

Colouring Contest

Rules & Regulations

OFFICIAL RULES AND REGULATIONS

1. CONTEST PERIOD:

The Contest (the "Contest") begins on April 17, 2020 at 12:01 a.m. Mountain Standard Time ("MST") and ends on April 30, 2020 at 11:59 p.m. MST (the "Contest Period").

2. ELIGIBILITY:

Contest is open only to residents of Manitoba who are eighteen (18) years of age or older at the time of entry, except employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Audi Winnipeg (the "Sponsor"), AutoCanada Inc., and each of their respective parent companies, subsidiaries, affiliates, dealers, prize suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation, administration, judging or fulfillment of the Contest (collectively, the "Contest Parties").

3. HOW TO ENTER:

NO PURCHASE NECESSARY. During the Contest Period, eligible entrants can earn a maximum of one (1) Entry (each, an "Entry" and collectively, the "Entries") in one (1) of the following one (1) ways:

- Download the Audi Colouring Book, Colour and submit one of the graphics, along with your Name, Date of Birth and Phone Number to hello@audiwinnipeg.com

To be eligible, your Entry (regardless of the method of entry) must be submitted and received within the Contest Period in accordance with these Official Rules and Regulations (the "Rules"). All eligible Entries submitted and received during the Contest Period in accordance with these Rules will be entered into the random draw to select the Finalist (defined below).

4. ENTRY LIMIT:

There is a limit of one (1) Entry per person during the Contest Period, regardless of the method of entry. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) obtain more than one (1) Entry; and/or (ii) use multiple names, identities, email addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the

Sponsor. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

5. VERIFICATION:

All Entries (regardless of the method of entry) are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor - including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Contest will be the Sponsor's Official Clock(s).

6. FINALIST SELECTION PROCESS - ONE FINALIST:

On May 15th, 2020 (the "Finalist Draw Date") in Winnipeg, MB at approximately 4:00 p.m. CST, one (1) eligible Finalist will be selected by a voting system. The participant with the most amount of votes at the end of the voting period (May 1st-May15th, 2020) will be the winner. The odds of being selected as the eligible Finalist depend on the number of eligible Entries submitted and received during the Contest Period in accordance with these Rules.

7. FINALIST NOTIFICATION PROCESS:

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact the eligible Finalist within two (2) business days of the Finalist Draw Date. If the eligible Finalist cannot be contacted within two (2) business days of the Finalist Draw Date, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to be the Finalist and to receive any Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received during the Contest Period in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Finalist).

8. FINALIST NOTIFICATION PROCESS:

BEFORE BEING DECLARED THE CONFIRMED FINALIST (the "Finalist"), the eligible Finalist will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within two (2) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "Released Parties") from any and all liability in connection with this Contest and his/her participation therein (including, without limitation, the awarding,

receipt, use and/or misuse of the applicable Prize); and (iii) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. If the eligible Finalist: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot be (or is unwilling to be) the Finalist for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to be the Finalist and to receive any Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received during the Contest Period in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Finalist).

9. THE PRIZE:

The four (4) finalist will win one (1) prize (the "Prize") consisting of a hat of your choice and an Audi Lego set (Max Value = \$97).

IMPORTANT NOTE: In the Event the Prize is NOT won by the Finalist in accordance with these Rules, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received during the Contest Period in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible Finalist).

Prize must be accepted as awarded and is not transferable or assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater value.

11. GENERAL CONDITIONS:

All Entries become the property of the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. By participating in this Contest, you are agreeing to be legally bound by the terms and conditions of these Rules. ANYONE DETERMINED TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of any Website during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry (regardless of the method of entry) to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any

injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy, unless the entrant otherwise agrees.

If due to printing, production, online, internet, computer or other error of any kind, more prizes or gas cards are claimed than intended to be distributed or awarded according to these Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid prize claims and/or conduct a random draw from amongst all eligible prize claimants to award the correct number of prizes. In no event will the Sponsor be liable for more than the stated number of prizes or gas cards in these Rules.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or time frames stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion,

affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials; the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.