 **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.

**7.7 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.

**7.8 Name/Image of Contestants and Content:**

By entering the Contest, each contestant:

- (a) authorizes the Sponsor, Student Life Network and AIR MILES to use, reproduce and/or publish in any related publicity, his/her name, photograph, image, likeness, biographical information (including school name), 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.

**7.9 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.

- 7.10 **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 Qualifying Prize challenges) for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (<http://accounts.studentlifefenetwork.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 Qualifying 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.

- 7.11 **List of Winners:** For the names of the prize winners, available after December 30th, 2016, the contestant must send a letter along with a self-addressed postage stamped envelope to "Unlock Awesome Winner's Request List, at 301-312 Adelaide St W, Toronto ON M5V 1R2. The winners' names will be available until January 15th, 2018.
- 7.12 **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.
- 7.13 **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.
- 7.14 **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.

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