

**CONTEST RULES**  
**Valentine's Day Guessing Contest**  
February 1-13, 2018

**Eligibility:** The draw for one of two Valentine's Day Guessing Contest (the "Contest") is only open to residents of the province of Alberta, who are 18 years or older, at the time of the Contest. Notwithstanding the foregoing, the Contest is not open to representatives and agents of PARKLAND MALL (the "contest sponsor"), employees and representatives of Morguard or any retailer located in the Contest Sponsor(s), advertising and promotional agencies, and all persons with whom any of the foregoing individuals are domiciled or members of their respective immediate families.

By entering the Contest, each entrant automatically accepts the rules set out below (the "Contest Rules"), which are subject to change without notice, and automatically releases the Contest Sponsor(s) and any other person or entity associated in any way with the Contest, all of their respective affiliates, subsidiaries, directors, officers, employees, agents and their respective advertising and promotional agencies, from any and all liability arising in connection with the Contest, including, without limitation, the selection of the draw winner and the administration of the Contest.

By entering the Contest, all entrants accept the terms and conditions of the following Contest Rules and agree to be bound by them.

1. The contest begins at 9:30 a.m. (MDT) on February 1, 2018 and ends at 9:00pm (MDT) on February 13, 2018. The draw will take place at 9:30am February 14, 2018.
2. The contest can be entered by original ballot only. To be valid, ballots must outline the name of the entrant, city of residence, a valid email address, and a valid telephone number to qualify. Ballots are available at Guest Services Parkland Mall. Each person may enter once per day.
3. Each entrant is automatically eligible for a chance to win one of three Parkland Mall Gift Cards, depending on the accuracy of their guess. The closest guess will win a \$200 gift card, 2<sup>nd</sup> place will win a \$100 gift card, and 3<sup>rd</sup> place will win a \$50 gift card.
4. The contest winners will be determined on February 14, 2018 at Parkland Mall from all eligible entries. If the winner is not present, they will be contacted within 48 hours by phone or email, depending on information provided on the entry form. Winner must claim their prize at Parkland Mall Guest Services in person. No prizes will be couriered or sent via Canada Post. Prize must be accepted as awarded. No cash value or substitutions.
5. Prize must be accepted as awarded and may not be transferred or exchanged, combined or used in concert with another contest or offer. The Contest Sponsor(s) reserves the right to substitute a prize of at least equal value in the event of unavailability, for whatever reason, of the advertised prize.

6. **The Contest Sponsor(s) reserves the right to verify if Contest winner satisfies all Contest admissibility criteria.** Winner will also be required to correctly answer, unaided, a time-limited, mathematical skill-testing question. The Contest Sponsor's rulings are final and without appeal in all matters related to the promotion and the awarding of prizes.

7. By entering this Contest, entrants consent to the use of their entry, name, city of residence and/or any photograph of or that may be taken in publicity carried out by the Contest Sponsor(s) and their advertising agencies, without further notice or compensation.

8. Odds of winning depend on the number of eligible entries. All entries that are incomplete, illegible, damaged, irregular, that have been submitted through illicit means, or do not conform to or satisfy any condition of the Contest Rules may be disqualified by the Contest Sponsor(s). The Contest Sponsor(s) take no responsibility for lost, delayed, damaged, misdirected or late entries. The Contest Sponsor(s) is not responsible for any errors or omissions in printing or advertising this Contest. All entries become the property of the Contest Sponsor(s) and will not be returned.

9. The Contest Sponsor(s) are collecting personal data about entrants for the purpose of administering this Contest. No further informational or marketing communications will be received by entrants unless entrant provides the Contest Sponsor(s) with explicit permission to do so as indicated on the entry form. Please see the privacy policy of each contest sponsor(s).

10. By entering the Contest, entrants release and hold harmless the Contest Sponsor(s), their advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns from any liability in connection with this Contest or, if declared a winner, the prize. Before being declared a winner, entrants may be required to sign and return, within a stipulated period of time, a declaration of compliance with the Contest Rules and a full liability and publicity Release. By accepting a prize, winners consent to the use of their name, place of residence, voice statements, and photographs or other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.

11. This Contest will be run in accordance with these Contest Rules, subject to amendment by the Contest Sponsor(s). Contestants must comply with these Contest Rules, and will be deemed to have received and understood the Contest Rules by participation in the Contest. The terms of this Contest, as set out in these Contest Rules, are not subject to amendment or counter-offer, except as set out herein.

12. Any dispute relating to the Contest (including, without limitation, a dispute as to whether an entrant has complied with all of the Official Rules and Regulations) shall be resolved by the Contest Sponsor(s) in their sole and absolute discretion. All decisions of the Contest Sponsor(s) shall be final and binding.

13. (a) The Contest Sponsor(s) assume no responsibility for failure of the internet or the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor(s) reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

(b) If the identity of an entrant is disputed, the potential winner may be required to provide identification sufficient to show that he/she is the person identified on the entry submission and is otherwise eligible to win at the discretion of the Contest Sponsor(s).

14. This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations.