

THE BIGGEST GOLDBOOK GIFTCARD GIVE AWAY EVER! (Kitchener & Waterloo) CONTEST RULES

- 1. Agreement:** These rules govern the Biggest GoldBook Giftcard Give Away Ever! (Kitchener & Waterloo) contest (the “**Contest**”). No purchase is necessary to enter the Contest. The act of entering the Contest constitutes acceptance of the Contest rules and the decisions of the Sponsor and the Contest judges, which decisions shall be final and binding upon all entrants.
- 2. Sponsor:** The Contest sponsor is GoldBook, a division of Metroland Media Group Ltd. (the “**Sponsor**”).
- 3. Eligibility:** The Contest is open to residents of the city of Kitchener, Ontario and the city of Waterloo, Ontario who have attained the age of nineteen (19) at the start of the Contest Period. Notwithstanding the above, the Contest is not open to immediate family members (i.e. spouses or biological, step or adoptive parents, children or siblings) or anyone domiciled with any employee of the Sponsor or any of its affiliates, subsidiaries, advertising or promotional agencies or fulfilment houses. Incomplete or illegible entries, bulk drop offs, photocopies, scanned copies, facsimiles or other mechanically or electronically reproduced entries will not be accepted and will be disqualified
- 4. Contest:** The Contest Period begins at 12:00 am ET on July 17, 2015 and ends at 11:59 pm ET on August 31, 2015 (the “Contest Period”). To enter, access the Contest website at <http://misc.metroland.com/gbcontest/> (the “Contest Website”), click on the appropriate tab for your geographical region, read these rules and regulations and follow the instructions to complete and submit an online Contest entry form during the Contest Period. A name, valid e-mail address and phone number will be required. Validly submitting a completed entry form through the Contest Website will grant the entrant one (1) entry for participation in the draw. Limit of one (1) entry per person.
- 5. Winner Selection:** Three (3) entries will be chosen by random draw from among all eligible entries received, which will take place at 44 Frid Street, Hamilton, Ontario on September 4, 2015 at 2:00 pm ET. Each selected entrant will be contacted by phone or email by a representative of the Sponsor, and must reply within 48 hours to maintain eligibility. In order to be eligible to win, each selected entrant must correctly answer a four-part, time limited mathematical skill-testing question, without assistance or mechanical or electronic aid. If a selected entrant cannot be contacted within the above-mentioned time period or fails to respond to any attempted contact, or if a selected entrant fails to correctly answer the mathematical skill-testing question, such selected entrant will be disqualified, his/her entry will be declared null and void and the Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible entry, in which event these provisions shall apply to such other eligible entry.
- 6. Prize:** The following prizes are available to be won:
 - Grand Prize: one (1) Grand Prize is available to be won consisting of gift cards in the denominations below for the following local merchants (total approximate retail value

of \$1250.00 CDN):

Business Name	Business Address	Gift Card Amount (in \$ CDN)
Hearts & Flowers at Westmount	50 Westmount Rd N, Waterloo, ON	50
Casey's Bar And Grill	1120 Victoria St N, Kitchener, ON	25
Pepi's Pizza	87 Water St N, Kitchener, ON	25
Howald Windows & Doors	400 Mill St, Kitchener, ON	200
Aurora Pool And Darts	494 Albert St, Waterloo, ON	20
Pool Solutions	665 Colby Dr, Waterloo, ON	20
Jack's Family Restaurant	20 Benjamin Rd, Waterloo, ON	50
Home Style Diner	504 Albert St, Waterloo, ON	25
Gino's Pizza	94 Bridgeport Rd E, Waterloo, ON	20
Ladies in Shape Studio	3 Northcliffe Cres, Cambridge, ON	60
DM Service Centre	600 McMurray Rd, Waterloo, ON	50
Digs Music	55 Snyder's Road West Baden, ON	20
D&D Photography	128 Queensway Dr, St.Jacobs, ON	250
Pyramid Pizza	319 Lancaster St W, Kitchener, ON	20
Guelph SelfStorage Co	420 Elizabeth Street, Guelph, ON	20
Daily Grill	615 Davenport Rd, Waterloo, ON	30
Uptown Dental Hygiene	181 Park Street, Waterloo, ON	110
Elite Training Facility	1253 King Street East, Unit 1A, Kitchener, ON	50
Adams One Stop Auto	1426 Victoria St N, Kitchener, ON	20
Spabar	258 King Street N, Unit 12, Waterloo, ON	20
Edible Arrangements	509 Wilson Ave #7, Kitchener, ON	25
At the Crossroads Family Restaurant	384 Arthur St S, Elmira, ON	20
Hairizona	885 Glasgow St, Kitchener, ON	50
Forest Hill Hairstyling	421 Greenbrook Dr, Kitchener, ON	50
Beauty Visage	1253 Ottawa St. S, Kitchener, ON	20

- Second Prize: one (1) Second Prize is available to be won, consisting of gift cards in the denominations below for the following local merchants (total approximate retail value of \$760.00 CDN):

Business Name	Business Address	Gift Card Amount (in \$ CDN)
ATG Diamond Outlet	100 Sheldon Dr #27, Cambridge, ON	150
Sound Factory Music School Inc.	619 Wild Ginger Ave, Waterloo, ON	50
Columbia Auto Service	160 Columbia St W, Waterloo, ON	140
Casey's Bar And Grill	1120 Victoria St N, Kitchener, ON	25

Kenneth Brown Photography	147 Arnold St, New Hamburg, ON	50
Pepi's Pizza	87 Water St N, Kitchener, ON	25
Vintner's Cellar Waterloo	283 Northfield Dr E, Waterloo, ON	50
Framing & Art Centre	465 Phillip St, Waterloo, ON	50
Hybrid Hair and Detox Spa	133 Weber St. North Unit 1C, Waterloo, ON	100
Wine Kitz	376 Victoria St.N, Kitchener, ON	20
Marcia Singh Massage Therapist	155 Frederick St, Kitchener, ON	80
Cambridge Storage & Mini Warehouse	354 Franklin Blvd, Cambridge, ON	20

- Third Prize: one (1) Third Prize is available to be won, consisting of gift cards in the denominations below for the following local merchants (total approximate retail value of \$505.00 CDN):

Business Name	Business Address	Gift Card Amount (in \$ CDN)
Linton Window & Door Inc.	354 Franklin Blvd, Cambridge, ON	200
Selvaeh's Cleaning Svc	58 Hazel Run, Kitchener, ON	50
Simpson's Flooring Centre	1486 Victoria St, Kitchener, ON	50
Corner Skillet	246 King St. E, Cambridge, ON	20
Perfect 2 for 1 Pizza	895 Langs Dr, Cambridge, ON	20
RPM Automotive	225 Elgin, St. N, Cambridge, ON	20
Home Style Diner	504 Albert St, Waterloo, ON	25
F.J. Brown & Son	36 Main St, Cambridge, ON	25
Wine Kitz	376 Victoria St.N, Kitchener, ON	20
Overhead Door Company of Kitchener-Waterloo Ltd.	1746 Victoria St N, Kitchener, ON	50
Raymond's Flower Shop	133 Weber St N #2, Waterloo, ON	25

Each winner must come to the Sponsor's office at 160 King Street East, Kitchener ON N2G 4E5, in person during regular business hours to collect the prize won. If a potential winner does not claim his/her prize within ten (10) days of notification, the next eligible entry selected by random draw will be contacted, and the first entrant selected will have no further claim to the prize. Sponsor will not mail or courier prizes and is not responsible for unclaimed prizes. Sponsor is not responsible for lost, stolen or unclaimed prizes. Sponsor is not responsible for postal or courier strikes, errors or delays. Unless otherwise specified, gift cards cannot be combined with any other discounts, specials or offers. Any purchase for an amount greater than the available balance of your gift card must be paid with an alternative method of payment. Unauthorized use, reproduction or resale of gift cards is prohibited. Safeguard your gift cards. Gift cards will not be replaced or replenished if lost, stolen, used incorrectly or

without authorization. Sponsor or the gift card issuer reserves the right to limit, revoke or refuse the use of a gift card at any time at its sole discretion. Gift cards may not be exchanged for cash. Except where prohibited by law, the gift cards may expire and other terms and conditions may apply – see the appropriate business / gift card issuer for details. If the winner is unable or unwilling to accept or otherwise redeem a prize on the terms it is awarded, the prize shall be forfeited and no cash or substitutes will be provided in whole or in part.

7. **Release:** Prior to receiving a prize, each selected entrant will be required to show valid photo ID and to sign a declaration of eligibility and release form releasing the Sponsor and the Prize Supplier from any and all liability in connection with the Contest and/or the prize, confirming compliance with these Contest rules and consenting to the use of his or her name and photograph, in any and all forms of media, without further notice or compensation, in any publicity carried out by the Sponsor and its advertising and promotional agencies. The signed form must be received by the Contest Sponsor within forty-eight (48) hours of notification or the prize may be forfeited and awarded to an alternate entrant.

8. **Privacy:** We use your personal contact information to administer this Contest, including contacting, announcing and promoting prize winners. The Contest is run in compliance with the Metroland Media Group Ltd. privacy policy, which may be found in full at <http://www.metroland.com/page/Privacy%20Policy>.

9. **Banning:** The Sponsor may, in its sole discretion, prohibit any person from entering the Contest whom it believes to be abusing the rules. Such abuse includes entering false information and entering more than once per Contest Period.

10. **Other:** Odds of winning depend on the number of eligible entries received. This Contest is governed by the laws of Ontario and the laws of Canada applicable therein and is void where prohibited by law. The Sponsor reserves the right to cancel or modify the Contest or the Contest rules at any time without notice. All prizes must be accepted as awarded, are non-transferable and are not convertible to cash. The Sponsor reserves the right to substitute the prize or any portion of the prize with a prize of equal or greater value. All prizes are awarded as-is and no warranties or guarantees are implied or expressed. Neither Sponsor nor Prize Supplier shall be liable for any lost, late, misdirected or stolen entries or inability to process entries, or any errors, damage, injury or negligence that may arise in connection with this Contest, including technical issues or failures on any website, app or software, viruses, website disruptions, malfunctions or website down-time, human error, personal injury or property damage incurred by any Contest entrant. Sponsor is not responsible for any errors or omissions in printing or advertising this Contest. Use of any automated system including robotic or form filling software to enter or participate in this Contest is prohibited and will result in disqualification of all entries by anyone using such assistance. If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the authorized account holder of the email address provided at time of entry. The authorized account holder is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email

address.