

**Contest Rules and Regulations**

- The Contest is open only to Manitoba resident AIR MILES Collectors aged 18 or older.
- Contest runs from July 16-19, 2015.

**Prizes**

- 1 of 2 – 2500 AIR MILES (one per store)

**How to enter:** Each purchase transaction made at Manitoba Liquor Marts in combination with an AIR MILES Collector Card during the Contest Period will result in one entry into the Contest. Odds of winning will depend on the total number of eligible entries received.

**No purchase necessary:** To enter without purchase, please send a postcard with your name, address, phone number and AIR MILES® Collector Number to: Liquor Mart Express Grand Opening, Manitoba Liquor & Lotteries, 983 St. James Street, Winnipeg, MB, R3H 0X2. Postcards must be postmarked by July 20<sup>th</sup>, 2015 and received before July 28<sup>th</sup>, 2015. Postcard entries are limited to 1 per Collector Account. To be declared a prize winner, the selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posed by mail, email or telephone. If a selected entrant fails to correctly answer the skill testing question then he/she will be disqualified and another entrant may (at the discretion of the Sponsor) be randomly selected.

**Prize Winner Selection:** A random selection will be made on August 7<sup>th</sup>, 2015 from all entries received from July 16-19<sup>th</sup>, 2015. If the selected entrant cannot be contacted by telephone (or fails to respond to any telephone messages) **within 2 business days** from the time of initial contact, he or she will be disqualified and forfeits the prize, and another eligible entrant will be selected at random, who shall be contacted and subject to disqualification in the same manner.

- The contest is sponsored by Manitoba Liquor & Lotteries and is open only to Manitoba resident AIR MILES Collectors aged 18 years or older, except employees of LoyaltyOne, Co. ("LoyaltyOne") and their immediate families.
- Employees and contractors of the Manitoba Liquor & Lotteries and members of their immediate families are considered ineligible for the draw. Family is defined by Manitoba Liquor & Lotteries as: father, mother, brother, sister, spouse (including common-law spouse), child or ward of an employee. In the event a Manitoba Liquor & Lotteries employee or family member does participate in the promotion, any prizes won will be forfeited.
- LoyaltyOne Co., is in no way connected to the management of this contest.
- The contest is subject to all applicable federal, provincial and municipal laws and regulations.
- For the purposes of these Contest Rules, the entrant is the individual in whose name the AIR MILES Collector Account has been established and this is the individual to whom the prize will be awarded if he/she is selected and declared a winner.
- The approximate retail value of AIR MILES® reward miles prize 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 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 prize is subject to the terms and conditions of the AIR MILES Reward Program as amended from time to time. AIR MILES reward miles prize is not transferable or convertible to cash and must be accepted as awarded.
- All prizes are non-transferable nor convertible to cash and must be accepted as awarded. It is the responsibility of the selected winners to arrange pick-up of the prizes from an agreed location.
- The winner must present valid photo identification, as deemed appropriate by Manitoba Liquor & Lotteries:
  - Valid Manitoba Driver's License.
  - Manitoba Identification Card, Canadian Forces ID.
  - Canadian Firearms Possession & Acquisition License.
  - Secure Certificate of Indian Status.
  - Aboriginal Treaty Card.
  - Passport.
  - Travel Visa.
  - Canadian Citizenship Card
  - Birth Certificate with Provincial Health Registration Certificate must be provided together.
- In the event of circumstances beyond our control, Manitoba Liquor & Lotteries reserves the right to substitute the prize for another of approximately the same value and reserves the right to change the Contest rules or terminate or withdraw the contest at any time, without prior notice.
- Manitoba Liquor & Lotteries assumes no responsibility for lost, stolen, destroyed or otherwise indecipherable entries.
- The personal information obtained from the contest entry form will not be used or disclosed by Manitoba Liquor & Lotteries for any purpose other than general contest administration. In addition, by participating each entrant and selected winner agrees to permit Manitoba Liquor & Lotteries to use his/her first name for advertising or publicity purposes without any additional compensation.
- Manitoba Liquor & Lotteries operates under The Freedom of Information and Protection of Privacy Act and will protect personal information with security safeguards that are appropriate to the sensitivity of the information. Manitoba Liquor & Lotteries will securely delete or dispose of personal contact information within six (6) months of the close of the contest.
- Neither the Manitoba Liquor & Lotteries nor LoyaltyOne, Co. is responsible for any injury or damage to persons or property arising from the Contest, participating in the Contest or any prize, or which may be caused directly or indirectly from the Contest. All prize claims are subject to verification and will be void if not obtained through legitimate channels, or if not original, or if obtained other than in compliance with these Contest Rules and Regulations.
- If you are not an AIR MILES Collector, you may enroll in the AIR MILES® Reward Program visit airmiles.ca. 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 have any complaints or concerns about the conduct of this promotion, please contact the Director Corporate Affairs & Privacy, Corporate Communications & Social Responsibility, 830 Empress Street, Winnipeg, Manitoba, R3G 3H3, Telephone (204) 957-2500 ext. 2781, Email [Communications@mbll.ca](mailto:Communications@mbll.ca).