

## **The Star Advisers CONTEST RULES & REGULATIONS – Monthly Draws**

1. **CONTEST PERIOD:** The Star Advisers Contest (the “Contest”) commences on 12:00:01 a.m. Pacific Time on January 1, 2017 and ends at 11:59:59 p.m. Pacific Time on December 31, 2017 (the “Contest Period”). The Contest is being sponsored by the Toronto Star, a division of Toronto Star Newspapers Limited (the “Sponsor”). Vision Critical Communications Inc. (“VCCI”) has been retained by the Sponsor to administer the Contest. The Sponsor is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s).
2. **ELIGIBILITY:** This Contest is open to all registered members of the Star Advisers Panel and other individuals directly contacted by VCCI and invited to participate in the Profiling Study (“Entrants”). All Entrants must be individuals legally residing in Canada, excluding residents of Quebec, and who are the age of majority in their Province or Territory of residence at the time of entry into the Contest. VCCI and Sponsor reserve the right to require proof of age and jurisdiction of residence prior to awarding any prize. If a minor is selected, the parent or legal guardian of the selected entrant must sign an affidavit, in order for their child to be declared the winner. The prize will be issued in the parent or legal guardian’s name. Employees, agents and representatives of the Sponsor and its subsidiaries and affiliates, VCCI and its subsidiaries or affiliates and each of their respective advertising and promotion agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.
3. **PRIZES:** There are 11 random draws (the “Draws”) in the Contest consisting of five (5) cash prizes of fifty (\$50) each (the “Prizes”) for an aggregate of \$250 in Prizes to be given away each month during the Contest Period. All Prizes are to be awarded in Canadian dollars. Winners will be drawn within five (5) days of each of the Contest close dates (the “Draw Dates”). All Prizes will be awarded by VCCI’s prize provider, Paylution/HyperWALLET (“Prize Provider”) in the form of a cheque, virtual pre-paid VISA card, bank deposit or other options offered by Prize Provider (such options are subject to change) in accordance with the Prize Awarding requirements set out below.
4. **HOW TO PARTICIPATE:** The Contest is offered electronically via the Internet. All Entrants who are registered members of the Star Advisers Panel are automatically entered into the Contest. All other Entrants may enter the Contest by following the link in the Entrant’s invitation to the Profiling Questionnaire Study website, and completing the study online. These Entrants will receive one entry for every study completed during the Contest Period. Completion of the Star Advisers Survey is not required to enter the Contest. Entrants may enter the Contest by using the alternate means of

Contest entry set out in item 5.

5. NO PURCHASE NECESSARY TO ENTER OR WIN - ALTERNATE MEANS OF CONTEST ENTRY: Entrants may receive one (1) entry for each of the Draws by legibly printing the Entrant's name, street address, city, province, postal code, telephone number, complete email address, and the path to the survey for which the Entrant was selected (URL address) on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Vision Critical Communications Inc. The Star Advisers Panel Contest, Vision Critical Communications Inc., 200 Granville St, Vancouver, BC V6C 1S4. Please note: the URL address of the survey is necessary to identify the specific contest being entered. Mail-in entries that do not include the URL address will not be valid.
6. CONTEST DRAW(S): Draws will be held in Vancouver, British Columbia on each of the Draw Dates from all eligible entries received. Winners will be determined by random drawing from all eligible entries received by VCCI. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry.
7. PRIZE AWARDING: Prizes will be awarded only on verification by VCCI that all contest requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Sponsor which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at the email address listed on the VCCI systems, or on the mail-in entries. VCCI will notify the winner by email within fifteen (15) days of the Draw Date. The winner will have two (2) calendar days from notification to accept the Prize by email. VCCI is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted within the allotted time VCCI reserves the right to void that entry and select another eligible Entrant for that Prize. In order to be declared an official winner, the selected Entrant(s) must correctly answer a time-limited skill-testing mathematical question without mechanical or other assistance. The selected Entrants will be required to complete, sign and return to VCCI a Declaration and Release Form within two (2) days of receipt. If a selected Entrant(s) fails to complete, sign and return the Declaration and Release Form to VCCI within two (2) days and/or provides an incorrect answer to the skill-testing mathematical question, the Sponsor reserves the right to void that entry and select another eligible Entrant for that Prize. By completing, signing and returning the Declaration and Release Form, the Entrant (i) confirms compliance with these Contest Rules and Regulations, (ii) releases and forever discharges the Sponsor, its affiliates and subsidiaries, VCCI, its affiliates and subsidiaries and their respective advertising and promotional agencies from all claims, demands, damages, actions and causes of action

arising or to arise by reason of the acceptance or use of the Prize, (iii) consent to VCI providing the Entrant's name, email address and province/state details to Prize Provider for Prize Provider to contact the Entrant to fulfill the Prize; (iv) acknowledge that to fulfill the Prize, the Entrant may be required to set up a password-protected account with Prize Provider and provide the following information: date of birth, gender, mailing address and certain banking information (if Entrant elects to redeem the Prize by bank deposit (where such option is available; other options for redemption may include cheque, virtual VISA card, or other options offered by Prize Provider) and agree to Prize Provider's Terms & Conditions, and (v) gives permission to the Sponsor and VCCI, at their option, to publish or otherwise use the Entrant's name, address, photograph, voice and comments, without compensation, in any publicity carried out by the Sponsor or VCCI or their respective advertising agencies. Prizing will be awarded within four (4) to six (6) weeks after receipt of the signed and fully completed Declaration and Release Form, including the correct answer to the skill testing mathematical question. Cheque payments will be delivered via Canada Post. VCCI is not responsible for and shall not be liable for late, lost, or misdirected communication from the Star Advisers Panel website to the official winners email address.

8. **CONTEST GENERAL RULES:** By entering the Contest, Entrants agree to abide by these Contest Rules and Regulations and the decisions of VCCI and Sponsor, which are final.
9. **DISQUALIFICATION:** Neither the Sponsor or VCCI are responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Contest or the operation of the Star Advisers Panel website or any other VCCI hosted website, as determined by VCCI, in its sole discretion, will be disqualified. If disqualified for any of the above abuses, VCCI reserves the right to terminate the Entrant's eligibility to participate. In the event any portion of this Contest is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of VCCI, which in the sole opinion of VCCI, corrupts or impairs the administration, security, fairness or proper entry into the contest, VCCI reserves the right, in its sole discretion, to suspend or terminate the Contest and to award Prize(s) to individual(s) selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Contest Rules and Regulations.

10. TAX INFORMATION: Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.
11. QUEBEC RESIDENTS: Contest is open to all residents of Canada, excluding Quebec.
12. REST OF CANADA: For residents of all provinces other than Quebec, any litigation must be commenced in the City of Vancouver, British Columbia.
13. APPLICABLE LAWS: This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited or restricted by law.
14. PRIZE DISCLAIMER: The Sponsor is solely responsible for the delivery of the Prizes to the Prize winners, as declared by VCCI. VCCI shall not be responsible or liable to Entrants for any losses, damages or costs incurred as a result of Entrants entering the Contest or use of a Prize won in connection with this Contest or the failure by the Sponsor to deliver the Prize to the winner in accordance with the Contest Rules and Regulations. By participating in the Contest, each Entrant agrees to release and hold harmless VCCI and Sponsor and their respective employees, officers, directors, shareholders, agents, representatives,, parent companies, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

Any Prize awarded will be delivered by the Sponsor, VCCI or by a third-party retained by the Sponsor or VCCI for the purpose of fulfilling the prize (in which case the Entrant consents to the disclosure of his/her name, address and such other personal information as is required for the limited purpose of delivering the prize to the winner)

15. DATA PROTECTION NOTICE: Entrants' personal information is protected by Vision Critical's Privacy Policy. The Vision Critical Privacy Policy can be found at the bottom of the survey page labeled "Privacy Policy" or to view the VCCI Privacy Policy log on to the VCCI website at [www.visioncritical.com](http://www.visioncritical.com) and select Privacy Policy.

Entrants can only win one monthly draw prize during the Contest Period. Only one Toronto Star contest prize of a \$500.00 value or more can be won per household in any 12-month period. The Sponsor reserves the right to cancel or modify the Contest or the Contest Rules at any time without notice. General/Internet: If for any reason the mail, printed or Internet entry portion

of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, mail interruption or any other causes beyond the control of the Sponsor or VCCI which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. The Sponsor and VCCI assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, the entries. The Sponsor and VCCI are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment or software as a result of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to the entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest.

**CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE ANY WEBSITE OR OTHER COMPONENTS OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.**