



CONTEST RULES

Eligibility: The PRIMP MY PROM contest is open to Brampton, Ontario high school students who are 16 to 19 years of age at the time of the contest and are attending their high school prom in May or June of 2009. Notwithstanding the foregoing, the Contest is not open to employees, representatives and agents of BRAMALEA CITY CENTRE/Morguard (collectively, the "Contest Sponsors") or the Contest Sponsors' 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, his/her parent or legal guardian on his/her behalf, automatically accepts these Official Contest Rules and Regulations, which are subject to change without notice, and automatically releases the Contest Sponsors 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 winners and the administration of the Contest.

By entering the contest, all entrants accept the terms and conditions of the present rules and agree to be bound by them.

1. The PRIMP MY PROM contest (the "contest") begins at 12:01 a.m. on May 1, 2009 and ends at 11:59 p.m. on May 21, 2009. No purchase is necessary to enter the contest. Any attempt or suspected attempt to enter more than once per person, any use of robotic, automatic, programmed or entry methods not authorized by these rules, shall be deemed as tampering and will void all of your entries. All times refer to Eastern Standard Time. Contest is void where prohibited by law.
2. On May 21, 2009 at 11:59 pm, 1 name will be randomly drawn from all entries of the PRIMP MY PROM contest.
3. If the draw winner cannot be reached within 48 HOURS following the draw, incorrectly answers the skill-testing question ($30 \times 5 \div 3 + 12 - 32 =$) or declines the prize, another entry will be selected by random draw.
4. **Prize Package: Total Prize Package Value of \$2300.00**
One winner will be selected by random draw. Winner will have the opportunity to invite up to 5 guests (BFF's – Best Friends Forever) to share the prize package as follows:
Carnegie Limousine Service: Will pick up the winner and each of his/her BFFs (5 maximum) from their homes and take them to and from the prom. Value of \$750.00
HMV: \$250 Gift Card awarded to the winner and a \$50 for each BFF. Maximum value of \$500 depending on number of BFFs.
Le Chateau: \$150 Gift Card to the winner and \$25 for each BFF.
Caryl Baker Visage: \$150 Gift Card to the winner and \$25 for each BFF.
Bramalea City Centre: \$250 Gift Card to the winner and \$25 for each BFF + miscellaneous items with a total value of \$125.

5. Prizes must be accepted as awarded and may not be transferred or exchanged or combined or used in concert with another contest or another offer. Contest Sponsors reserve the right to substitute a prize of at least equal value in the event of the unavailability, for whatever reason, of the advertised prize. Prizes must be accepted as is and cannot be converted in cash or for another prize. Products bought with the prize cannot be returned once the prize has been claimed.
6. Contest Sponsors reserve the right to verify if contest winners satisfy all contest admissibility criteria.
7. 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 Sponsors and their advertising agencies, without further notice or compensation.
8. 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 rules may be disqualified by the Contest Sponsors. Contest Sponsors take no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for typographical or other production errors. Contest Sponsors are not responsible for any errors or omissions in printing or advertising this Contest. All entries become the property of Contest Sponsors and will not be returned.
9. Contest Sponsors 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 entrants provide Contest Sponsors with explicit permission to do so as indicated on the entry form. Please see BRAMALEA CITY CENTRE'S Privacy Policy.
10. By entering this Contest, entrants release and hold harmless Contest Sponsors, their advertising and promotional agencies), their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns (collectively the "Releasees") 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, photographs or other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.
11. This Contest will be run in accordance with these rules, subject to amendment by Contest Sponsors. Contestants must comply with these rules, and will be deemed to have received and understood the rules by participating in the Contest. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.
12. 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 BRAMALEA CITY CENTRE in its sole and absolute discretion, and the decision of BRAMALEA CITY CENTRE shall prevail. All decisions of BRAMALEA CITY CENTRE shall be final.

13. (a) Contest Sponsors 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 email 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. Contest Sponsors reserve the right, in its sole discretion; to cancel or suspend the email portion of this Contest should a virus, bug or other cause beyond their reasonable control corrupt the security or 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 Sponsors 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 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 this 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.