

# Swiss Chalet's Dip 'n Win Peel and Reveal Promotion 2010 – Full Rules & Regulations

**1. PROMOTION PERIOD:** The Dip 'n Win Peel and Reveal Promotion (the "Promotion") starts at 12:00:01 a.m. Eastern Time (ET) on May 3, 2010 and is scheduled to end at 11:59:59 p.m. ET on June 27, 2010, or when official promotional sauce cup supplies are exhausted (the "Promotion Period").

**2. ELIGIBILITY:** Promotion is open to all legal residents of Canada (excluding residents of the province of Quebec), except employees (including employees of franchisees of Swiss Chalet, Swiss Chalet Plus Restaurants and Harvey's Serving Swiss Chalet Restaurants and franchisees of Swiss Chalet), representatives and agents (and those with whom such persons are domiciled) of Swiss Chalet (including Swiss Chalet Plus Restaurants and Harvey's Serving Swiss Chalet Restaurants), a division of Cara Operations Limited (the "Sponsor"), its subsidiaries, affiliates and related companies as well as Home Office Associates of Sponsor's restaurant brands and their respective advertising and promotion agencies and suppliers (collectively, the "Promotion Parties"). Subject to the above, franchisees and their employees that service any of the Kelsey's, Montana's, Harvey's, and milestones brands and Associates of Kelsey's, Montana's, Harvey's, milestones and Cozal Tuscan Grill shall be eligible to participate in the Promotion.

**3. METHOD OF ENTRY:** No purchase necessary. During the Promotion Period, consumers will automatically receive one (1) Dip 'n Win branded Chalet Sauce cup (the "promotion sauce cup(s)"), while supplies last, with the purchase (either in-store, drive thru, via delivery or take-out at a participating Swiss Chalet Rotisserie and Grill) of a meal that includes Chalet Sauce (the "Eligible Purchase(s)"). There is a limit of one (1) promotional sauce cup per Eligible Purchase.

**Note:** if you claim, for any reason, that an Eligible Purchase (either in-store, drive thru, via delivery or take-out) did not include a Chalet Sauce in a promotion sauce cup, then Sponsor reserves the right, in its sole discretion, to provide you with a replacement Chalet Sauce in a regular Chalet Sauce cup without Dip 'n Win branding or a "peel and reveal" label.

Each promotion sauce cup contains a "peel and reveal" label that the consumer must completely remove to reveal whether or not he/she is eligible to win the corresponding prize indicated. The peel and reveal label portion on the promotional sauce cup will reveal one of the following two messages: (i) "WINNER! Prize description. For full rules and prize claim forms, see in-store or [www.dipnwin.com](http://www.dipnwin.com)." or (ii) "PLEASE PLAY AGAIN – Visit [www.dipnwin.com](http://www.dipnwin.com) for a DAILY chance to WIN SWISS FOR A YEAR (ARV \$750) in our online contest. For full rules and prize claim forms, see in-store or [www.dipnwin.com](http://www.dipnwin.com)." A winning peel and reveal label message will describe the prize available to be won, subject to verification and compliance with these Official Promotion Rules (the "Rules").

**4. NO PURCHASE NECESSARY ENTRY:** To obtain one (1) promotion sauce cup label without making a purchase, handwrite a 50 word or more unique and original essay about the Swiss Chalet's Chalet Sauce and what it means to you. Mail the original copy of the essay to: "Swiss Chalet's Dip 'n Win Peel and Reveal Promotion 2010", PO Box 3050, Station D, Etobicoke, ON M9A 4X5. All mail-in no purchase necessary requests must be postmarked on or before June 27, 2010 and must be received no later than July 15, 2010. Sponsor will send you one randomly selected (1) promotional sauce cup, while supplies last, per unique and original handwritten essay per envelope with sufficient postage. All requests must include a self-addressed pre-paid envelope with sufficient return postage. Sponsor takes no responsibility for any lost, stolen, delayed, damaged, misdirected, late or destroyed mail-in no purchase necessary requests.

**5. PROMOTION SAUCE CUPS:** At the start of the Promotion, there will be **4,964,100** promotional sauce cups available. These will be available for distribution through June 27, 2010 or while supplies last.

**6. PROMOTIONAL SAUCE CUP LABELS:** Promotional sauce cup labels obtained through unauthorized sources or which are incomplete, mutilated, altered, reproduced, forged, counterfeited or irregular in any way are automatically void. Submission of the promotional sauce cup labels is the sole responsibility of the individual seeking verification. No promotional sauce cup copies, duplicates or reproductions of any type will be eligible for the promotion. Sponsor is not responsible for any lost or stolen promotional sauce cup labels. Swiss Chalet store owners, operators or employees are not allowed to submit promotional sauce cup labels for non-food prizes on behalf of a potential winner.

## 7. PRIZES AVAILABLE TO BE WON:

(a) Three (3) 2010 Mazda5 GS vehicles; available in Galaxy Grey Mica, Copper Red Mica or Aluminum Metallic colours with Air Conditioning and Comfort Package. Approximate retail value of each Car Prize in Canada is \$24,285 including freight and PDE (approximately \$1595.00) and federal excise tax for Air Conditioning (\$100). All taxes relating to the Car Prize will be paid by Sponsor. Without limiting the generality of the foregoing, the following general conditions apply to each Car Prize: (i) Car Prize must be accepted as awarded and is not transferable (other than to a parent or legal guardian in the instance where an eligible winner is under the age of majority in his/her jurisdiction of residence) or convertible to cash (no substitutions except at Sponsor's option); (ii) Sponsor reserves the right to substitute the Car Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including without limitation, but solely at the Sponsor's sole discretion, a cash award; (iii) colour and other specifics of the Car Prize will be at the sole discretion of the Sponsor; (iv) manufacturer's warranty applies to the Car Prize; (v) upon being declared the winner in accordance with these Rules, the Car Prize winner will personally take delivery of the Car Prize from a Mazda dealership within Canada reasonably close to the Car Prize winner's place of residence in Canada as designated by Sponsor, in its sole discretion, and present adequate personal identification; (vi) Car Prize will not be released unless and until the Car Prize winner first shows proof 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 of satisfactory insurance; (vii) Car Prize winner is solely responsible for all other expenses that are not included in the Car Prize description above, including, but not limited to: registration and license fees, insurance, additional accessories and all other costs associated with any upgrade or option packages winner may request; and (viii) Car Prize winner is solely responsible for all costs not expressly described herein including, without limitation, having or obtaining a valid driver's license, license plates, registration, insurance, fuel/gas.

(b) Twenty (20) Orlando, FL Family Prize Packages; including round-trip coach air transportation for four (4) between a major airport in one of the following cities (Toronto, ON; Ottawa, ON; Montreal, QC; Halifax, NS; Calgary, AB; Edmonton, AB; Vancouver, BC; St. Johns, NL; St. John, NB and Buffalo, NY, USA) that is located nearest the residence of the winner and Orlando International Airport (final airport selection is determined by Sponsor in its sole discretion), one (1) standard room, with quad occupancy (2 full/queen beds) for four (4) consecutive nights, four (4) single-day, single park tickets to your choice of Walt Disney World® Resort,

SeaWorld® Orlando or Universal Orlando®, one (1) full-sized rental vehicle provided by Dollar Rent A Car for five (5) days. Approximate retail value is \$5,000 before any applicable taxes (based on a Toronto, ON departure – actual retail value may vary depending on point of departure). Without limiting the generality of the foregoing, the following general conditions apply to each Trip Prize: (i) Trip Prize must be accepted as awarded and is not transferable or convertible to cash (no substitutions except at Sponsor's option); (ii) all travel related to the Trip Prize must originate on or before December 31, 2011 (otherwise the Trip Prize will be forfeited in its entirety) and the winner and his/her travel companion must: (a) travel on same itinerary; (b) have all necessary documentation to permit international travel (e.g., passport); and (c) not have any barrier to entry in the United States; (iii) the costs of everything not specifically stated above as included in the Trip Prize are the responsibility of the winner and his/her and travel companion, including, without limitation, all meals, gratuities, health and travel insurance and items of a personal nature; (note: winner may be required to provide a valid credit card at the time of hotel check-in to cover incidental costs) (iv) if the winner (and/or his/her travel companion) does not utilize any part(s) of the Trip Prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place; (v) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Trip Prize or any component thereof; and (b) substitute the Trip Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including without limitation, but solely at the Sponsor's sole discretion, a cash award; (vi) all travel arrangements relating to the Trip Prize must be made through the Sponsor or its designated agents; (vii) by accepting the Trip Prize, the winner agrees to waive all recourse against the Promotion Parties if the Trip Prize or a component thereof does not prove satisfactory, either in whole or in part; and (viii) the winner's travel companion must sign and return the Sponsor's release (by the date indicated on the release form) indicating that they waive all recourse against the Promotion Parties relating to their participation in the Trip Prize (including any travel related thereto). If the winner's travel companion is under the age of majority in his/her jurisdiction of residence, then he/she must have this release signed by his/her parent or legal guardian. In the case of a winner who is under the age of majority in his/her jurisdiction of residence, his/her parent/legal guardian must accompany the winner on the Trip Prize as his/her travel companion.

(c) Seventy-five (75) Dell™ Inspiron™ 15 laptop computers; including: Intel®Core i3 - 330M; 320GB 5400 RPM hard drive; 4GB, DDR3, Memory 2 DIMM; Genuine Windows® 7 Home Premium; 6-CELL PRIMARY BATTERY; 8X DVD+-RW Optical Drive; 15.6" HD WLED Display; DELL 1397 802.11A/G Wireless Card. Approximate retail value in Canada is \$809.00 before any applicable taxes.

(d) Fifty (50) Black & Decker CM 1836 36V Cordless Lawn Mowers; including two (2) year warranty on the motor and parts, lifetime warranty on the polymer deck. Approximate retail value in Canada is \$499.99 before any applicable taxes.

(e) Seven hundred and seventy (770) DVDs of THE SPY NEXT DOOR film. Approximate retail value in Canada is \$38.95 per unit before any applicable taxes.

(f) One hundred and fifty (150) Lexmark All-in-One with Fax Printers including One (1) year replacement warranty. Approximate retail value in Canada is \$159.99 before any applicable taxes.

(g) Seven hundred and fifty (750) HMV Canada Gift Cards, provided at the value of \$20 each.

## FOOD PRIZES:

The following food prizes cannot be combined with any other offer. Limit of one food prize redemption per person per visit.

(h) One hundred and forty thousand (140,000) Garlic Cheese Loafs; valid on next visit, no delivery, expires July 25/10. Approximate retail value is \$5.49.

(i) One hundred and thirty thousand (130,000) Cheese Perogies; valid on next visit, no delivery, expires July 25/10. Approximate retail value is \$5.49.

(j) One hundred and ten thousand (110,000) Poutines; valid on next visit, no delivery, expires July 25/10. Approximate retail value is \$4.28.

(k) Seventy thousand (70,000) Cup of Soup & Garden Salads; valid on next visit, no delivery, expires July 25/10. Approximate retail value is \$7.28.

(l) Thirty thousand (30,000) Quarter Chicken Dinners; valid on next visit, no delivery, expires July 25/10. Approximate retail value is \$7.99.

(m) Twenty thousand (20,000) 1/3 Rack of Ribs; valid on next visit, no delivery, expires July 25/10. Approximate retail value is \$11.49.

(n) Five thousand (5,000) Family Paks; walk-in take-out only, valid on next visit, expires July 25/10. Approximate retail value is \$24.99.

**FOR ALL PRIZES:** Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right to substitute any prize or a component thereof with one of equal or greater value, including without limitation, but at Sponsor's sole discretion, a cash award. There is no limit to the amount of prizes eligible to be won per household/person.

**8. ODDS OF WINNING:** At the outset; the overall approximate odds across Canada (excluding Quebec) of being eligible to win one of the three 2010 Mazda5 GS vehicles are one in 1,654,700; the overall approximate odds across Canada of being eligible to win one of twenty Orlando, FL Family Prize Packages are one in 248,205; the overall approximate odds across Canada of being eligible to win one of seventy five Dell™ Inspiron™ 15 laptop computers are one in 66,188; the overall approximate odds across Canada of being eligible to win one of fifty Black & Decker CM 1836 36V Cordless Lawn Mowers are one in 99,282; the overall approximate odds across Canada of being eligible to win one of seven hundred and seventy DVDs of THE SPY NEXT DOOR are one in 6,447; the overall approximate odds across Canada of being eligible to win one of one hundred and fifty Lexmark All-in-One with Fax Printers are one in 33,094; the overall approximate odds across Canada of being eligible to win one of seven hundred and fifty HMV Canada Gift Cards are one in 6,619; the

overall approximate odds across Canada of being eligible to win one of one hundred and forty thousand Garlic Cheese Loafs are one in 35; the overall approximate odds across Canada of being eligible to win one of one hundred and thirty thousand Cheese Perogies are one in 38; the overall approximate odds across Canada of being eligible to win one of one hundred and ten thousand Poutines are one in 45; the overall approximate odds across Canada of being eligible to win one of seventy thousand Cup of Soup & Garden Salads are one in 71; the overall approximate odds across Canada of being eligible to win one of thirty thousand Quarter Chicken Dinners are one in 165; the overall approximate odds across Canada of being eligible to win one of twenty thousand 1/3 Rack of Ribs are one in 248; the overall approximate odds across Canada of being eligible to win one of five thousand Family Paks are one in 993.

**NOTE:** The odds of obtaining an eligible 'WINNER+' promotional sauce cup label will vary by location in Canada based on cup distribution by CARA Operations Limited and will change throughout the Promotion as promotional sauce cups are distributed and sold across Canada at Swiss Chalet locations. The total number of prizes available to be won will decrease as promotional sauce cups are distributed and prizes are claimed.

**9. PRIZE DISTRIBUTION:** There will be no regional distribution of prizes in this promotion. Actual allocation of promotional sauce cups may vary depending on promotional sauce cup consumption and replenishment by CARA Operations Limited.

**10. PRIZE LABEL PRINTING:** The printing on the back of the promotional sauce cup label for various prizes will be printed as follows: "WINNER+! 2010 MAZDA5"; "WINNER+! Trip to Orlando, FL"; "WINNER+! Dell Laptop"; "WINNER+! Black & Decker Lawn Mower"; "WINNER+! Lexmark All in One Printer."; "WINNER+! Alliance Films DVD Release."; "WINNER+! HMV Gift Card of \$20."; "WINNER+! Lexmark All in One Printer."; "WINNER+! Free Garlic Cheese Loaf."; "WINNER+! Free Cheese Perogies."; "WINNER+! Free Poutine."; "WINNER+! Cup of Soup & Garden Salad."; "WINNER+! Free Quarter Chicken Dinner."; "WINNER+! Free 1/3 Rack BBQ Ribs."; "WINNER+! Free Family Pak."; All remaining promotional sauce cup labels printed will state the following: "PLEASE PLAY AGAIN – Visit [www.dipnwin.com](http://www.dipnwin.com) for a DAILY chance to WIN SWISS FOR A YEAR (ARV \$750) in our online contest. For full rules and prize claim forms, see in-store or [www.dipnwin.com](http://www.dipnwin.com)."

**11. HOW TO CLAIM FOOD PRIZES:** If you are eligible to win a Free Garlic Cheese Loaf, Free Cheese Perogies, Free Poutine, Free Cup of Soup & Garden Salad, Free Quarter Chicken Dinner, Free 1/3 Rack BBQ Ribs or Free Family Pak, before being declared a winner, eligible prize claimants must first correctly answer a mathematical skill-testing question as identified on the winning peel and reveal label, and, together with their eligible "WINNING" sauce cup label, present it to a participating Swiss Chalet restaurant store for verification.

Prize claimant must be a resident of Canada (excluding Quebec). To be eligible to claim a prize, prize claimant must have reached the age majority in the jurisdiction of residence or in the event that a person under the age of majority receives an eligible promotion sauce cup label, they are permitted to transfer the sauce cup label to their parent or legal guardian, who will then become the eligible entrant. ALL FOOD PRIZE CLAIMS MUST BE RECEIVED BY NO LATER THAN **July 25, 2010** TO BE ELIGIBLE.

**PLEASE NOTE:** A winning food prize label may be redeemed on next visit. No cash alternative will be made available. A food prize claim may not be used in conjunction with any other deal, combo or offer. All prize claims must be received by the end of the business day on or before July 25, 2010. Claims received after July 25, 2010 are null and void and ineligible for prizes. Unclaimed prizes will not be awarded. Limit one prize claim per person per visit.

**12. HOW TO CLAIM NON-FOOD PRIZES:** In order to claim your non-food prize, go online to [www.dipnwin.com](http://www.dipnwin.com) and fully complete the online Declaration and Release Form (also referred to as the prize claim form) as instructed. Print your completed Declaration and Release Form and mail it along with your original winning sauce cup label to: "Swiss Chalet's Dip 'n Win Peel and Reveal Promotion 2010", PO Box 3050, Station D, Etobicoke, ON M9A 4X5. We strongly recommend sending all materials by REGISTERED MAIL, return receipt requested, and keep a copy of the label and Declaration and Release Form for your records. ALL NON-FOOD PRIZE CLAIMS MUST BE RECEIVED BY NO LATER THAN **July 25, 2010** TO BE ELIGIBLE. Once your completed Declaration and Release Form and original winning sauce cup label have been received in accordance with these Rules, the Sponsor or its designated representative will make two (2) attempts to contact the eligible winning entrant (excluding entrants claiming food prizes, HMV Gift Cards and Alliance Films DVD Releases) by telephone within ten (10) business days. Before being declared a winner, the eligible winning entrant must first: (i) correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise, to be administered: (a) on the Declaration and Release form for the HMV Gift Card and Alliance Films DVD Release prizes; and (b) via phone at a mutually-convenient time for all other non-food prizes; and (ii) sign (and have his/her parent/legal guardian sign if he/she is under the age of majority in his/her jurisdiction of residence) and return within fifteen (15) business days of notification the Sponsor's declaration and release form, which (among other things): (a) confirms compliance with these Rules and acceptance of the Prize as awarded; (b) releases the Promotion Parties and each of their respective officers, directors, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any liability in connection with this Promotion, the selected entrant's participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (c) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the promotion and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet. If an eligible winning entrant: (i) cannot be contacted as outlined above, or there is a return of any notification as undeliverable; (ii) fails to correctly answer the skill-testing question; or (iii) fails to return the properly executed promotion documents within the specified time; then he/she will forfeit their Prize and the entry will be deemed null and void and corresponding prize will not be awarded.

Only original "WINNER+!" promotional sauce cup labels will be eligible for the Promotion. All prize claims are subject to verification by the independent promotion judging organization and will be declared invalid if they are illegible, forged, falsified, damaged, incomplete, altered or tampered with in any way or do not otherwise conform to or satisfy any condition of these Rules.

Sponsor is not responsible for lost, late, illegible, mutilated, misdirected or postage-due rules requests, sauce cup requests, or prize claims.

**13. RELEASES, ETC.:** Before being declared a winner, an eligible winner will be required to sign (and have his/her parent/legal guardian sign if he/she is under the age of majority in his/her jurisdiction of residence) a Declaration and Release of Liability form, releasing the Releasees from any liability in connection with this Promotion or the Prize. Declaration and Release documents must be returned within the time period indicated in the documents or the Prize will be forfeited. Winner's guest (if applicable) must also sign and return a

Declaration and Release of Liability form prior to travel and name of guest cannot be changed once the Declaration and Release of Liability form has been received by Sponsor or its agent.

By entering this Promotion, each entrant (and his/her parent/legal guardian if he/she is a minor in his/her jurisdiction of residence) agrees to release and hold harmless the Releasees from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in this Promotion or any prize related activities, including but not limited to, traveling to or from any prize related activity.

By accepting a prize, each winner (and his/her parent/legal guardian if he/she is a minor in his/her jurisdiction of residence) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Promotion and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet.

**14. LIMITATIONS OF LIABILITY:** Without limitation, the Releasees will not be liable for: a) any incomplete, incorrect or inaccurate capture of information, whether caused by website users or by any equipment or programming associated with or utilized in the Promotion, or by any technical or human error which may occur in the processing of prize claims; b) the theft, destruction or unauthorized access to, or alteration of, prize claims; c) any problems with, or technical malfunctions or, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; d) any failure of any email to be received by or from the independent promotion judging organization for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof, interrupted or unavailable networks; e) damage to a participant's or other person's system occasioned by participation or downloading of materials in this Promotion; f) late, delayed, damaged, misdirected, destroyed, lost, illegible, incomplete, incorrect, fraudulent, stolen, postage-due or wrongly addressed prize claims, all of which will be deemed void.

**15. PERSONAL INFORMATION:** By participating in this Promotion, eligible winners consent to the collection, use and disclosure of their personal information for the purposes of administering the Promotion. By accepting the Prize, the winner consents to the collection, use and disclosure to the public of their name, address (city, province or territory), voice, statements and photographs or other likenesses for publicity purposes in connection with the Promotion in any media or formats, including but not limited to the Internet, without further notice, permission or compensation. Personal information will not otherwise be used or disclosed without consent.

**16. RIGHT TO TERMINATE, SUSPEND OR AMEND:** The Sponsor reserves the right to withdraw or amend this Promotion in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Promotion as contemplated by these Promotion Rules. Any attempt to deliberately undermine the legitimate operation of this Promotion 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. Sponsor reserves the right, at its sole discretion, to disqualify from this Promotion and any future contest, sweepstakes or other promotion conducted by Sponsor, any individual that it finds or believes to be tampering with the prize claim process or the operation of the Promotion; to be acting in violation of these Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to cancel or suspend this Promotion, or to amend these Promotion Rules without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind.

**17. MISCELLANEOUS:** All decisions of the Sponsor, or any contest judging organization as designated by it, are final and binding in all matters relating to this Promotion. All winning promotion sauce cup labels submitted for prize claim become the property of Sponsor and will not be returned. Promotion is subject to all applicable federal, provincial and municipal laws.

Sponsor reserves the right at its sole discretion to disqualify, from this Promotion and any future promotion conducted by Sponsor, any individual that it finds or believes to be not in compliance with these Official Promotion Rules, to be tampering with the entry process or the operation of the Promotion or any of its technical or mechanical elements; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

All approximate prize value amounts are shown in Canadian dollars.

If due to printing, on-line, internet, computer or other error, more prizes are claimed than intended to be awarded according to these Rules, or in the event that due to such error, a valid prize claim is revealed, making the number of valid prize claims greater than the number of prizes available under these Rules, this Promotion will be terminated and a random draw will be held on July 31, 2010 in Mississauga, ON at approximately 12:00:00 ET from amongst all eligible prize claimants to award the remaining number of advertised prizes. In no event will the Sponsor be liable for more than the stated number of prizes in these Rules.

**18. MINORS:** If any individual under the age of majority in his or her province or territory of residence is eligible to win, then the Prize will be awarded to that individual's parent, legal guardian or other legal authorized representative of such person. Further, the eligible minor's parent, legal guardian or other legal authorized representative must sign the Promotion declaration and release form as indicated above.

**19. PRIVACY:** Sponsor is collecting personal data about eligible winners only for the purposes of administering this Promotion. No further informational or marketing communications will be received by entrants, unless the entrant provides Sponsor with explicit permission to do so.

**20. INTELLECTUAL PROPERTY:** All intellectual property, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

**21. LANGUAGE DISCREPANCY:** In the event of any discrepancy or inconsistency between the terms and conditions of these Promotion Rules and disclosures or other statements contained in any Promotion-related materials, including, but not limited to, the Promotion entry form, or point of sale, television, print or online advertising, the terms and conditions of these Promotion Rules shall prevail, govern and control.