

**RONA AIR MILES® Cash Contest
(The "Contest")**

Official Contest Rules

The Contest is open only to Canadian resident AIR MILES Collectors. See Rule 2 below.

1. **Contest Sponsor:** LoyaltyOne, Inc. doing business as AIR MILES or the AIR MILES Reward Program (the "Contest Sponsor"), 438 University Ave, Suite 600, Toronto, Ontario, M5G 2L1.
2. **Eligibility:** The Contest is open only to Canadian resident AIR MILES Collectors who have reached the age of majority in his/her province or territory of residence except for employees, representatives and agents of Contest Sponsor, or the participating sponsor RONA Inc. ("Participating 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 Account has been established or, in the case of a Business Collector, the principal associated with the Business Collector Account, as determined by the Contest Sponsor. Canadian residence will be determined by the mailing address associated with the Collector Account. If you are not already an AIR MILES Collector you may become one by enrolling online at www.airmiles.ca.
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 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 **12:00:01 a.m. on April 15, 2013** and ends at **11:59:59 pm on April 30, 2013** (the "Contest Period"). All times refer to Eastern Time ("ET") throughout the Contest.
5. **How to Enter: There are two (2) ways to enter:**
 - a. Make a qualifying AIR MILES Cash redemption with a purchase at a Participating RONA location during the Contest Period to get one (1) entry into the Contest. There is a limit of one entry per qualifying AIR MILES Cash redemption transaction, to a maximum of 75 entries per Collector Account per day using the redemption method of entry. Each individual redemption transaction will result in a maximum of one contest entry even if more than 95 reward miles are redeemed in a transaction.

You can redeem AIR MILES reward miles in the Cash balance of your AIR MILES Collector Account in increments of 95 reward miles for \$10 off your purchases at participating AIR MILES Sponsor locations to a maximum of \$750 per day. You must first activate your Collector Account by setting your balance preference to allocate some or all of the reward miles you earn after activation to your Cash balance. Visit airmiles.ca/cash to learn more. You must have accumulated sufficient reward miles in the Cash balance of your Collector Account in order to redeem reward miles towards your purchases at Participating Sponsor locations. Purchases are required to accumulate reward miles. You must inform the Participating Sponsor that you want to redeem reward miles and present your Collector Card at time of purchase. All Rewards offered are subject to the Terms and Conditions of the AIR MILES Reward Program, are subject to change and may be withdrawn without notice. For complete details, visit airmiles.ca.

- b. **No Purchase Necessary (mail-in entry).** To enter the Contest without a purchase, you can hand-print your name as printed on your AIR MILES Collector Card, your AIR MILES Collector Account number, complete mailing address and telephone number on a plain piece of paper and mail the entry in a postage-paid/stamped envelope to the following address: "RONA AIR

MILES Cash Contest" c/o Promotion Solutions, Dept 2775, BOX 9500 Lakeshore West PO, Oakville, ON, L6K 0G4. No mechanical reproductions permitted. Each mailed entry must be in a separate postage-paid envelope – limit one entry per envelope. Any mailed entry that does not comply with the criteria detailed herein, is opened, mutilated, altered, copied, lost, not received or in any way illegible will be void. Each mailed entry will be treated as one (1) entry in the Contest. Limit of 75 mail-in entries per Collector Account per day. Mailed entries must be post-stamped by April 30, 2013 and received by May 15, 2013. Mail-in entries will not be acknowledged.

- c. **Entry Limit.** There is a limit of 75 entries per Collector Account per day, regardless of the method of entry.
6. **Prizes:** There are three Prizes available to be won, each consisting of Ten Thousand (10,000) AIR MILES® reward miles (each a "Prize").

Limit of one Prize per AIR MILES Collector Account.

The approximate retail value of AIR MILES® reward miles depends on the chosen method of redemption, available reward options at the time of redemption, and the set preference between AIR MILES Cash and AIR MILES Dream balances. If redeemed for AIR MILES Cash, 95 reward miles can be redeemed for \$10 towards purchases with AIR MILES Cash in stores at participating AIR MILES Sponsors. If redeemed for flights (950 reward mile minimum 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 from Toronto, Ontario to Winnipeg, Manitoba is 1750 AIR MILES reward miles and has an approximate value of \$525.00 (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 redeemed for non-flight reward options depends on reward options in effect at the time of redemption. AIR MILES reward miles are subject to the terms and conditions of the AIR MILES Reward Program as amended from time to time. Prize is not transferable or convertible to cash and must be accepted as awarded.

7. **Winner Selection:** A random draw for all prizes will be held on May 22, 2013 at 2:00 p.m. in Oakville, Ontario, from among all eligible entries received during the Contest Period, by an independent judging organization whose decisions will be final and binding. In order to be declared a confirmed winner, selected entrant must correctly answer, unaided, a time-limited mathematical skill-testing question to be administered at a pre-arranged 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 telephone number(s) recorded in respect of his/her Collector Account Number, failing which, the Prize will be forfeited and an alternate entrant will be randomly selected. Selected entrant must sign and return to the Contest Sponsor within 10 days of receipt a Prize Acknowledgement and Release Form, which includes a standard declaration of compliance with the Official Contest Rules and release form in order to be awarded the Prize. Failure to sign and return the Prize Acknowledgement and Release Form within 10 days of receipt will result in forfeiture of the Prize and selection of another entrant. If a selected entrant cannot be contacted or has not responded within two weeks of the date when the contact was first attempted or does not otherwise comply with the Contest rules, the selected entrant will forfeit the Prize and another entrant will be selected.
8. The chance of winning a Prize will depend on the total number of eligible entries received.
9. **Prize Details:** Each AIR MILES® reward miles Prize will be posted directly into the AIR MILES® Collector Account of the winner 4-6 weeks after confirmation of the winner of that Prize. To ensure that winners receive the Prize in their preferred balance, each winner should ensure his/her balance preferences (AIR MILES® Cash balance and AIR MILES® Dream balance) are set as desired prior to the Prize being posted in his/her Collector Account.

10. **General:**

The Contest Sponsor reserves the right to use any confirmed winner's name, city/province or territory of residence, likeness and/or photograph, voice and statements without further compensation, in connection with 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, including posting winner's name on the Contest website or in other advertising.

For Québec residents, any litigation respecting the conduct or organization of a publicity contest in Québec may be submitted to the Régie des alcools, des courses et des jeux (the "Régie") for a ruling. For Québec 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 Québec of the Régie, the Contest Sponsor reserves the right, at its sole discretion, to substitute a 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.

Neither the Contest Sponsor nor Participating 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 information or inaccurate posting of number of entries an entrant may have, 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 or property arising from the Contest or any prize, or which may be caused, directly or indirectly, in whole or in part, from accessing or transmitting any material from the Contest website or any Contest Sponsor regardless of whether the material was prepared by the Contest Sponsor or a third party or is connected to the website by hyperlink. Any entry which is in violation of these Official Contest Rules or received after the end of the Contest Period is void. All entries and prize claims are subject to verification by Contest Sponsor and will be void if obtained other than in compliance with these Official Contest Rules. The Contest Sponsor will not accept screen shots or other evidence of winning 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.

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 to the fullest extent 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.

The Contest Sponsor uses the AIR MILES Collector Account number to track entry into this Contest. The Contest Sponsor uses the entrants' entry information in accordance with the AIR MILES Reward Program Privacy Policy (see "Privacy" link at airmiles.ca). The Contest is subject to all applicable laws.

The names of the winners may be obtained by sending a request with a self-addressed postage

stamped envelope to **RONA AIR MILES Cash Contest**", Attention: RONA CS, 625 President Kennedy Avenue, Montreal, Quebec, H3A 1T9 until July 31, 2013.

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