

SHAW CABLESYSTEMS G.P.

SHAW “12 DAYS OF BRIGHTNESS” SOCIAL MEDIA CONTEST

(the “Contest”)

OFFICIAL RULES AND REGULATIONS

December 14, 2020 to December 25, 2020

TAG A FRIEND AND FOLLOW SHAW

TO BE ELIGIBLE TO BE ENTERED FOR A CHANCE TO WIN:

ONE OF TWELVE DAILY PRIZES FOR YOU AND A DAILY CASH PRIZE FOR THE CHARITY* OF YOUR CHOICE

(Valued as detailed below)

(the “Prizes”)

THE “12 DAYS OF BRIGHTNESS CONTEST” (THE “CONTEST”) IS INTENDED TO BE CONDUCTED IN BRITISH COLUMBIA, ALBERTA, SASKATCHEWAN AND MANITOBA ONLY (EXCLUDING QUEBEC) (THE “SHAW MOBILE FOOTPRINT”) AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE: (i) A LEGAL RESIDENT OF CANADA (EXCLUDING QUEBEC); AND ii) OF THE AGE OF MAJORITY OR OLDER IN THEIR PROVINCE OR TERRITORY OF RESIDENCE AT THE TIME OF ENTRY. VOID IN WHOLE OR IN PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “CONTEST RULES”).

This Contest is sponsored by Shaw Cablesystems G.P. (“Shaw”).

NO PURCHASE NECESSARY.

CONTEST RULES

HOW TO ENTER: All eligible residents of British Columbia, Alberta, Saskatchewan and Manitoba (excluding Quebec) who tag a friend and follow our Facebook or Instagram will be entered in a draw for a chance to win one of twelve (12) daily prizes as well as a cash prize for a charity* of their choice for the first 11 days: The daily prizes are as follows:

Monday, December 14, 2020: A year of Shaw Unlimited Mobile

(valued at approximately \$300)

+ \$1000 donated to a charity of your choice

Tuesday, December 15, 2020: Samsung Galaxy Tab A 8.4

(valued at approximately \$320)

+ \$1000 donated to a charity of your choice

Wednesday, December 16, 2020: Oculus Quest 2 Headset

(valued at approximately \$400)

+ \$1000 donated to a charity of your choice

Thursday, December 17, 2020: A year of Total TV

(valued at approximately \$1,140)

+ \$1000 donated to a charity of your choice

**Subject to the conditions outlined in Section 5 (c).*

Friday, December 18, 2020: LG Velvet 5G
(valued at approximately \$750)
+ \$1000 donated to a charity of your choice

Saturday, December 19, 2020: Samsung Galaxy S20 FE
(valued at approximately \$830)
+ \$1000 donated to a charity of your choice

Sunday, December 20, 2020: Smart Home Kit
(including Google Nest Hub, Google Nest Mini,
LIFX Smart LED Light Bulb, and TP-Link Smart WiFi Plug Lite)
(valued at approximately \$220)
+ \$1000 donated to a charity of your choice

Monday, December 21, 2020: Google Family Device Bundle
(including 2 x Pixel 4a's and 1 x Google Pixel 4a 5G)
(valued at approximately \$1640)
+ \$1000 donated to a charity of your choice

Tuesday, December 22, 2020: iPhone 12 Pro Max
(valued at approximately \$1,550)
+ \$1000 donated to a charity of your choice

Wednesday, December 23, 2020: A year of Fibre+ Gig Internet
(valued at approximately \$1,380)
+ \$1000 donated to a charity of your choice

Thursday, December 24, 2020: Galaxy Note20 Ultra
(valued at approximately \$1,820)
+ \$1000 donated to a charity of your choice

Friday, December 25, 2020: PS5 Console
(valued at approximately \$630)

(the "Daily Prizes")

**Subject to the conditions outlined in Section 5 (c).*

You can submit your entry using one of two ways:

Tag a friend and follow Shaw on our daily Facebook posts. You must have a Facebook account in order to participate in this Contest. If you do not have a Facebook account, visit <http://facebook.com> and register in accordance with the enrolment instructions for a free Facebook account.

Tag a friend and follow Shaw on our Instagram posts. You must have an Instagram account in order to participate in this Contest. If you do not have an Instagram account, visit <http://instagram.com> and register in accordance with the enrolment instructions for a free Instagram account.

Privacy settings must be set to public in order to enter.

1. **CONTEST PERIOD:** The Contest Period will begin at 9:00:00 a.m. Mountain Standard Time ("MST") on Monday, December 14, 2020, and will end at 11:59:59 p.m. MST. The contests will continue daily and conclude on Friday, December 25, 2020, (the "Contest Period") after which time the Contest will be closed and no further entries shall be accepted.

**Subject to the conditions outlined in Section 5 (c).*

2. **ELIGIBILITY:** To enter and to be eligible to win, the entrant must be a legal resident of British Columbia, Alberta, Saskatchewan and Manitoba (excluding Quebec). Proof of identification and

residence must be produced on request. Employees, officers and directors of Shaw and its partners and associate companies, their advertising and promotional agencies and their respective affiliates and associates, and such advertising and promotional agencies and their respective affiliates and associates, and such individual's immediate family members and persons with whom such individuals are domiciled, are not eligible to enter or participate in this Contest. For these official rules, "immediate family" refers to the father, mother, brothers, sisters, children, husband, wife or partner of such an employee, agent and/or representative. A winner of a Shaw contest within three (3) months preceding December 14, 2020, (including persons designated by such winners to take ownership of the Daily Prize) and persons domiciled with such a winner are not eligible to enter.

3. **ENTRY:** Maximum one (1) entry per individual per platform per day.

4. **DAILY PRIZES:**

There are twelve (12) Daily Prizes to be awarded as follows:

Monday, December 14, 2020: A year of Shaw Unlimited Mobile

(valued at approximately \$300)

+ \$1000 donated to a charity of your choice

Tuesday, December 15, 2020: Samsung Galaxy Tab A 8.4

(valued at approximately \$320)

+ \$1000 donated to a charity of your choice

Wednesday, December 16, 2020: Oculus Quest 2 Headset

(valued at approximately \$400)

+ \$1000 donated to a charity of your choice

Thursday, December 17, 2020: A year of Total TV

(valued at approximately \$1,140)

+ \$1000 donated to a charity of your choice

Friday, December 18, 2020: LG Velvet 5G

(valued at approximately \$750)

+ \$1000 donated to a charity of your choice

Saturday, December 19, 2020: Samsung Galaxy S20 FE

(valued at approximately \$830)

+ \$1000 donated to a charity of your choice

Sunday, December 20, 2020: Smart Home Kit

(including Google Nest Hub, Google Nest Mini,

LIFX Smart LED Light Bulb, and TP-Link Smart WiFi Plug Lite)

(valued at approximately \$220)

+ \$1000 donated to a charity of your choice

Monday, December 21, 2020: Google Family Device Bundle

(including 2 x Pixel 4a's and 1 x Google Pixel 4a 5G)

(valued at approximately \$1,640)

+ \$1000 donated to a charity of your choice

Tuesday, December 22, 2020: iPhone 12 Pro Max

(valued at approximately \$1,550)

+ \$1000 donated to a charity of your choice

Wednesday, December 23, 2020: A year of Fibre+ Gig Internet

(valued at approximately \$1,380)

+ \$1000 donated to a charity of your choice

Thursday, December 24, 2020: Galaxy Note20 Ultra

(valued at approximately \$1,820)

+ \$1000 donated to a charity of your choice

5. GENERAL:

- a) The Prize is not redeemable in cash and is not transferable. The Prize must be accepted as awarded — no substitutions at the request of winning Entrants will be made.
- b) Shaw retains the right, in its absolute and sole discretion, to make substitutions of equivalent kind or approximate value in the event of the unavailability of the Prize or component of the Prize for any reason whatsoever.
- c) A charity selected by a Daily winner must be a Canada Revenue Agency (CRA) registered Canadian Charity that is not political or religious in association. Shaw may, in its sole discretion, select an alternate charity should these conditions not be met by the Daily Winner.
- d) Two (2) business days following each Daily Contest Prompt, between 9 am and 5 pm EST, one (1) random draw will take place at the offices of Shaw, Calgary, Alberta, from among all eligible entries received for the particular day during the Contest Period. The first (1) entrant drawn will be eligible to win the daily prize.
- e) Shaw, acting reasonably, will attempt to contact the potential winner within two (2) business days of the draw by the platform entered on. In the event that a potential Daily Prize winner cannot be contacted within two (2) business days after the draw, he or she will be disqualified, and an alternate potential winner will be drawn. Proof of identification must be provided upon request. The potential Grand Prize winner must respond to Shaw within two (2) business day of being contacted.
- f) The individuals whose names are drawn as being one of the potential individual winners will be required to answer a skill-testing mathematical question before the Prize is awarded to him/her.
- g) An individual can only win one Daily Prize within the Contest Period.
- h) Decisions of the Contest judges are final — no substitutions will be available.
- i) The odds of winning the Prize will depend upon the total number of eligible entries received during each Daily Prompt during the Contest Period.
- j) By submitting an entry and by claiming the Prize, each Entrant warrants and represents that he/she are the person(s) featured in the entry and that he/she have all necessary rights to submit such entry. Entrants further consent and grant Shaw (i) permission to use the entry and his/her name, likeness, hometown, and (ii) use and license the photograph for advertising and publicity purposes in connection with this Contest in any and all media, including, without limitation, newspaper, Internet websites, and/or television, without additional compensation, notification or permission, unless restricted by law (i.e. The Prize winners and photos may be announced on Facebook, Twitter and Instagram). Shaw reserves its unlimited right to edit or manipulate the photographs for purposes of better editorial display. Shaw is not liable for the inclusion of any third-party trademarks or other intellectual property by the entrant.
- k) To claim the Prize, the potential winners must fill in and sign a Declaration and Release form as prepared and accepted by Shaw acknowledging and confirming:
 - (i) eligibility, understanding and compliance with these Contest Rules;
 - (ii) acceptance of the Prize, as offered;
 - (iii) releasing Shaw and its parent company, subsidiaries, affiliates and/or related companies and each of their employees, directors, officers, suppliers, agents, administrators, licensees, representatives, advertising and promotional agencies from any and all liability for any loss, harm, damages, cost or expense arising out

of participation in the Contest, participation in any Contest-related activity or the acceptance, use or misuse of the Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and

- (iv) consenting to the use, without additional compensation, his/her/their name, likeness, voice, photograph and municipality of residence for promotion and/or advertising purposes in connection with this Contest.

In the event the Declaration and Release is not signed and returned within the time stipulated by Shaw, the winner(s) will be deemed to have forfeited the Prize. Shaw reserves the right, at its sole discretion, to select another winner.

- l) By entering the Contest, the entrants and participants automatically agree to accept and abide by the Contest Rules and in accepting the Prize, the potential winner(s) acknowledge(s) that Shaw and its parent, subsidiaries, affiliates, partners, associates and/or related companies and agents may not be held liable for any loss, damage or injury of any kind (including injury resulting in death) associated with accepting or using the Prize. The entrant agrees that he/she/they release(s) and hold(s) harmless Shaw and its parent, subsidiaries, affiliates, partners, associates and/or related companies and agents from and against any and all causes of action, suits, claims, demands, liabilities, costs and expenses by reason of or arising out of entrant's participation in this Contest and the awarding, receipt, and/or use or misuse of the Prize or participating in any Prize-related activities. All decisions of Shaw with respect to any aspect of the Contest, including, without limitation, the eligibility of entries, are final and binding on all entrants in all matters as they relate to the Contest.
- m) Shaw Mobile makes no representations or warranties, and disclaims any implied warranties, with respect to the prize. Winners are solely responsible for all costs not specifically identified above as included in the prize, including but not limited to roaming costs and long-distance charges.
- n) Shaw shall not be responsible for or bear any liability for: (i) delays due to high call volumes; (ii) late-received, lost, unintelligible/illegible, incomplete, delayed or misdirected entries; (iii) entries which fail to comply with these Contest Rules; (iv) any failure of Shaw's web site or systems during the Contest Period, including any problems or technical malfunctions of any computer on-line systems, servers, computer equipment, software, ordering systems (on-line or via Video on Demand or Pay Per View), failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof; and (v) Shaw shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in the Contest or from downloading any material from the Contest web site, where applicable.
- o) All entries are subject to verification. Shaw reserves the right to prohibit an entrant from participating in the Contest and/or winning the Prize, if, in the sole discretion of Shaw, it determines that the entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices or intending to annoy, abuse or threaten or harass any other entrants or Shaw. Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. CAUTION: ANY ATTEMPT BY AN ENTRANT OR OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST, INCLUDING BUT NOT LIMITED TO ANY FRAUDULENT CLAIMS, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SHAW RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.
- p) At any time during the Contest, even if the entry is already posted on the Contest Site, or is being taken into consideration for the Prize, if Shaw determines that an entrant's

submission is not in compliance with any of the Submission Requirements or these Rules, the entry will be disqualified and will not be eligible to win the Prize.

- q) All entries received become the property of Shaw and will not be returned.
- r) In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.
- s) No correspondence will be entered into except with entrants requesting the Contest Rules by mail or requesting names of the Prize winners (for which a self-addressed, postage paid envelope must be included).
- t) Shaw reserves the right, in its absolute and sole discretion, to modify the Contest Rules without materially affecting the terms and conditions hereof.
- u) Shaw reserves the right to cancel, withdraw, terminate, modify, amend, extend or suspend this Contest at any time without prior notice.
- v) All intellectual property attached to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations used in connection with the Contest are the property of their respective owners. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
- w) This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws. By entering the Contest, the entrant understands and agrees that Shaw will collect, use and disclose her/his/their personal information only in relation to this Contest. Shaw's privacy policy is available at www.Shaw.ca
- x) Shaw agrees that it shall collect, assemble, obtain, hold and use electronic addresses and related information for the purposes identified in this Agreement and in full compliance with Canada's Anti-Spam Legislation, including all regulations enacted thereunder from time to time ("CASL"). Shaw Mobile is prohibited from sharing and will not share, publish or sell any electronic addresses and/or e-mail lists containing electronic addresses provided by or collected or obtained by Shaw Mobile for the purpose of this Contest.
- y) By entering this Contest, entrants acknowledge compliance with, and agree to be bound by these Contest Rules.
- z) This promotion is not sponsored, endorsed or administered by, or associated with Facebook, Instagram or Twitter.