



Contest Rules & Regulations

CONTEST RULES

“Maple Leafs” Contest

East York Town Centre – Morguard Properties

February 2010

Eligibility: The “MAPLE LEAFS” contest (the “Contest”) is only open to residents of the province of Ontario age 10 and over at the start of the contest. Parental consent is required for entrants under the age of 18. Notwithstanding the foregoing, the Contest is not open to employees, representatives and agents of EAST YORK TOWN CENTRE (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 12:01 a.m. on February 5, 2010 and ends at 6:00 p.m. on March 15, 2010. No purchase is necessary to enter the Contest. One entry is allowed per email per contest period. Any attempt or suspected attempt to enter more than once per email address, 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. All times refer to Eastern Standard Time (“EST”). Contest is void where prohibited by law.
2. Entry is open to age 10 and over. Every entrant is automatically entered in grand prize random draw. Grand prize consists of a two (2) tickets to see the Toronto Maple Leafs play at the Air Canada Centre on March 30, 2010. Approximate value of prize is \$400.00. No cash value.
3. Bonus prize consists of one (1) \$5.00 East York Town Centre gift certificate. Bonus prize will be distributed via printable voucher to first 100 entries. One (1) Bonus Prize available per person per contest period.
4. The draw for all prizes will take place at 12:01 a.m. Eastern Standard Time on February 5, 2010, via a random electronic draw.



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5. If the grand prize draw winner cannot be reached within 48 hours following the draw, incorrectly answers the skill-testing question, or declines the prize another entrant will be selected.
6. 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.
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. 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.
10. 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).
11. 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



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other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.

12. 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.

13. (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.

(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).

14. This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations.