

“BLAKE SHELTON’ (“CONTEST”)

THIS CONTEST IS OPEN TO ALBERTA RESIDENTS ONLY AND IS GOVERNED BY CANADIAN LAW.

1. CONTEST PERIOD:

Contest begins on May 26, 2014 at 12:01 a.m. MST and ends on July 16th, 2014 at 11:59 p.m. MST (the “**Contest Period**”).

2. ELIGIBILITY:

Contest is open to all legal residents of Alberta 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) of the Alberta Chrysler Dealers Advertising Association (the “**Sponsor**”), its parent companies, subsidiaries, affiliates, dealers (including, without limitation, the Alberta Chrysler, Jeep, Dodge, Ram Dealers) distributors, prize suppliers, advertising/promotion agencies and the Contest judges (collectively, the “**Contest Parties**”).

3. HOW TO ENTER:

NO PURCHASE NECESSARY. To enter, go to www.WinWithJeep.com (the “**Website**”), and follow the on-screen instructions to fully complete the entry form, which requires you to: (i) enter the information as indicated on the entry form; and (ii) agree to the terms and condition of these Official Rules and Regulations (the “**Rules**”). Once you have fully completed the entry form, click the “submit” button to complete your entry (the “**Entry**”). To be eligible, your Entry must be received within the Contest Period. All eligible Entries received during the Contest Period will be entered into the random prize draw (see Rule 5).

There is a limit of one (1) Entry per person/email address permitted during the Contest Period. For greater certainty, you can only use one (1) email address to enter the Contest. If it is discovered that you have attempted to: (i) submit more than one (1) Entry per person/email address during the Contest Period; or (ii) use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsor) you may be disqualified from the Contest and all of your Entries may be voided. Your Entry will automatically be rejected if the entry form is not fully completed and submitted during the Contest Period. Use of any automated system to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification.

4. THE PRIZE AND APPROXIMATE RETAIL VALUE:

There will be one (1) prize available to be won as follows:

The prize will consist of: (i) Four (4) tickets to the Blake Shelton concert on Wednesday July 23rd, 2014 at Rexall Place in Edmonton, AB at 7:30 p.m. MST (the “**Concert**”). Approximate total value of the prize is \$400. The winner and his/her guests will be responsible for all travel and other expenses.

The prize must be accepted as awarded and is not transferable or convertible to cash. No substitutions except at Sponsor’s option. Sponsor reserves the right, in its sole discretion, to substitute the prize or a component thereof with a prize of equal or greater value, including, without limitation, but at Sponsor’s sole discretion, a cash award. The prize will only be awarded to the person whose full name and valid email address appear on the official Contest entry form. The Sponsor is not responsible if the event is cancelled, delayed or rescheduled for any reason. The winner is solely responsible for all costs not specifically mentioned above as included in the prize description.

5. RANDOM PRIZE DRAW AND WINNER SELECTION:

On May 17th, 2014 (the “**Draw Date**”) in **Edmonton, AB**, one (1) eligible entrant will be selected by random draw from among all eligible Entries received during the Contest Period. The odds of winning depend on the number of eligible Entries received during the Contest Period.

The Sponsor or its designated representative will make two (2) attempts to contact the selected entrant(s) by telephone or email (using the information provided at the time of entry) within two (2) business days of the Draw Date. If a selected entrant cannot be contacted within two (2) attempts or two (2) business days of the Draw Date (whichever occurs first), or there is a return of any notification as undeliverable; then that selected entrant will be disqualified and the Sponsor reserves the right, in its sole discretion and subject to time constraints, to randomly select an alternate eligible entrant from among the remaining eligible Entries.

BEFORE BEING DECLARED A WINNER, the selected entrant 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) acknowledges acceptance of the prize as awarded; (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “**Releasees**”) from any and all liability in connection with this Contest, the selected entrant’s participation therein and/or the awarding and use/misuse of the prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use

of the selected entrant's 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 the Contest Parties in any manner whatsoever, including print, broadcast or the internet. The winner's guests must all be 18 years of age or older and will be required to sign and return a standard liability/publicity release within a stipulated timeframe. If a selected entrant: (a) fails to correctly answer the skill-testing question; and/or (b) fails to return the properly executed Contest documents within the specified time, then he/she will forfeit the prize and Sponsor reserves the right, in its sole discretion and subject to time constraints, to randomly select an alternate eligible entrant from among the remaining eligible Entries for the applicable Region.

6. GENERAL CONDITIONS:

All Entries become the property of the Sponsor. The Releasees assume no responsibility for lost, delayed, incomplete, incompatible or misdirected Entries. 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, including, without limitation, any decisions regarding the eligibility/disqualification of Entries and/or entrants.

The Releasees will not be liable for any failure of the Website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer online systems, servers, access providers, computer equipment or software; for the failure of any entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the internet or at any website; or any combination of the above. Further, the Releasees will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.

All Entries are subject to verification. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right, in its sole discretion, to withdraw or amend 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 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 discretion, to cancel or suspend this Contest, or to amend these Rules without prior notice or obligation, for any reason whatsoever including in the event of any accident, printing, administrative, or other error of any kind.

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 (available at: www.RamManCave.ca), unless the entrant otherwise agrees.

7. LANGUAGE DISCREPANCY

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, including, but not limited to: the Contest entry form and/or point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control.