

Official Contest Rules

Win Your Dreams Contest (the "Contest")

NO PURCHASE OR USE OF MILES IS NECESSARY

The Contest is open only to Canadian resident AIR MILES Collectors who are 18 years of age or older. See Rule 2 below.

1. Contest Sponsor: Notable Life Inc. (the "Contest Sponsor"), 25 Oxley St. TH1, Toronto, ON M5V 2J5.

2. Eligibility: The Contest is open only to Canadian resident AIR MILES Collectors ("Collectors"), who are 18 years of age or older at the time of entry, except employees, representatives and agents of LoyaltyOne, Co. ("LoyaltyOne"), the Contest Sponsor, their affiliates and their respective advertising and marketing agencies, Contest administrators, judges and persons domiciled with any of the above. The Collector is the individual in whose name the Collector Number has been established with or, in the case of a Business Collector, the principal associated with the Business Collector Number, as determined by LoyaltyOne. Canadian residence will be determined by the mailing address associated with the Collector Number. If you are not already an AIR MILES Collector you may become one by enrolling at www.airmiles.ca.

An email account is required to participate in this Contest. Many public libraries, retail businesses and others offer free access to computers and several Internet service providers and other companies offer free email accounts.

3. Agreement to Official Contest Rules: By participating in the Contest, you fully and unconditionally agree to and accept the Official Contest Rules and the decisions of the Contest Sponsor and its Contest administrators and judges, which are final and binding in all matters related to the Contest.

4. Contest Period: The Contest begins at **12:01 a.m. on February 6, 2019** and ends at **12:00 p.m. on February 20, 2019**. All times refer to Eastern Time ("ET") throughout the Contest Period and are subject to change, as determined by the Contest Sponsor in its sole discretion.

5. How to Enter: NO PURCHASE OR USE OF MILES IS NECESSARY. To receive one (1) entry into the Contest, a Collector must follow the online instructions to complete and submit an electronic ballot entry on <https://notablelife.com/air-miles-win-your-dreams-contest/> Each electronic ballot entry must be fully completed and include your first name, last name, date of birth, phone number, email address, Collector Number and a declaration that you agree to the Official Contest Rules.

Entry Limits and Odds: There is a limit of one (1) Contest entry per Collector Number during the Contest Period. The odds of winning will depend on the total number of eligible entries received during the Contest Period. If the Collector exceeds the limit of one (1) Contest entry per Collector Number during the Contest Period, any entry made after the date during the Contest Period on which the limit is reached, as determined by the Contest Sponsor, will be void.

6. Prize: There is one (1) Grand Prize available to be won. The Prize consists of twenty-five thousand (25,000) AIR MILES Reward Miles. Limit of one Prize per Collector Number.

AIR MILES Reward Miles Prize will be posted directly into the AIR MILES Collector Account of the confirmed Winner 6 to 8 weeks after the random drawing, which will take place on February 22, 2019. To ensure that the Winner receives the Prize in his or her preferred balance, Winner should ensure his or her balance preferences (between AIR MILES Cash and AIR MILES Dream Accounts) are set as desired prior to the Prize being posted in his/her Collector Account.

The approximate retail value of AIR MILES Reward Miles prize depends on the chosen method of use, available Reward options at the time of use, and the set preference between AIR MILES Cash and AIR MILES Dream Account balances. If used with AIR MILES Cash, 95 Cash Miles can be used in-store for \$10 towards purchases at participating AIR MILES Partners or 95 Cash Miles can be used online for eVouchers for \$10 worth of value at participating Reward Partners. If used for flights (1,200 Reward Miles minimum is required for flight redemption), value depends on destination chosen, date of travel and use of multiple carriers or suppliers. For example, one return economy flight in low season departure from Toronto, Ontario to Winnipeg, Manitoba is 2,000 Miles and has an approximate value of \$525 (Canadian) excluding taxes. Winner must pay applicable taxes, related transportation fees, governmental levies, excess baggage and other non-ticket costs. The value of AIR MILES Reward Miles used for non-flight Reward options depends on Reward options in effect at the time of use. AIR MILES Reward Miles prize is subject to the Terms and Conditions of the AIR MILES Reward Program as amended from time to time. The Miles Prize is not transferable or convertible to cash and must be accepted as awarded.

7. Winner Selection: A random drawing for the Grand Prize will be held on February 20, 2019 at approximately 12:01 p.m. in Toronto, Ontario, from among all eligible entries received during the Contest Period, by an independent judging organization whose decisions will be final and binding. To be declared a Winner, the selected entrant must be an AIR MILES Collector and must first correctly answer, unaided, a time-limited mathematical skill-testing question to be administered at a prearranged time by telephone and otherwise comply with the Official Contest Rules. The Contest Sponsor or its representatives will make reasonable attempts to contact the selected entrant at the email address and/or telephone number(s) recorded in respect of his/her AIR MILES Collector Number. If a selected entrant cannot be contacted or has not responded within **four (4) days of the date when contact was first attempted**, is not eligible in accordance with these Official Contest Rules, does not correctly answer the mathematical skill-testing question or otherwise comply with these Official Contest Rules, then the selected entrant is disqualified and will not receive the Prize and another entrant may be selected. Selected entrant must sign and return to the Contest Sponsor within **four (4) days of receipt** a Prize Acknowledgement and Release Form, which includes a standard declaration of compliance with the Official Contest Rules and Release Form to be awarded the Prize. Failure to sign and return the Prize Acknowledgement and Release Form within **four (4) days of receipt** will result in forfeiture of the Prize and selection of another entrant. The Prize will be delivered

to the Winner on the dates and times prescribed in Section 6 after the random drawing.

8. General:

The Contest Sponsor reserves the right to use the Winner's name, city of residence, comments, likeness, photograph, voice and statements without further compensation, about any advertising and publicity carried out by or on behalf of the Contest Sponsor in relation to the Contest or the AIR MILES Reward Program, in any media throughout the world in perpetuity. The Winner's first name, last name initial and City of residence may appear on www.airmiles.ca.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest in Quebec may be submitted to the *Régie des alcools, des courses et des jeux* (the "Régie") for a ruling. For Quebec residents, any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

Subject to the jurisdiction in Quebec of the Régie, the Contest Sponsor reserves the right, at its sole discretion, to substitute each Prize with one of equal or greater value, to cancel, terminate, amend or suspend the Contest without prior notice at any time and for any reason including without limitation, if viruses, bugs, unauthorized human intervention, attempts to disrupt the Contest or other causes beyond the Contest Sponsor's control corrupt or affect the administration, security, fairness or proper play or conduct of the Contest. In no event, will the Contest Sponsor be liable for more prizes (in quantity or amount) than that specified in the Official Contest Rules.

The Contest Sponsor is not responsible for any technical, hardware, software or telephone failures of any kind, or lost or unavailable network connections or garbled or deleted computer network transmissions, or failed, incomplete, garbled, misdirected or lost entries or inaccurate capture of entry or use of Miles information, even if it limits the ability to participate in the Contest. Any entry that occurs after a system failure is deemed a defective entry and is void and will not be honoured. The Contest Sponsor is not responsible for any injury or damage to persons (including the Winner) or property arising from the Contest or Prize, or which may be caused, directly or indirectly, in whole or in part, from accessing or transmitting any material from the Website regardless of whether the material was prepared by the Contest Sponsor or a third party or is connected to the Website by hyperlink. All entries must be received during the Contest Period. All entries and prize claims are subject to verification by Contest Sponsor and will be void if not obtained through legitimate channels, or if not original, or if obtained other than in compliance with these Official Contest Rules. The Contest Sponsor will not accept screenshots or other evidence of winning or entry in lieu of its verification process. Proof of sending is not proof of receipt. All entries become the property of the Contest Sponsor and will not be returned.

Electronic entries must be made only by the original, manual keystrokes of the individual entrant. Use of any automated system including robotic or form-filling software to enter or participate is prohibited and will result in disqualification of all entries by anyone using such assistance.

The Contest Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be

tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Contest Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Contest Sponsor reserves the right to seek damages from any such person fully permitted by law. The Contest Sponsor's failure to enforce any term of these Official Contest Rules shall not constitute a waiver of that provision.

By entering this Contest, each entrant expressly consents to LoyaltyOne, the Contest Sponsor, their agents and/or representatives storing, sharing and using the personal information submitted with his/her entry only for administering the Contest and in accordance with these Official Contest Rules and the Contest Sponsor's privacy policy (available at: <https://notablelife.com/privacy-policy>). This section does not limit any other consent(s) that an individual may provide the Contest Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Contest is subject to all applicable laws.

The name of the Winner may be obtained by sending a request with a self-addressed postage stamped envelope to **Notable Life, Win Your Dreams Contest – Winner's list request**, until September 30, 2019.

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