

THE OFFICIAL RULES

The **Irreplaceable Movie Giveaway** includes a giveaway where entrants will have the opportunity to win one of four prizes of four tickets to see "**Irreplaceable**" and one copy of the book "**Why Family Matters**" based on their online registration for the giveaway and the successful drawing of their name at random. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS COMPETITION. COMPETITION WINNERS MUST SUCCESSFULLY FULFILL ALL COMPETITION REQUIREMENTS. YOUR PARTICIPATION IN THE COMPETITION CONSTITUTES ACCEPTANCE OF AND AGREEMENT TO ALL OF THESE OFFICIAL RULES. THIS COMPETITION IS VOID WHERE PROHIBITED.

COMPETITION DATES AND TIMES: The Competition begins on April 8, 2014 at 12:00:01 PM Eastern Time ("ET"), and ends on April 30, 2014 at 11:59:59 PM PT (the "Competition Period").

SPONSOR AND ADMINISTRATOR: The Giveaway is sponsored by Focus On The Family Canada (the "Sponsor"), with Graf-Martin Communications of Elmira, Ontario administrating.

The Sponsor shall not be responsible for typographical, printing or other inadvertent errors in these Official rules or other materials relating to the Competition.

ELIGIBILITY: Subject to additional restrictions set forth below, the Competition is only open to individuals who are: (i) 13 years of age or older(ii)and a resident of Canada.

Competition winners must successfully fulfill all of Sponsor requirements. A qualified member shall be an "Entrant" for purposes of these Official Rules. This Competition is not open to employees, officers, directors or students of the Sponsor, the Sponsor's parents, affiliated and subsidiary companies, advertising and promotion agencies, legal and financial advisors and any and all other companies associated with this Competition (collectively the "Group"), and their respective immediate families. "Immediate family" is defined as: parents, spouses, children and siblings regardless of where they live, or any persons living in the same household as anyone belonging to the Group. The Competition is void and not available outside of Canada or where prohibited by law.

HOW TO ENTER COMPETITION: No purchase is necessary. Prizes will be drawn at random from the eligible entries received online. Entries must be submitted during the times set forth in the Section titled Competition Dates and Times set forth above.

ENTRY TERMS: By entering, Entrants agree to, accept and will comply with Focus on the Family Canada's privacy policy <http://www.focusonthefamily.ca/privacy/collection-of-information>.

This privacy policy is located at the website provided and with these complete Official Rules. The Entrant further represents, warrants and agrees that he/she: (i) consents to the submission and use of the Entrant's work and pictures in the Competition including without limitation, its posting on the Internet in connection with the

Competition; (ii) has obtained the required permissions and legal clearances and will make them available to the Sponsor upon request; and (iii) has obtained the required permits from local authorities and other regulatory permissions and will make them available to the Sponsor upon request.

DISQUALIFICATION: Sponsor reserves the right to verify the legitimacy of all submitted reports by an Entrant. Entrant must provide proof of report within 72 hours of attempted notification. If the appropriate proof(s) are not received as directed, the Entrant will be disqualified from any further participation in the Competition and any unused prizes shall be forfeited and returned to Sponsor even if the Entrant's name may have been shown/announced online. Sponsor reserves the right to disqualify any Entries if, in the Sponsor's sole and absolute discretion, it is an Entry that: (i) uses trademarks, logos, copyrighted material or any other proprietary or intellectual property rights not owned by Entrant or used without permission (such as company names, music, photographs, works of art or images published on or in websites, television, books or other media); (ii) contains profanity, pornographic or sexual content, content promoting alcohol, illegal drugs, tobacco, or firearms or weapons, or hateful content of any kind (including racism, sexism, etc.), content that promotes violence or harm to another living creature; (iii) defames, misrepresents or contains disparaging remarks about other persons or companies; or (iv) contains materials embodying the names, likenesses, photographs or other identifying elements of any person, living or dead, without permission. If the Sponsor, in their sole discretion, believe the Entry, the awarding of the prize or the Competition itself violates any applicable law, rules or regulations, the Sponsor may at any time and without liability to any person disqualify an Entry, refuse to award a prize, or suspend, modify, or cancel all or any part of this Competition. Sponsor reserves the right, in their sole discretion, to disqualify any Entrant found tampering with the Entry process or Entry materials, and to suspend, modify, or cancel all or any part of this Competition for any reason or no reason at all.

PRIVACY: Any personal information collected from the Competition (including from an Entry) shall be used and disclosed only in a manner consistent with the consent given by Entrants at the time of Entry, with these Official Rules, and with the Privacy Policies which can be found at <http://www.focusonthefamily.ca/privacy/collection-of-information>. All Competition information is collected in Canada. Entrants agree that in consideration of their participation in the Competition, Sponsor, or any third party in Sponsor's sole discretion including Facebook shall have the right and permission in Sponsor's sole discretion to edit, adapt, modify, reproduce, publish, promote, display or otherwise use their name, city and state of residence, photograph, video, testimonial, image or other likeness and/or prize information or personal exposition (and/or any edited portion thereof) for promotional, advertising and/or publicity purposes in any media, now or hereafter known throughout the world in perpetuity, without compensation or notice to, or further consent of, the Entrant to the extent permitted by law.

JUDGING CRITERIA/NOTIFICATION OF WINNERS/PRIZES: Winners will be chosen at random from the eligible entries received online. All eligible

Entries received during the competition that have satisfied the technical and content requirements set forth in these Official Rules and on the Competition site.

A total of 4 prizes will be given away to 4 winners over the contest period.

Prizes are described below under "Prizes."

Notification. The winners of Competition rewards will be notified by telephone and/or email on or about **24 hours after the final draw. The final draw will take place no later than May 2, 2014.** If a winner fails to properly respond to and return all information needed within the time noted by Sponsor for prize, or if a winner is found not to be eligible or not in compliance with these Official Rules and conditions, the winner will be disqualified and another winner will be chosen at random, as applicable, and notified (time permitting) at the sole discretion of the Sponsor.

Prizes. Subject to compliance with these Official Rules, the four winners will receive the prizes as outlined on the Competition Site. The total for all prizes being rewarded totals less than \$2,000 and will be distributed to individuals as outlined on the Competition Site and below.

Four prizes will be awarded to four winners

Each prize consists of:

One Family 4-pack (four tickets) for the film "Irreplaceable"
and

One copy of "Why Family Matters"

DISCLAIMERS AND TERMINATION OF COMPETITION: Sponsor and its respective parents, subsidiaries, affiliates, clients, partners and each of their respective officers, directors, shareholders, agents and employees, and any Internet access providers (collectively "Released Parties") are not responsible for incorrect or inaccurate entry of information, human error, technical malfunction, lost/delayed data transmission, omission, interruption, deletion, defect, line failure of any telephone, computer or other network, computer equipment, software or any combination thereof, problems uploading or downloading any Competition-related materials from the web site, or for late, lost, damaged, misdirected, incorrect or incomplete Entries. For purposes of these Official Rules, receipt of Entry occurs when the Entrant completes and submits a report using the report form as stated on the Competition Site. Sponsor is not responsible if the Competition cannot take place or if prizes cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism or other circumstances beyond the reasonable control of Sponsor. If, in Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Competition, or if technical difficulties compromise the integrity of the Competition, the Sponsor reserve the right to invalidate suspect Entries or votes, terminate all or any part of the Competition and award the prizes in their sole discretion. The use of any automated launching or entry software or any other mechanical or electronic means that permits the participant to automatically enter or report back repeatedly is prohibited. In the event of a dispute as to the identity of an Entrant based on an e-mail address, the authorized member account holder will be viewed as the Entrant. Further, the Entry in question due to identity dispute may be

disqualified at the sole discretion of Sponsor. Should the Competition be terminated prior to the stated expiration date, Sponsor will endeavour to post notice of termination at www.GrafMartin.com.

RELEASE AND INDEMNITY: By participating in the Competition, all Entrants, including without limitation all prize winners agree to release and hold harmless Sponsor, its advertising and promotion agencies and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, and the judges, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Competition, or possession, acceptance and/or use or misuse of prizes or participation in any Competition-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Entrant agrees not to instigate, support, maintain, or authorize any action, claim, or lawsuit against Sponsor and its successors, assigns, investors, and licensees, or any other person in connection with this Competition, on the grounds that any use of any Entry, or any derivative works, infringe or violate any of Entrants' rights therein.

ALL ENTRANTS ACCEPT THE CONDITIONS STATED IN THESE OFFICIAL RULES, AGREE TO BE BOUND BY THE DECISIONS OF THE JUDGES AND SPONSOR AS APPLICABLE, REPRESENT, WARRANT AND AGREE THAT THEY ARE ELIGIBLE TO PARTICIPATE IN THIS COMPETITION, THAT THEY HAVE THE RIGHT TO GRANT THE RIGHTS RELATIVE TO THE ENTRIES AS PROVIDED HEREIN, AND THAT THEY RELEASE SPONSOR FROM AND AGAINST ALL CLAIMS AND DAMAGES ARISING IN CONNECTION WITH THEIR PARTICIPATION AND/OR ENTRY IN THE COMPETITION, SPONSOR'S USE OF THE ENTRIES, AND/OR THE AWARDING OF OR USE OF ANY PRIZE AWARDED IN THIS COMPETITION, INCLUDING BUT NOT LIMITED TO LIABILITY/ DAMAGES FOR PERSONAL INJURY, BODILY INJURY, WRONGFUL DEATH OR DISABILITY, DAMAGE TO PROPERTY AND DAMAGE OR LOSS OF ANY KIND. ANY ATTEMPT TO DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. ENTRANTS AND THEIR PARENTS, AND LEGAL GUARDIANS AGREE TO INDEMNIFY AND HOLD HARMLESS THE SPONSOR AND THEIR SUCCESSORS, ASSIGNS AND LICENSEES FROM AND AGAINST ANY AND ALL CLAIMS, LOSSES, DAMAGES OR LIABILITY (INCLUDING REASONABLE ATTORNEYS' FEES AND EXPENSES) THAT MAY BE ASSERTED AGAINST OR INCURRED BY ANY OF THEM AT ANY TIME, IN CONNECTION WITH ENTRY, OR USE THEREOF, OR BY THE ENTRANT'S BREACH OF ANY AGREEMENT (INCLUDING WITHOUT LIMITATION THESE OFFICIAL RULES) OR WARRANTY ASSOCIATED WITH THE COMPETITION.

GRANT: By entering this Competition and in consideration of the Entrant's participation therein, and to the extent allowed by law, each Entrant grants to the Sponsor and their successors, assigns, investors and licensees the absolute, royalty-free, irrevocable, perpetual, nonexclusive, assignable, sub-licensable right and permission to reproduce, translate, edit, modify, publish, exploit, distribute, display, transmit and use his or her Entry and the content of and elements embodied in such

Entry in perpetuity in any and all media including but not limited to digital and electronic media, computer, audio and audiovisual media (whether now existing or hereafter devised), in any language, throughout the world, and in any manner, for trade, advertising, promotional, commercial, or any other purposes without further approval or consideration. Except where prohibited by Entrant's local law, Entrants waive in favour of the Sponsor, assigns and licensees any and all claims that Entrants may now or hereafter have in any jurisdiction in respect of "moral rights" or "droit moral" or unfair competition with respect to their exploitation of Entries without further compensation to Entrants of any kind.

WINNERS LIST: The names of the Prize Winners will be posted on the Competition Site and other Internet venues. Sponsor will not be required to enter into any correspondence, including e-mail, with non-winning Entrants.

PRIVACY: Graf-Martin Communications takes your privacy seriously and are dedicated to preserving your privacy online. We all know how annoying it is to receive spam and emails from lists to which you never subscribed. If You Signed Up as a member at GrafMartin.com: Once you sign up as a member at GrafMartin.com, you are agreeing to receive emails from Graf-Martin Communications and its staff for the purpose of informing you about new campaign opportunities. Graf-Martin Communications will NEVER sell your information to another company for the purpose of profit or add you to a spam list of any kind. Graf-Martin Communications will keep your information in our database and never share it with a third party, unless you sign up for a particular campaign (see below). You may cancel your general Graf-Martin Communications membership at any time by emailing us at info@GrafMartin.com. If You Signed Up for a Particular Campaign on GrafMartin.com: Once you sign up for a particular campaign within GrafMartin.com, there are 2 ways in which your information may be shared:

- Oftentimes, our Clients request demographic information for the team members representing the campaign for their product or event. Graf-Martin Communications may share your demographic information with these Clients for marketing purposes or for the purpose of shipping you promotional materials related to the campaign. However, Graf-Martin Communications will only allow this when Clients agree to keep your information proprietary and confidential and not share it with other parties.
- Your name and email address may be seen by other members who have also signed up for a particular campaign, solely for the purpose of collaborating and building unity with other team members in your campaign area. Therefore, please be mindful of the email address you provide at the time of sign-up so you can receive communication from other Graf-Martin Communications members. Abuse of Graf-Martin Communications members' privacy by other Graf-Martin Communications members will NOT be tolerated by Graf-Martin Communications, and any member who does so will automatically be removed from our database. You may withdraw from a certain campaign at any time by emailing us at info@GrafMartin.com

OVERALL PRIVACY INFORMATION: This Privacy Policy may be changed at any time. Please be responsible by reading and understanding the Privacy Policy before signing up as a member of this site. In the event that Graf-Martin Communications is sold or merged with another company, Graf-

Martin Communications may transfer information it collects, including any personal information, to the new company who will abide by a similar privacy policy. No one UNDER THE AGE of 13 will be able to participate in any of our campaigns.

CHILDREN'S PRIVACY: Graf-Martin Communications is committed to protecting the rights of our members and those who are under the age of 13. GrafMartin.com does not collect personal information from children under the age of 13. If you are under 13, you cannot join any campaigns that Graf-Martin Communications operates. GrafMartin.com seeks to comply with the Children's Online Privacy Protection Act instituted in April 21, 2000.

SKILL-TESTING QUESTION: Canadian residents selected as a winners will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a timed, mathematical skill-testing question, to be administered by Graf-Martin Communications, Inc. either by mail, telephone, e-mail, or fax (at its sole discretion) before the awarding of the prize.