



Contest Rules & Regulations

CONTEST RULES

“Facebook- What you do to Look Sharp?” Contest

Parkland Mall – Morguard Properties

August 28 thru September 12, 2010

Eligibility: The “Facebook- What you do to Look Sharp?” contest (the “Contest”) is only open to residents of the province of Alberta age 18 years or older at the time of the Contest. Notwithstanding the foregoing, the Contest is not open to employees, representatives and agents of PARKLAND MALL (the “contest sponsor”), employees and representatives of Morguard Properties or any retailer located in the Contest Sponsor(s), or the Contest Sponsor’s affiliated companies, 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 9:00 a.m.(MDT) on August 28, 2010 and ends at 9:00 p.m.(MDT) on September 12, 2010. No purchase is necessary to enter the Contest. One entry is allowed per name per day. Any attempt or suspected attempt to enter more than once per day, any use of robotic, automatic, programmed or entry methods not authorized by these Contest Rules, shall be deemed as tampering and will void all of your entries. Contest is void where prohibited by law.
2. Entrants must be 18 years of age or older. You must “like” Parkland Mall and answer “What you do to Look Sharp” to win a \$100 gift card and prize must be accepted as awarded. No cash value. One prize per winner. The winner will be contacted through facebook.
3. The grand prize draws will take place at 9:00 pm EDT on September 12, 2010 via a random electronic draw.
4. The winner will be notified on Facebook and must come to Guest Services to claim the prize. Before declaring a winner, the entrant must provide a valid ID, correctly answer a



Contest Rules & Regulations

time limited, mathematical questions and a Prize Release Form, acknowledging agreement and compliance to these official rules and regulations. If the grand prize draw winner cannot be reached within 24 hours following the draw, incorrectly answers the skill-testing question, declines the prize, or does not claim the prize within 3 days, another entrant will be selected.

5. Prize must be accepted as awarded and may not be transferred or exchanged or combined or used in concert with another contest or another offer. The Contest Sponsor(s) reserves the right to substitute a prize of at least equal value in the event of the unavailability, for whatever reason, of the advertised prize. The prize must be accepted as is.
6. By accepting the prize, the winner agrees to hold Parkland Mall, its affiliates, subsidiaries, sponsors, advertisers, advertising and promotion agencies their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of the use of the prize. Winners assume all liability for any injury or damage caused, or claiming to be caused, by participating in this promotion or use of redemption of any prize.
7. **The Contest Sponsor(s) reserves the right to verify if Contest winners satisfy all Contest admissibility criteria.** Winners 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.
8. 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.
9. Parkland Mall reserves the right to discontinue the contest or alter the rules at anytime. Parkland Mall reserve the right to remove any entry deemed inappropriate without prior notice.
10. 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.



Contest Rules & Regulations

11. 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).
12. 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.
13. 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.

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.

14. (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. The Contest Sponsor(s) reserve the right, in their sole discretion; to cancel or suspend the e-mail portion of this Contest should a virus, bug or other cause beyond their reasonable control corrupt the security of proper administration of the Contest. 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.



Contest Rules & Regulations

- (b) If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. All entries must be identified submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in the Contest will be the Contest server machine(s).
- 15.** This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations.
- 16.** Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
- 17.** Any questions, comments or complaints regarding the promotion will be directed to Parkland Mall.