

FORD OILERS DAYS CONTEST 2018 (“Contest”)

OFFICIAL RULES

1. **SPONSOR:** This Contest is conducted and sponsored by Ford Motor Company of Canada, Limited and Participating Ford Dealership (as defined below in paragraph 6) (collectively, the “Sponsors”). Edmonton Oilers Hockey Corp. is the prize supplier of the Contest (the “Prize Supplier”).
2. **CONTEST SUMMARY:** The Contest is held between February 1, 2018 and February 28, 2018. There are up to eight (8) Grand Prizes (as defined below in paragraph 7) and thirty-two (32) Weekly Prizes (as defined below in paragraph 7) available to be won (collectively the “Prizes”). Eligible Entrants (as defined below in paragraph 3) that complete a valid Entry will be eligible to compete to win an applicable Prize in accordance with paragraph 7 below. The approximate prize values for each prize are as follows: CAD\$2,300.00 for each of the Grand Prize; CAD\$300.00 for each of the Weekly Prize #1; CAD\$500.00 for each of the Weekly Prize #2; CAD\$300.00 for each of the Weekly Prize #3; and CAD\$500.00 for each of the Weekly Prize #4.
3. **ELIGIBILITY:** To be eligible to enter the Contest, you must be at least eighteen (18) years of age, and a resident of Alberta at the time of entry (an “Eligible Entrant”). You are not eligible if, during the Entry Period, you are an employee or partner of the Sponsors, Prize Supplier, each of their respective affiliates, agents, licensors, associates, representatives and advertising agencies (collectively, the “Releasees”) or a member of the immediate family (defined as mother, father, brother, sisters, sons, daughters and husband or wife, regardless of where they reside) or household of any of the above persons. All decisions regarding eligibility to enter this Contest will be determined by the Sponsors in their sole discretion. This Contest is void where prohibited by law.
4. **NUMBER OF PRIZES & CHANCES OF WINNING:** There are up to eight (8) Grand Prizes and thirty-two (32) Weekly Prizes available to be won in this Contest. The Prizes are described in paragraph 10 below. The chances of winning a Weekly Prize will depend on the number of eligible entries received in accordance with these rules up until a Selection Date. The chances of winning a Grand Prize will depend on the number of eligible entries received in accordance with these rules during the Contest Period.
5. **CONTEST SCHEDULE:** This Contest for the Grand Prize commences on February 1, 2018 and closes February 28, 2018 at 6:00 p.m. Mountain Time (the “Contest Period”) and the Weekly Prize opening and closing times are set out in the Contest Schedule below. In order to win a Prize, Entries for the Grand Prize and Weekly Prize must be received in accordance with the applicable Contest Opening and Closing Dates set out in the Contest Schedule below. The detailed contest schedule (the “Contest Schedule”) is set out below:

	Contest Opening Date	Contest Closing Date	Selection Date
Grand Prize	February 1, 2018	February 28, 2018 at 6:00 p.m. MT	March 1, 2018 at 8:30 a.m. MT
Weekly Prizes #1	February 1, 2018	February 7, 2018 at 9:00 p.m. MT	February 7, 2018 at 9:01 p.m. MT
Weekly Prizes #2	February 1, 2018	February 14, 2018 at 9:00 p.m. MT	February 14, 2018 at 9:01 p.m. MT
Weekly Prizes #3	February 1, 2018	February 21, 2018 at 9:00 p.m. MT	February 21, 2018 at 9:01 p.m. MT
Weekly Prizes #4	February 1, 2018	February 28, 2018 at 6:00 p.m. MT	February 28, 2018 at 9:01 p.m. MT

6. **HOW TO ENTER:** No purchase necessary. A purchase does not increase the chance of winning. There are two methods to enter.

Purchase Method

To enter via this method, Eligible Entrant can purchase a new Ford vehicle or purchase a service from one of the Participating Ford Dealership locations in Edmonton and surrounding areas (City Ford, Denny Andrews Ford, Freedom Ford, Kentwood Ford, Koch Ford, Sherwood Ford, Team Ford, and Waterloo Ford) (each an “Participating Ford Dealership”, collectively, the “Participating Ford Dealerships”) during the Contest Period to receive a ballot form. Each completed ballot form will qualify as one (1) entry to the Contest.

No Purchase Method

To enter via the no-purchase method, Eligible Entrants may visit a Participating Ford Dealership during the Contest Period and complete a 75-word explanation of their motivation to purchase a Ford vehicle (the “Mini-Essay”), along with all required information on the ballot form. A fully completed and legible Mini-Essay and ballot form will qualify as one (1) entry to the Contest.

Limit of one (1) entry per Eligible Entrant during the Contest Period, regardless of entry method. Entries will only be accepted via Participating Ford Dealerships. Illegible, incomplete, late or garbled entries will be disqualified. No entries will be accepted by any other means, including, but not limited to, in person or by mail.

Once submitted, entries become the sole property of the Participating Ford Dealership and will not be returned. No mechanically reproduced or photocopied Entry Forms will be eligible for the Contest. The Participating Ford Dealerships may, at their sole discretion, disqualify any Eligible Entrant who is in violation of these Official Rules in respect of entry limits.

If the identity of an Eligible Entrant is disputed, the authorized account holder of the email address submitted at the time of entry will be deemed to be the Eligible Entrant. The individual assigned to the email address for the domain associated with the submitted email 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 email address associated with the selected entry. All entries must be submitted from a valid email account that may be identified by reverse domain name search.

7. PRIZES:

Grand Prize: There will be up to eight (8) Grand Prizes (one at each Participating Ford Dealership) each consisting of one (1) trip for the Winner and one (1) guest to Florida to watch the Edmonton Oilers game against the Florida Panthers on March 17, 2018 (the "Game"), which includes economy-fare return air transportation for the Winner and one (1) guest from Edmonton, Alberta to Florida; two (2) nights standard hotel accommodation (double occupancy) as determined by the Prize Supplier and two (2) tickets to the Game. Approximate value of each Grand Prize is CAD\$2,300.

Weekly Prize #1: There will be up to eight (8) Weekly Prizes #1 (one at each Participating Ford Dealership) each consisting of one (1) Oilers team-signed hockey stick. Approximate value of each Weekly Prize #1 is CAD\$300.00.

Weekly Prize #2: There will be up to eight (8) Weekly Prizes #2 (one at each Participating Ford Dealership) each consisting of two (2) tickets to an Oilers home game, date and time as selected by the Prize Supplier in their sole discretion and a behind-the-scenes tour of Rogers Place. Approximate value of each Weekly Prize #3 is CAD\$500.00.

Weekly Prize #3: There will be up to eight (8) Weekly Prizes #3 (one at each Participating Ford Dealership) each consisting of one (1) custom Oilers frame. Approximate value of each Weekly Prize #2 is CAD\$300.00.

Weekly Prize #4: There will be up to eight (8) Weekly Prizes #4 (one at each Participating Ford Dealership) each consisting of two (2) tickets to an Oilers home game, date and time as selected by the Prize Supplier in their sole discretion and a behind-the-scenes tour of Rogers Place. Approximate value of each Weekly Prize #3 is CAD\$500.00.

The Prizes are not transferable and must be accepted as awarded with no substitutions, except at the Sponsors' and/or Prize Supplier's sole discretion. The Winners will not be entitled to any difference between actual and approximate value of the Prize.

Any income taxes and any other expenses not explicitly specified as part of the Prize in paragraph 10 herein, including without limitation ground transportation, parking, gratuities, health or travel insurance, entertainment, food and beverages, and other souvenirs and items, are each the Winner's sole responsibility. The Grand Prize Winner may be required to provide an accepted and valid credit card to the hotel accommodation to cover incidental charges (including but not limited to: telephone charges, laundry services, room service, etc.). The Sponsors and/or Prize Supplier reserve the right to substitute a Prize of equivalent monetary value if it is unable to award the Prize as described. The Sponsors and/or Prize Supplier will not be responsible, however, if weather conditions, event cancellations, or other factors beyond the Sponsors' and/or Prize Supplier's reasonable control prevent the Prize from being fulfilled. In any such event, the Winner will not be provided with a substitute prize or cash equivalent. The Prize will only be granted to the verified Winner.

8. CONTEST DETAILS:

Weekly Prizes

On each Selection Date in February 2018 at 9:01 p.m. MT, one (1) entry will be selected at each Participating Ford Dealership from all eligible entries received up until the Selection Date as the potential Weekly Prize winner for that Participating Ford Dealership. A total of eight (8) Weekly Prize winners will be selected on each Selection Date. Entries not selected as a potential Weekly Prize winner will be eligible for consideration for all subsequent Weekly Prize winner draws. Limit one (1) Weekly Prize per Eligible Entrant.

Grand Prizes

On March 1, 2018 at 8:30 a.m. MT, one (1) entry will be selected from all eligible entries received during the Contest Period at each Participating Ford Dealership as the potential Grand Prize winner. A total of eight (8) Grand Prize winners will be selected in this Contest. Limit one (1) Grand Prize per Eligible Entrant.

A potential Weekly Prize winner or a potential Grand Prize winner will be referred herein as a "Selected Entrant". Should a Prize be unclaimed, or should the Selected Entrant for any Prize be unwilling, unable or ineligible to win the Prize as set out in these Official Rules, the Prize will be forfeited and a Participating Ford Dealership shall have the right to select, and another Eligible Entrant may be randomly drawn from among all remaining eligible entries received up until the particular Selection Date and who will be subject to disqualification in the same manner. This process will continue until contact is made with a Selected Entrant who meets Contests requirements or until there are no more eligible entries, whichever comes first. A Selected Entrant who has complied with these Official Rules will be a winner of an applicable Prize (a "Winner").

The Winners must comply with these Official Rules. All matters related to the Contest and the verification of the eligibility of the Selected Entrants to be declared the Winners shall be conducted by the Participating Ford Dealerships, or by persons designated by the Participating Ford Dealerships in their sole and absolute discretion.

9. **NOTIFICATION:** A Representative of the Participating Ford Dealership will contact the Selected Entrants by telephone or email on the Selection Date at which time they will be asked a skill-testing question to claim the Prize. If the Selected Entrant does not respond to the Participating Ford Dealerships by 5:00 p.m. MT on the day after the applicable Selection Date, the applicable Prize will be forfeited and the Participating Ford Dealerships will select and contact another Eligible Entrant in accordance to paragraph 8 herein.
10. **DECLARATION OF WINNERS:** The Selected Entrant will not be declared a Winner until:
 - a) The Participating Ford Dealership has determined that the Selected Entrant is an Eligible Entrant pursuant to these Official Rules;
 - b) The Selected Entrant correctly answers, without assistance of any kind, whether mechanical, electronic or otherwise, a skill testing question as set out in these Official Rules; and
 - c) The Selected Entrant executes a release and waiver within the specified time as set by the Participating Ford Dealerships.
11. **SKILL TESTING QUESTION:** To win a Prize, the Selected Entrant must correctly answer, without assistance of any kind, whether mechanical, electronic or otherwise, a skill-testing question when notified by telephone or email by the Participating Ford Dealerships of being a potential Weekly Prize or Grand Prize winner.
12. **GUEST CONDITIONS:** To be a guest of a Prize (as applicable), the guest must be at least eighteen (18) years of age and must execute a release and waiver within the specified time as set by the Participating Ford Dealerships.
13. **CONTEST MODIFICATION OR CANCELLATION:** The Sponsors are not responsible for any printing, distribution, production or other errors which may occur in the course of the conduct of the Contest including, without limitation, any typographical, printing or other errors in the Official Rules, in the Entry Form, or in or on any other materials relating to the Contest, and the Sponsors are not responsible for any errors or losses which may occur in respect to the Prize selection, or in respect to the receipt, transfer or storage of Entries. The Sponsors may rescind, cancel, amend or revoke the Contest, without liability, and in its sole discretion for any reason whatever. Without limiting the generality of the foregoing, the Sponsors reserve the right to cancel or modify the Contest and/or the Official Rules, in whole or part and without notice, if the Sponsors determine, in its sole and absolute discretion, that fraud or technical or other failures have threatened or destroyed the integrity of the Contest. If, for any reason, the Contest is not capable of running as planned, due to causes beyond the reasonable control of the Sponsors which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsors reserve the right, in its sole discretion to cancel, terminate, modify or suspend the Contest.
14. **PARTICIPATION:** Participation in this Contest constitutes an agreement by each Eligible Entrant to comply with these Official Rules.
15. **DISQUALIFICATION:** The Participating Ford Dealership each reserves the right, in its sole discretion, to disqualify any Eligible Entrant or Selected Entrant it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Contest, or the Oilers website, www.edmontonoilers.com; (b) violating these Official Rules; or (c)

violating the terms of service, conditions or use and/or general rules or guidelines of any website property or service.
CAUTION: Any attempt by an Eligible Entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of Criminal or Civil laws.

If a Selected Entrant is disqualified for any reason, another entry will be selected from the remaining eligible entries received as set out in these Official Rules. The Participating Ford Dealership will contact those additional Selected Entrants by email.

16. **RELEASE AND INDEMNIFICATION:** By entering the Contest, each Eligible Entrant: (a) releases and holds harmless the Releasees and each of their directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all liability for injuries, loss or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in this Contest, or participation in any Prize-related activity; and (b) agrees to fully indemnify the Releasees and each of their directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to the Prize including, without limitation, death, or personal or property damage or injury.
17. **LIMITATION OF LIABILITY:** The Sponsors assume no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected or incomplete Entries, notifications, responses, replies, or for any computer, online, telephone, hardware, software or technical malfunctions that may occur (including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry). The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the processing of Entries. The Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Sponsors are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsors are not responsible for any injury or damage to Eligible Entrants or to any computer related to or resulting from participating or downloading materials in this Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsors which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsors reserve the right at its sole discretion to cancel, terminate, modify or suspend the Contest.
18. **PUBLICITY RELEASE:** By entering this Contest and accepting the Prize, each Eligible Entrant whose Entry is selected hereby grants to the Sponsors, without further compensation, the unrestricted rights to publish, in the collective or individual discretion of the Sponsors, the name, picture, portrait, likeness, voice and ideas of that Eligible Entrant for advertising and promotional purposes.
19. **LAWS:** These are the official Contest rules. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of Eligible Entrants and the Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Alberta without giving effect to its conflict of law rules and provisions. All Eligible Entrants consent to the jurisdiction and venue of the Province of Alberta. All Eligible Entrants expressly agree that the Alberta courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Alberta, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Edmonton, Alberta.
20. **CONSTRUCTION:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Official Rules.
21. **PRIVACY:** The Sponsors are collecting personal data about Eligible Entrants for the purpose of administering this Contest. No further informational or marketing communications will be received by Eligible Entrants.