

OFFICIAL CONTEST RULES

PRAIRIE TOYOTA'S MOST DEPENDABLE FATHER FIGURE CONTEST

THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY AND IS GOVERNED BY CANADIAN LAW.

The PRAIRIE TOYOTA'S MOST DEPENDABLE FATHER FIGURE Contest (the "**Contest**") is in no way sponsored, endorsed or administered by, or associated with Facebook or any other social media platform (each a "**Social Media Platform**"). Each Social Media Platform is completely released of all liability by each entrant in this Contest. You may only use one (1) Facebook account (each, an "**Account**") to participate in this Contest.

1. CONTEST PERIOD:

The Contest begins on May 26, 2015 at 9:00am MST and ends on June 18, 2015 at 4:00pm MST (the "**Contest Period**"). The Contest Period consists of the following weekly period (each, a "**Weekly Period**"):

Weekly Period	Start	End
1	May 26, 2015 at 9:00am MST	May 29, 2015 at 4:00pm MST
2	May 29, 2015 at 4:01pm MST	June 5, 2015 at 4:00pm MST
3	June 5, 2015 at 4:01pm MST	June 12, 2015 at 4:00pm MST
4	June 12, 2015 at 4:01pm MST	June 18, 2015 at 4:00pm MST

2. ELIGIBILITY:

Contest entry is only open to residents of the Prairie Zone (defined below) who have reached the legal age of majority in their province of residence at the time of entry, except employees, representatives or agents (and those with whom such persons are living, whether related or not) of the participating Prairie Toyota dealers (each, a "**Participating Toyota Dealership**") of the Toyota Dealers Advertising Association (Prairie Zone) and Toyota Canada Inc. (TCI) (collectively, the "**Sponsor**"), their respective dealerships, parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other entity involved in the development, production, administration, or fulfillment of the Contest (collectively, the "**Contest Parties**").

In order to be eligible as a Nominated Individual (defined below), an individual: 1) must be a resident of the Prairie Zone (defined below) that has reached the legal age of majority in his/her province of residence at the time of nomination; and (2) must not be an employee, representative or agent (or domiciled with any such employee, representative or agent) of any of the Contest Parties.

The "**Prairie Zone**" includes: (i) the provinces of Alberta, Saskatchewan and Manitoba; (ii) the City of Kenora, Ontario and its immediate trading area (as defined by TCI); (iii) the City of Cranbrook, British Columbia and its immediate trading area (as defined by TCI); and (iv) the City of Dawson Creek, British Columbia and its immediate trading area (as defined by TCI). For more specific information regarding the immediate trading areas for the foregoing cities, please see the following trading area maps:

- Dawson Creek, BC: **See page 10**
- Kenora, ON: **See page 11**
- Cranbrook, BC: **See page 12**

3. HOW TO ENTER:

NO PURCHASE NECESSARY. To enter, go to <http://prairietoyota.votigo.com/fbcontests/profiletab/Prairie-Toyota-Dependable-Dad-Contest/112083018874625> (the "**Website**"), click on "Contest" Tab and follow the on-screen instructions to: (a) allow the Contest Application (the "**Application**"); and (b) obtain and complete the

official Contest entry form (the “**Entry Form**”), which requires you to: (i) enter your first name, last name, valid email address and complete mailing address (including postal code); (ii) enter the first name, last name, phone number, email address, city and province of residence of the individual (NB: an entrant cannot nominate himself/herself) you would like to nominate to have the chance to win the Grand Prize (defined below) (the “**Nominated Individual**”); (iii) submit a unique and original video (each, a “**Video**”) or a photo(s) (each, a “**Photo**”) along with a description (each, a “**Description**”) on the topic of “Why My Nominated Individual is The Prairie’s Most Dependable Father Figure” (collectively, Photos and Videos and their respective Description will be referred to as “**Submissions**”); and (iv) indicate that you accept and agree (both on your own behalf and on behalf of the Nominated Individual) to be legally bound by the terms and conditions of these Official Rules and Regulations (the “**Rules**”). Once you have fully completed your Entry Form, follow the on-screen instructions to submit it (an “**Entry**”). If your Entry is submitted and received in accordance with these Rules, it will be entered into the corresponding Weekly Prize Draw (defined below) and your Submission may be hosted on the Application (see below for details). Your Submission must be in accordance with the specific Submission Requirements listed below in Rule 4.

For greater certainty, an entrant must be authorized at the time of entry (and must remain authorized during and after the Contest) by the Nominated Individual to: (i) provide the Sponsor with his/her first name, last name, phone number, email address, city and province of residence for the purposes of administering and promoting the Contest in accordance with these Rules; and (ii) agree to be legally bound by these Rules on behalf of the Nominated Individual.

At any point during or after the Contest (including, without limitation, after a prize has been awarded), the Sponsor reserves the right, in its sole and absolute discretion, to require proof, in form and substance satisfactory to the Sponsor (including, without limitation, requiring an entrant to sign a legally binding agreement such as an affidavit), that: (i) entrant and Nominated Individual both meet the applicable eligibility requirements specified in these Rules; (ii) the entrant has obtained from the Nominated Individual an acknowledgement that the entrant has the legal right to: (a) nominate the Nominated Individual for the purposes of this Contest; and (b) agree to be legally bound by these Rules on behalf of the Nominated Individual; and/or (iii) is required for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules, or for any other reason.

IMPORTANT NOTE: The Grand Prize will be awarded to the Nominated Grand Prize Winner (defined below) who was nominated by the Selected Finalist (defined below), subject to both of their compliance with these Rules (as determined by the Sponsor in its sole and absolute discretion).

There is a limit of one (1) Entry per person/email address/Account permitted during the Contest Period. For greater certainty, you can only use one (1) Account/email address to enter the Contest. If it is discovered that any person has attempted to: (i) obtain more than one (1) Entry per person/email address/Account during the Contest Period; and/or (ii) use (or attempt to use) multiple names, Accounts, identities and/or more than one (1) email address to enter the Contest; then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from the Contest. Your Entry will be rejected if (in the sole and absolute discretion of the Sponsor): (i) the Entry Form is not fully completed (including uploading your Submission) and submitted during the Contest Period; and/or (ii) your Submission is not in accordance with the specific Submission Requirements listed below in Rule 4. Use (or attempted use) of multiple name, identities, email addresses and/or any automated system to enter or otherwise disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. The Releasees (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries.

All entrants, Nominated Individuals and Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest

will be the Contest server machine(s).

4. SUBMISSION REQUIREMENTS:

BY SUBMITTING AN ENTRY, YOU AGREE THAT THE ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASEES (DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY. THE RELEASEES (DEFINED BELOW) SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE RULES.

Your submitted Submission must never have been previously selected as a winner in any other contest. To be eligible for entry in this Contest, your Submission must meet the following specific requirements:

Submission Type	Maximum Length/Size/Amount	Acceptable Formats
Video	Less than 25 MB Less than 30 seconds	mp4, .mpg, .mov
Photo	Less than 20 MB	.gif, .jpg, .jpeg, .png
Description	Less than 10000 characters. (including spaces)	N/A

By participating in the Contest, each entrant agrees to be bound by these Rules and by the interpretation of these Rules by the Sponsor, and further warrants and represents that his/her Submission:

- i. is original to him/her and that the entrant has all necessary rights (including, without limitation, consent of the videographer/photographer) in and to the Submission to enter the Contest;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. does not contain any reference to, or likeness of, any identifiable third parties (including without limitation his/her Nominated Individual), unless consent has been obtained from all such individuals (and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence) to submit his/her Submission for the purposes of this Contest (including without limitation the License [defined below]);
- iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor (e.g. any clothing worn and/or products appearing in your Submission must not contain any visible logos, trade-marks or other third party materials unless the appropriate consents have been obtained --- note: all identifiable third party

products, trade-marks, brands and/or logos for which consent has not been obtained by the entrant must be blurred out so as to be unrecognizable); conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor's designated content moderator (the "**Reviewer**") will initially screen every Submission. Any Submission that the Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules will not be posted to the Application. Prior to being posted on the Application, the Reviewer reserves the right, in its sole and absolute discretion, to edit or modify any Submission, or to request an entrant to modify, edit and/or re-submit his or her Submission, in order to ensure that the Submission complies with these Rules, or for any other reason. At any point during or after the Contest (including, without limitation, after a prize has been awarded), the Sponsor reserves the right, in its sole and absolute discretion, to require proof, in form and substance satisfactory to the Sponsor (including, without limitation, requiring an entrant to sign a legally binding agreement such as an affidavit), that: (i) the entrant meets the eligibility requirements specified in these Contest Rules; (ii) the entrant has obtained consent from each identifiable third party appearing in his/her Submission to submit the Submission for the purposes of this Contest as contemplated by these Rules (including without limitation the License [defined below]); and/or (iii) is required for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules, or for any other reason. Each entrant is solely responsible for ensuring that any Social Media Platform he/she uses to submit his/her Submission complies with such Social Media Platform's terms of use and any other applicable terms, conditions and policies.

By entering the Contest and submitting an Entry, each entrant: (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Submission, in whole or in part, for the purposes of administering this Contest as contemplated by these Rules, advertising or promoting the Contest or the Sponsor (including without limitation creating a video featuring one or more Submissions) or for any other reason, in any and all media now known or hereafter created; (ii) waives all moral rights in and to his/her Submission in favour of the Sponsor; and (iii) agrees to release and hold harmless the Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the "**Releasees**") from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other cause of action that relates in any way to his/her Submission, including without limitation that his/her use of a Social Media Platform for the purposes of entering this Contest does not comply with such Social Media Platform's terms of use and/or any other applicable terms, conditions or policies. For greater certainty, the Reviewer reserves the right, in its sole and absolute discretion and at any time during the Contest, to modify, edit or remove any Submission, or to request an entrant to modify or edit his or her Submission, if a complaint is received with respect to the Submission, or for any other reason. If such an action is necessary during the Contest Period, then the Sponsor reserves the right, in its sole and absolute discretion, to reset the vote count associated with such Submission to zero (or, to whatever number the Sponsor deems appropriate in its sole and absolute discretion).

5. THE GRAND PRIZE AND ITS APPROXIMATE RETAIL VALUE:

There will be one (1) grand prize (the "**Grand Prize**") available to be won consisting of a 2015 Toyota Tundra Double Cab SR 4x4 5.7L SR5 Plus Package (Model: UY5F1T C). The Grand Prize has a total approximate retail prize value of \$46,025 CAD (including GST). The following terms and conditions apply to the Grand Prize: (i) the Grand Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor's option; (iii) Sponsor reserves the right at any time to substitute the Grand Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (iv) all characteristics and features of the Grand Prize (including without limitation, colour and other specifics), except as otherwise explicitly described above, will be at the sole and absolute discretion of the Sponsor and subject to availability; (v) manufacturer's standard warranty applies to the Grand Prize; (vi) upon notification, the Nominated Grand Prize Winner (defined below) may, in the sole and absolute discretion of the Sponsor, be required to personally take delivery of the Grand Prize from a dealership within Canada reasonably close to his/her place of residence in Canada as determined by Sponsor, in its sole and absolute discretion, and will be required to present adequate personal identification (in a form acceptable to the

Sponsor – including, without limitation, government issued photo identification); (vii) the Grand Prize will not be released unless and until the Nominated Grand Prize Winner (first shows proof (in a form acceptable to the Sponsor) of having a valid driver's license (equivalent to a full "G" class license in Ontario) in the province/territory in which he/she resides and proof (in a form acceptable to the Sponsor) of satisfactory insurance; (viii) Grand Prize will include destination/freight charges and all applicable fees and taxes; and (ix) the Nominated Grand Prize Winner is solely responsible for all expenses that are not included in the Grand Prize description above, including, but not limited to: registration and license fees, insurance, additional accessories and all other costs associated with: (a) any upgrade or option package(s) that he/she may request (and that may be permitted by Sponsor in its sole and absolute discretion); and/or (b) obtaining a valid driver's license, license plates, registration, insurance and/or fuel.

IMPORTANT NOTE: In order to be eligible to receive the Grand Prize, both the Nominated Grand Prize Winner and the Selected Finalist must be available to participate in a Grand Prize award event that is scheduled to take place on June 21, 2015 (the "**Award Event**") at a time and location to be selected by the Sponsor in its sole and absolute discretion, failing which both the Selected Finalist and the Nominated Grand Prize Winner will be disqualified (and will forfeit all rights to the Grand Prize).

6. GRAND PRIZE WINNER SELECTION PROCESS:

Stage 1 (public voting to determine 10 Finalists):

During the Contest Period, members of the public will be able to visit the Application and vote for their favourite Submissions. Prior to being able to vote, each voter will be required to follow the on-screen instructions to allow the Application and complete the voter registration procedure via their Account (the "**Voter Registration**").

There is a limit of one (1) Voter Registration per person/Account permitted during the Contest Period. If it is discovered that a voter has attempted to: (i) register more than one (1) time during the Contest Period; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) Account to register for, or otherwise participate in, the Contest; then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from participating in the Contest and all of his/her Votes (defined below) may be disqualified. Use (or attempted use) of multiple identities, Accounts, email addresses and/or any automated system to register for, Vote, or otherwise participate in this Contest is prohibited and is grounds for disqualification. The Releasees are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Voter Registrations and/or Votes.

Once an eligible voter has completed his/her Voter Registration (the "**Registered Voter(s)**"), he/she must follow the on-screen instructions to submit a "like" for his/her favourite Submission (each, a "**Vote**").

VOTING LIMIT: A Registered Voter can only Vote one (1) time during the Contest Period. If it is discovered that attempts were made by a Registered Voter (or any individual purporting to be a Registered Voter) to: (i) to Vote more than one (1) time per Day during the Contest Period; (ii) use (or attempt to use) multiple names, identities, email addresses and/or any automated, script, macro or robotic program(s) to submit Votes; and/or (iii) engage in systematic voting from the same computer/IP address; then it may result in the disqualification, in the sole and absolute discretion of the Sponsor, of the Votes, Entry and/or entrant to which such Votes relate. Any Votes determined by Sponsor to be in violation of these Rules (including, without limitation, Votes determined to be coming from any source other than a Registered Voter) are subject to disqualification in the sole and absolute discretion of the Sponsor.

All Votes and Voter Registrations are subject to verification. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) from any Registered Voter (or any individual purporting to be a Registered Voter) to participate (i.e. Vote) in this Contest or for any Votes entered, or purportedly entered, by such voter to be considered valid for the purposes of this Contest. Failure to provide such proof in a timely manner may result in disqualification of the applicable Votes that cannot be verified to the satisfaction of the Sponsor, in its sole and absolute discretion. The sole determinant of the time for the purposes of a valid Voter Registration and/or Vote in this Contest will be the Contest server machine(s).

IMPORTANT NOTE: Individuals may encourage other eligible individuals to vote for a Submission; however, no form of incentive, inducement, prize or chance of receiving any incentive, inducement, or prize may be offered as part of such encouragement in furtherance of receiving such individual's vote for any Submission. Any individual determined by the Sponsor and/or its representative to be engaging in such behaviour will be disqualified, and the corresponding Votes, Entry and/or entrant is subject to disqualification in the sole and absolute discretion of the Sponsor.

Immediately after the Contest Period, the ten (10) entrants that submitted one (1) of the top ten (10) Submissions, as ranked according to the total number of eligible (as determined by the Sponsor in its sole and absolute discretion) Votes received during the Contest Period, will each be deemed to be a finalist (each, a **"Finalist"**). In the event of a tie between two or more eligible Submissions (based on the highest number of eligible Votes received during the Contest Period), the Contest Judges (defined below) will judge all such Submissions that are tied on the basis of the Judging Criteria (defined below), and the Submission with the highest total score as determined by the Contest Judges in their sole and absolute discretion will be deemed to be a Finalist. Odds of an entrant being selected as a Finalist depend on the number and calibre of eligible Submissions received during the Contest Period and on the number of Votes each Submission receives during the Contest Period.

Stage 2 (judging to determine 1 Nominated Grand Prize Winner):

A panel of judges (the **"Contest Judges"**) appointed by the Sponsor will judge each Finalist's Submission on the basis of the following weighted criteria (collectively, the **"Judging Criteria"**):

Criteria	Weighting
Number of eligible Votes (as outlined above) received during the Contest Period	25%
Creativity	25%
Originality	25%
Appropriateness	25%
Total Score	Maximum 100%

Each Finalist's Submission will be given a score (the **"Score"**) by the Contest Judges and the Nominated Individual (the **"Nominated Grand Prize Winner"**) nominated by the Finalist (the **"Selected Finalist"**) whose Submission receives the highest Score (as determined by the Contest Judges in their sole and absolute discretion) will be deemed the potential Grand Prize winner. Odds of being selected as the Nominated Grand Prize Winner (from among the Nominated Individuals nominated by the Finalists) depend on the calibre of each Finalist's Submission on the basis of the Judging Criteria. In the event of a tie between two or more Submissions based on Score, the Finalist whose Submission (from amongst all such Submissions that are tied) obtained the higher score on *Creativity* will be deemed to have obtained the higher Score. Judging is scheduled to be completed on or about end of day on June 18, 2015 (the **"Selection Date"**).

The Sponsor or its designated representative will make a maximum of three (3) attempts to contact the Selected Finalist by email (using the information provided at the time of entry) within two (2) days of the Selection Date. If the Selected Finalist cannot be contacted within a maximum of three (3) attempts or within two (2) days of the Selection Date (whichever occurs first), or if there is a return of any notification as undeliverable; then he/she and the Nominated Grand Prize Winner will be disqualified (and will forfeit all rights to the Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate potential Grand Prize winner on the basis of the procedure outlined in this section, with the necessary amendments.

BEFORE THE NOMINATED GRAND PRIZE WINNER IS ELIGIBLE TO BE DECLARED THE CONFIRMED WINNER OF THE GRAND PRIZE, the following pre-conditions must be satisfied: 1) the Selected Finalist must sign and return within **2** business days of notification a declaration and release prepared by the Sponsor, which, among other things: (i) confirms compliance with these Rules; (ii) agrees to release the Releasees from any and all claims, damages, liabilities, costs, and expenses arising from any liability in connection with this Contest (including without limitation his/her participation therein) and/or the Grand Prize; (iii) assigns all intellectual property, including copyright, in and to his/her Submission to the Sponsor and waives his/her moral rights therein in favour of the Releasees; (iv) agrees to indemnify the Releasees against any and all claims, damages, liabilities, costs, and

expenses arising from use of his/her Submission including, without limitation, any claim that his/her Submission infringes a proprietary interest of any third party; (v) agrees to participate in the Award Event (following the Sponsor's instructions) that may be filmed, photographed and otherwise recorded (the "**Award Event Footage**"); and (vi) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest, photograph or other likeness (including as it may appear in the Award Event Footage) without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including via the Sponsor's social media accounts and websites (e.g. getyourtoyota.ca/prairies); and 2) the Nominated Grand Prize Winner must sign and return within 2 business days of notification a declaration and release prepared by the Sponsor, which, among other things: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Grand Prize (as awarded); (iii) agrees to release the Releasees from any and all claims, damages, liabilities, costs, and expenses arising from any liability in connection with this Contest (including without limitation his/her participation therein) and/or the awarding and use/misuse of the Grand Prize or any portion thereof; (iv) agrees to release the Releasees against any and all claims, damages, liabilities, costs, and expenses arising from the use of the Selected Finalist's Submission; (v) agrees to participate in the Award Event (following the Sponsor's instructions) and to appear in the Award Event Footage; and (vi) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest, photograph or other likeness (including as it may appear in the Award Event Footage) without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including via the Sponsor's social media accounts and websites (e.g. getyourtoyota.ca/prairies).

If: (a) the Selected Finalist fails to correctly answer the skill-testing question; (b) the Selected Finalist and/or the Nominated Grand Prize Winner fails to return the properly executed Contest documents within the specified time; (c) the Selected Finalist and/or the Nominated Grand Prize Winner cannot or are unwilling to participate in the Award Event for any reason; and/or (d) the Nominated Grand Prize Winner cannot accept the Grand Prize for any reason; then both the Selected Finalist and the Nominated Grand Prize Winner will be disqualified (and will forfeit all rights to the Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate potential Grand Prize winner on the basis of the procedure outlined in this section, with the necessary amendments.

7. THE WEEKLY PRIZES AND THEIR APPROXIMATE RETAIL VALUE:

There are four (4) weekly prizes (each, a "**Weekly Prize**") available at the start of the Contest Period. One (1) Weekly Prize will be allocated to each Weekly Period. The number of Weekly Prizes will decrease throughout the Contest as they are claimed in accordance with these Rules. Each Weekly Prize consists of \$1,500 CAD to be awarded to the applicable confirmed winner in the form of a cheque. Each Weekly Prize must be accepted as awarded and is not transferable or assignable. Limit of one (1) Weekly Prize per person/Account/email address.

8. WEEKLY PRIZE WINNER SELECTION PROCESS:

On each of the dates listed in the table below (each a "**Draw Date**") in Calgary, Alberta, one (1) eligible entrant will be selected by random draw (each, a "**Weekly Prize Draw**") from among all eligible Entries submitted and received in accordance with these Rules prior to the close of the corresponding Weekly Period (for greater certainty, non-selected Entries in any given Weekly Prize Draw will carry over into any subsequent Prize Draw(s)) and each such selected entrant will be deemed a potential Weekly Prize winner. The odds of winning a Weekly Prize depend on the number of eligible Entries submitted and received in accordance with these Rules prior to the close of the applicable Weekly Period.

Weekly Period	Draw Date/Time
1	May 29, 2015 at 4:05pm MST
2	June 5, 2015 at 4:05pm MST
3	June 12, 2015 at 4:05pm MST
4	June 18, 2015 at 4:05pm MST

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact each potential Weekly Prize winner (using the information provided on his/her Entry Form) within two (2) business days of the applicable Draw Date. If a potential Weekly Prize winner cannot be contacted within two (2) business days of the

applicable Draw Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to a Weekly Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate potential Weekly Prize winner from among all remaining eligible Entries submitted and received in accordance with these Rules prior to the close of the applicable Weekly Period.

BEFORE BEING DECLARED A CONFIRMED WEEKLY PRIZE WINNER, each potential Weekly Prize winner will be required to sign and return within two (2) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of a Weekly Prize (as awarded); (iii) assigns all intellectual property, including copyright, in and to his/her Submission to the Sponsor and waives his/her moral rights therein in favour of the Releasees; (iv) agrees to indemnify the Releasees against any and all claims, damages, liabilities, costs, and expenses arising from use of his/her Submission including, without limitation, any claim that his/her Submission infringes a proprietary interest of any third party; (v) releases Releasees from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Weekly Prize or any portion thereof; and (vi) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. If a potential Weekly Prize winner: (a) fails to return the properly executed Contest documents within the specified time; (b) cannot accept (or is unwilling to accept) the Weekly Prize (as awarded) for any reason; and/or (c) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to a Weekly Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate potential Weekly Prize winner from among all remaining eligible Entries submitted and received in accordance with these Rules prior to the close of the applicable Weekly Period.

9. GENERAL CONDITIONS:

The Releasees will not be liable for: (i) any failure of the Website and/or Application during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, Vote or Voter Registration to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating or downloading any material in the Contest; and/or (v) any combination of the above.

By participating, each entrant agrees to release, discharge and hold harmless the Releasees from any and all injuries, liability, losses and damages of any kind resulting from their participation in the Contest. In the event of a dispute regarding who submitted an Entry or Voter Registration, Entries and Voter Registrations (as applicable) will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry or voter registration (as applicable). "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant or voter may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected Entry and, if applicable, that he/she has all necessary consents, permissions and/or licenses as required by these Rules.

The Sponsor reserves the right, at its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor, , at its sole and absolute discretion, reserves the right to cancel, amend or suspend this Contest, or

to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the foregoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entrants, Entries, Submissions, Nominated Individuals, Votes, Voter Registrations and Registered Voters.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant, Entry or Vote with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry Form only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: http://www.getyourtoyota.ca/prairies/privacy_policy). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Entry Form, Website Application, and/or point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control.





