

“Zoo Hunt” Treasure Hunt at Markville 2011
OFFICIAL CONTEST RULES AND REGULATIONS
Open to resident of ONTARIO ONLY

NO PURCHASE NECESSARY: “Zoo Hunt” Treasure Hunt at Markville (The “Contest”) is sponsored by The Cadillac Fairview Corporation Limited (“the Sponsor”). The Contest starts at **10:00am** on **March 14, 2011** and closes at **9:00pm** on **March 18, 2011**.

- 1. ELIGIBILITY:** To enter to be eligible to win, a person must be a resident of **Ontario** at the time of entry, who is **18** of age or older at the time of entry and who is not an employee of the Sponsor, its affiliated companies or agents, its respective advertising or promotional agencies or the independent contest organization or a member of any such employee’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the employee or not). In the Official Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or spouse.
- 2. HOW TO ENTER THE CONTEST:** To be eligible for an entry into the contest, complete the ballot (the “Entry Form”) with your full name and a valid email address, and confirm on the Entry Form that you are **18** years of age or older, that you are a resident of Ontario and that you have read and agree to the Official Contest Rules and Regulations and Cadillac Fairview’s Privacy Policy. You should also indicate on the Entry Form whether you would like to receive information regarding upcoming promotions or events from the Sponsor. Upon completion, deposit your Entry Form into the ballot box onsite at **Guest Services** and you will receive one (1) entry into the Contest. Limit of one (1) entry per person per email address during the Contest Period. **PLEASE NOTE: If you are under the age of 18, you will require your parent or legal guardian’s permission to enter the Contest and if you are the selected entrant for the Grand Prize, to act on your behalf in regard to completing the Release Form (see rule 7) and accepting the Grand Prize.**
- 3. PRIZES:** There are six (6) available to be won.
 - i. Grand Prize: One (1) Family Zoos Pass Prize and one (1) \$100 Cadillac Fairview **shop! card**[®] total value \$204.
 - ii. Daily Prizes: Five (five), one daily, Family Zoos Pass Prize: retail value of \$104 (based on General Admission for five).Prizes must be accepted as awarded without substitution and are not transferable. The Sponsor reserves the right in the event that a Prize or any component of a Prize cannot be awarded as described for any reason, to substitute another prize or component of a prize of equal or greater value, without liability. Limit of one (1) Daily and/or Grand Prize per person.
- 4. DAILY DRAWS:** A Random Draw for a Daily Prize (“Daily Draw”) will be held each day commencing at approximately (time) on (date) and ending at (time) on (date) at (location) from all eligible entries received prior to a Daily Draw. Each Daily Prize draw will be conducted by a representative of the Sponsor from among all eligible entries received prior to a Daily Draw. The odds of winning a Daily Prize depend on the total number of eligible entries received prior to a Daily Draw. If for any reason there are no entries for a particular Daily Draw, the Daily Prize for that day will not be awarded. Entries will be carried over into the following day’s draw.
- 5. AWARDING OF A DAILY PRIZE:** To be declared a Daily Prize winner, each selected entrant must submit a correct answer to the Zoo Hunt puzzle question. If a selected entrant fails to correctly answer the puzzle question, then he/she will be disqualified and another entrant will be randomly selected. Upon verification, each Daily Prize winner will be emailed by the Sponsor with instructions on how he or she may receive his/her Daily Prize.
- 6. GRAND PRIZE DRAW:** A Random Draw for the Grand Prize will be held on **March 21, 2011** (the “Draw Date”) at approximately **10:00am** at **Markville** from among all eligible entries received by the Contest Closing Date. Odds of being selected depend on the total number of eligible entries received by the Contest Closing Date. The selected entrant will be contacted by email within **five (5) business day(s)** of the Draw Date and will be required to answer a skill testing question. The select entrant will have **five (5) business days** to respond to the email with their full mailing address and daytime phone number (including area code) so a Declaration and release form can be issued (see rule 7). If the selected entrant (a) does not respond to the email within five (5) business days of the email being sent; (b) fails to correctly answer the skill testing question; or (c) fails to return the properly executed Release Form within the specified time (see rule 7), then he/she will be disqualified and another entrant will be randomly selected until such time as contact is made by email with a selected entrant or there are no more eligible entries. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

- 7. AWARDING OF THE GRAND PRIZE:** To be declared the Grand Prize Winner, the selected entrant's answer to the mathematical skill-testing question must be determined to be correctly answered. The selected entrant (or his/her parent or legal guardian if the selected entrant is under the age of **18** will also be required to sign a Declaration and Release Form (the "Release Form") confirming compliance with the Official Rules, acceptance of the Grand Prize as awarded, without substitution, and releasing the Sponsor and affiliated companies, an all other sponsors of the Contest, and their respective successors, sponsors, employees, agents, partners, licensees and assigns, advertisers and promotional agencies from any liability in connection with the Grand Prize or this Contest. The Release Form must be returned within the time period specified on the Release Forms or the Grand Prize may be forfeited. Upon receipt, the Grand Prize winner will be contacted by the Sponsor with instructions on how he or she may receive his/her Grand Prize.
- 8. GENERAL:** By entering the Contest, entrants agree to abide by these official rules and the decisions of the independent contest organization with respect to all aspects of the Contest, which decisions are final.
- 9.** By entering and accepting a prize, each winner (or his/her parent or legal guardian if the winner is under the age of **18** consents to use of his/her name, address (city and province) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.
- 10.** The Sponsor and the independent contest organization accept no responsibility for loss, damage or claims caused by or resulting from the Contest or acceptance of a Prize. The Sponsor will not be responsible for late, lost, illegible, incomplete, falsified or destroyed entries and all such entries are void. Entries that have been falsified, tampered with or altered are void. The Sponsor and the independent contest organization will not be liable for any failure of the Contest Website, do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Entry material/data that have been tampered with or altered are void. In the event it is determined that an entrant has entered in a fashion not sanctioned by these rules and/or has submitted more than the number of entries permitted by these rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified. The use of an invalid email address will disqualify the entry. Users spamming the same email address will disqualify the entry. In the event of dispute, entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "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. If the identity of an entrant is disputed, the authorized account holder associated with the email account at the time of entry will be deemed to be the entrant. 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. The sole determinant of the time for the purposes of a valid entry in this contest server machine(s).
- 11.** The Sponsor reserves the right, to terminate or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, such as tampering, the Sponsor reserves the right, to cancel the Contest and conduct the draw from all previously received eligible entries by the Contest Closing Date. The Sponsor and the independent contest organization shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.
- 12.** All entries become the permanent property of the Sponsor and none will be returned. No correspondence will be entered into, except with the selected entrants. The Contest is subject to all applicable federal, provincial and municipal laws.
- 13.** The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and fulfill any prize requirements and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at www.cadillacfairview.com/Privacy