

GRAND PRIZE FACEBOOK CONTEST RULES

- 1) **Agreement:** These rules govern the “Grand Prize Facebook 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 Contest judges, which decisions shall be final and binding upon all entrants.
- 2) **Sponsors:** The Contest sponsors are the Wedding Dreams Winter Show (a division of Metroland Media Group Ltd.) and Couture Threads, Knar Jewellery Ltd operating under business number 87796031 RT0001, Brentwood Livery, Sears. (together the “**Sponsors**”).

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Wedding Dreams Winter Show and not to Facebook. The information provided will only be used in the event that entrant is selected as a winner or if the entrant elected to receive additional information and promotional material.

- 3) **Eligibility:** The Contest is open to all residents of Ontario who have attained the age of 18, who are intend to enter into marriage with their significant other the time of Contest registration. Employees, their immediate families and anyone living with any employee of any of the Sponsors or their respective corporate affiliates, advertising or promotional agencies are not eligible. Limit of one entry per person. 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.

Registration and entries will be deemed made by the authorized account holder of the email address submitted at time of registration and he/she must comply with these Official Rules. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. A potential winner may be required to provide Sponsors with satisfactory proof that he/she is the authorized account holder of the email address associated with the potentially winning entry and/or game play.

- 4) **Contest:** The Contest is being run in connection with the Wedding Dreams Winter Show, held at Bingemans on January 14th and January 15th, 2012 (the “**Show**”). No purchase is necessary to enter the Contest. To participate, go to www.facebook.com/weddingdreamsbridalshows (the "Web Site") during the Contest Period and “Like” the Wedding Dreams Bridal Shows Fan Page to gain access to the Contest entry form, if you haven’t done so previously. There you will be asked to complete the registration form by uploading your photo. By correctly completing registration as indicated you will receive one (1) Contest entry. All entries must be received by December 31st, 2012 at 11:59 a.m. EST. Entries received from any person or email address in excess of the stated Contest Period limitation will be void. Entries or registrations generated by script, macro or other automated means or with the intent to subvert the registration or entry process will be void.
- 5) **Finalist and Grand Prize Winner Selection:** Ten (10) finalists (each, a “**Finalist**”) and one (1) Contest winner (the “**Grand Prize Winner**”) (which Grand Prize Winner shall be selected from amongst the Finalists) shall be selected as follows:

- (a) Beginning on or about Tuesday January 3rd, 2012 in Kitchener-Waterloo,

Ontario, all eligible entries will be reviewed and considered by the Contest judges, and ten (10) entries will be selected by the Contest judges as potential Finalists, each of whom shall be eligible to win a Finalist Prize (described below). The ten (10) Finalists will participate in the stage programming at the Wedding Dreams Winter Show on Saturday, January 14th and at the Wedding Dreams Winter Show on Saturday January 15th, 2012. At approximately 3:00 p.m. (the “**Stage Programming**”) on January 15th, 2012 at the Wedding Dreams Winter Show the winner will be announced on stage. From amongst the ten (10) Finalists, one (1) entry will be selected by the Contest judges as the potential Grand Prize Winner of the Contest, who shall be eligible to win the Grand Prize (described below). The Contest judges, in their absolute discretion, shall select the Finalists based upon the following criteria: number of votes received on Photo submitted. The Contest judges, in their absolute discretion, shall select the Grand Prize Winner based upon the following criteria: number of votes received on Photo submitted, and overall stage presence at the Stage Programming. Each entrant shall be eligible to win only one (1) Finalist Prize and one (1) Grand Prize. The odds of being selected as a potential Finalist or Grand Prize Winner are dependent upon the number of eligible entries received by the Sponsors. Before being declared a Finalist and/or a Grand Prize Winner, the selected entrant shall be required to comply with the Contest Rules and sign and return the Release (described below).

- (b) **EACH SELECTED FINALIST WILL BE CONTACTED BY TELEPHONE OR E-MAIL BY A REPRESENTATIVE OF THE SPONSORS NO LATER THAN FRIDAY, JANUARY 6TH, 2012 AT 5:00PM EST AND MUST RESPOND WITHIN FORTY-EIGHT (48) HOURS TO MAINTAIN ELIGIBILITY.** If a potential Finalist cannot be contacted within this time period or fails to respond to any attempted contact within forty-eight (48) hours, such potential Finalist will be disqualified, his/her entry will be declared null and void and the Sponsors reserve the right, in their sole and absolute discretion, to select another eligible entry, in which event these provisions shall apply to such other eligible entry. The decisions of the Contest judges are final and binding in respect of any matter relating to this Contest and may not be challenged in any way. In order to be eligible to win, the potential winner must correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid. The Sponsors are not responsible for the failure for any reason whatsoever: (i) of a selected entrant to receive notification or (ii) of the Sponsors to receive a selected entrant’s response.
- 6) **Ownership/Use Rights:** Each entrant retains the copyright to his/her Photo. However, by entering the Contest, entrant hereby grants to the Sponsors a worldwide, irrevocable, perpetual, non-exclusive, royalty-free, sub-licensable and transferable license to print, publish, use, reproduce, distribute, prepare derivative works of, and display entrant’s full name, Photo and Essay in connection with Sponsors’ (and their respective successors’) business, including without limitation in any media formats and through any media channels. By participating this Contest, entrant represents and warrants that: (a) the Photo does not contain any material that is libelous, defamatory, profane or obscene; (b) the Photo and the is original to the entrant, and all right, title and interest (including copyright) therein and thereto is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsors to use the Photo as contemplated by these Contest Rules; and (c) the Photo does not infringe upon the intellectual property or other statutory or common law rights of any third party.

Sponsors reserve the right to exclude any Work on the basis of concerns relating to the rights of third parties, including but not limited to privacy, copyright, defamation, rights of personality, obscenity or hate speech, as determined by Sponsors in their sole discretion.

7) **Prizes Available:**

- a) **GRAND PRIZE:** One (1) wedding dress from Couture Threads Retail Location in Stratford valued at \$2,000.00. One (1) pair of custom designed Wedding Rings approximate retail value: \$5,000.00 from Knar Jewellery. One (1) Gift Card from Sears valued at \$2,000.00. Winner and a Guest will be picked up by limousine provided by Brentwood Livery, where they will be taken to receive their prizes valued at \$1,000.00. Actual retail value may vary depending upon rates at time of prize collection. All taxes are the sole responsibility of the winner. **The Approximate Retail Value ("ARV") of the Grand Prize is \$10,000.00.** The prize must be redeemed by December 31st, 2012. If the winner is unable or unwilling to accept or otherwise redeem the 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.
 - b) **FINALIST PRIZES:** There are nine (9) Finalist prizes ("**Finalist Prizes**", and each, a "**Finalist Prize**") available to be won by the Finalists. Each Finalist Prize has an approximate value of one hundred dollars (CDN \$100.00).
- 8) **Release:** Prior to receiving the prize, the winner will be required to show valid photo ID and to sign a declaration of eligibility and release form releasing the Sponsors and their related parties from any and all liability in connection with the Contest and/or the prize, confirming compliance with the rules and consenting to the use of his or her name and photograph, without further compensation, in any publicity carried out by the Sponsors and/or its advertising and promotional agencies. The signed form must be received by Sponsors within five (5) days of notification or the prize may be forfeited and awarded to an alternate entrant.
- 9) **Privacy:** Except as noted in these Official Rules, information collected for this Promotion is used only for the purpose of winner notification, and will not be re-used, sold or shared in any manner by Contest Entities or any third parties unless entrant has elected to receive additional information and promotional material from the Sponsor or a third party. By participating in the Promotion, participant agrees to all of the terms and conditions of the Wedding Dreams Privacy Policy, which is available at <http://www.theweddingdreams.com>. In the event of any discrepancy between the Wedding Dreams Privacy Policy and these Official Rules, these Official Rules shall control and govern.
- 10) **Banning:** The Sponsors may, in their 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.
- 11) **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 Sponsors reserve 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 Sponsors reserve the right to substitute any prize or 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, beyond the standard

manufacturer's warranty. Sponsors are not liable for any lost, late, misdirected or stolen entries or inability to process entries, or any errors, damage or negligence that may arise in connection with this Contest, including technical failures on the part of Contest software, virus, website down-time, human error or property damage incurred by any Contest entrant. Sponsors are 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.