

## **eFlyer Email Sign Up & Win Contest**

### **Official Contest Rules**

**This contest is open to all residents of Canada who have reached the age of majority in their province of residence but is void where prohibited by law. No purchase necessary.**

#### **How to Enter**

1. To complete an eligible entry (an "Eligible Entry") in the eFlyer Email Sign Up & Win Contest (the "Contest"), entrants must log onto [www.canadiantire.ca](http://www.canadiantire.ca), click on the contest banner and subscribe to the weekly eFlyer email within the applicable time constraints as set out below. Subscribing to the weekly eFlyer email consists of entering the required fields: first name, last name, postal code, valid email address, confirming this email address and pressing the "SIGN UP" button. An entrant who has subscribed or will subscribe to the eFlyer email after Friday, June 27, 2008 at 12:01 a.m. Eastern time (the "Contest Starting Date") will receive an Eligible Entry into the Contest. An entrant who subscribes to the eFlyer email at any time during the period starting with the Contest Starting Date and ending on Thursday, July 24, 2008 at 12:01 a.m. Eastern time (the "Contest Closing Date") will receive an Eligible Entry into the Contest. Current subscribers are eligible to win. There is a maximum of one (1) Eligible Entry per person, email address and IP address in the Contest and any entries in excess of such number shall be automatically deemed to be ineligible.
2. To be awarded additional eligible entries ("Eligible Entries") in the Contest, entrants must subscribe to the weekly eFlyer email and following that must complete the accompanying questionnaire ("Questionnaire") within the applicable time constraints as set out above. Completing the Questionnaire consists of answering all the questions as fully as possible and clicking the "SIGN UP" button. An entrant who completes the Questionnaire will be awarded five (5) additional ballots. Current subscribers are eligible to complete the Questionnaire. There is a maximum of five (5) additional Eligible Entries per person, email address and IP address in the Contest and any entries in excess of such number shall be automatically deemed to be ineligible.

#### **Prizes**

3. There is a total of one (1) prize available to be won. Chances of winning depend upon the number of Eligible Entries received. A random draw (the "Draw") for the one (1) prize will be made on July 30, 2008 at 11:30 a.m. Eastern time in Toronto, Ontario by Canadian Tire Corporation, Limited ("CTC"), or its designated representatives, from all the Eligible Entries received until the Contest Closing Date. In the event a Contest entrant is no longer an active, current subscriber to the Canadian Tire weekly eFlyer

email prior to the date of the Draw, the entrant shall be automatically deemed to be ineligible.

4. The one prize to be awarded is:

**One (1) Grand Prize:** \$5,000.00 in the form of Canadian Tire 'Money' Online™ to be deposited in the winner's online Canadian Tire 'Money' account. The winner may redeem the grand prize for online purchases made at [www.canadiantire.ca](http://www.canadiantire.ca). The winner will be required to register as a member of "My Canadian Tire" (if they have not done so already) in order to receive and redeem the grand prize.

### **Eligibility**

5. The selected entrant will be notified by email. In the event that the selected entrant cannot be contacted by email after three (3) attempts within seven (7) days of the Draw or for any other reason the prize cannot be awarded, the selected entrant forfeits any claim to a prize and CTC reserves the right to randomly select another entrant until the prize has been awarded. No correspondence will be entered into except with the potential winner.

6. In order to win, the selected entrant must correctly answer a mathematical skill-testing question and the winner will be required to sign a declaration and release in the form required by paragraph 8 of these rules. The skill-testing question will be administered by email. If the selected entrant does not answer the skill-testing question correctly or otherwise does not comply with these rules, the prize will be awarded to the next selected eligible entrant who can be contacted and correctly answers the skill-testing question.

7. The Contest is conducted by CTC. All employees or agents of CTC, Canadian Tire Financial Services Limited, CTC Associate Dealers, CTC Petroleum Agents, (the "CTC Parties"), their affiliates, subsidiaries, advertising and promotional agencies and assignees, Contest judges, licensees and members of their immediate families and individuals living in the same households of each of the above are ineligible.

8. All entries become the property of CTC and will not be returned. The prize must be accepted as awarded and is not transferable or convertible into cash. CTC reserves the right in its sole discretion to substitute the prize, or any portion thereof, with one of equal or greater value.

9. By participating in this promotion, the selected entrant agrees:

- (a) to swear a declaration confirming compliance with these rules;
- (b) to be bound by these rules and the decisions of CTC which shall be final;

- (c) to the use of his/her name and/or likeness for advertising purposes, without compensation other than the value of the prize offered;
- (d) to sign a publicity release acknowledging the rights of the CTC Parties, or their agents, to publish or broadcast the winners' picture and name, address, voice and statements for publicity purposes, without compensation, other than the value of the prize offered; and
- (e) to sign a standard release form releasing the CTC Parties and their respective agents, affiliates, subsidiaries, advertising and promotion agencies and all of their respective officers, directors, employees and representatives from any liability arising out of or in any way connected with the Contest, the awarding of the prize, the use of personal information as aforesaid, or the use of the prize.

10. None of the CTC Parties or their respective agents, officers, directors, employees and representatives shall be responsible in any way for the use of or bear any liability whatsoever in any way for typographical or other errors in the offer or administration of the Contest, including but not limited to errors in advertising, the rules of the Contest, the selection and announcement of the winner, or the distribution of the prize.

11. None of the CTC Parties or their respective agents, officers, directors, employees and representatives shall be liable for lost, late, stolen or misdirected entries. No responsibility will be taken for any failure of [www.canadiantire.ca](http://www.canadiantire.ca) during the Contest or for any problems or technical malfunction of computer online systems, servers, access providers, computer equipment, software, failure of any email, online, or internet entry to be received on account of technical problems 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 any material in the Contest. CTC reserves the right, in its sole discretion to cancel or suspend the Contest should a virus, bug or any other cause beyond the reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest, including without limitation, the use of any computer software, mechanical or other device to increase the number of entries submitted in the Contest, shall result in all entries submitted by such entrants being deemed ineligible. Entries are subject to verification and will be declared invalid if they falsified, altered or tampered with in any way.

12. None of the CTC Parties or their respective agents, officers, directors, employees and representatives shall be responsible in any way for the use of or bear any liability whatsoever in any way attributable to the prize awarded in the Contest. CTC and each of its respective officers, directors, affiliates, related entities, partners, partnerships, principals, representatives, agents, licensees, sponsors, successors and assigns (i) make no warranty, guaranty or representation of any kind concerning any prize, (ii) disclaim any implied warranty, and (iii) are not liable for injury, loss, or damage of any kind resulting from the acceptance or use of the prize.

13. The Contest is subject to all applicable federal, provincial and municipal laws. These Contest rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the CTC Parties. CTC reserves the right to amend or terminate all or any portion of this Contest at any time for any reason without prior notice.

14. For Québec residents only: any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.