

“YOUR PRAIRIE WIN BIG WITH RAM” (the “CONTEST”)

THIS CONTEST IS OPEN TO MANITOBA/SASKATCHEWAN RESIDENTS ONLY, WHO ARE THE AGE OF 18 YEARS OR OLDER, AND IS GOVERNED BY CANADIAN LAW.

1. CONTEST PERIOD: There will be three (3) separate contests over the course of the 2018 year. Contest one (1) begins on January 15, 2018 at 12:01 a.m. CST and ends on April 30, 2018 at 11:59 p.m. CST. Contest two (2) begins on May 1, 2018 at 12:01 a.m. CST and ends of August 31, 2018 at 11:59 pm CST. Contest three (3) begins September 1, 2018 at 12:01am CST and ends December 31, 2018 at 11:59 p.m. CST (each a “Contest Period”).

2. ELIGIBILITY:

Subject to this section 2, the Contest is open to all legal residents of Manitoba/Saskatchewan who are eighteen (18) years of age or older at the time of entry. The Contest is not open to employees, representatives or agents (and those with whom such persons are domiciled) of the Prairie Chrysler Dealers Advertising Association (the “Sponsor”), its parent companies, subsidiaries, affiliates, dealers (including, without limitation, the Prairie Chrysler, Jeep, Dodge, Ram Retailers) 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.winbigwithram.ca or www.winbigwithdodge.ca (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 applicable Contest Period. All eligible Entries received during the applicable 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 during each 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 a 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 three (3) prizes available to be won as follows:

January 15 – April 30, 2018 Contest Period = \$1,500.00 Gift Card

May 1, 2018 - August 31, 2018 Contest Period = \$1,500.00 Gift Card

September 1, 2018 – December 31, 2018 Contest Period = \$1,500.00 Gift Card

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 prize package 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 DRAWS AND WINNER SELECTION:

On May 8, 2018, September 7, 2018 & January 5, 2019 (the "Draw Dates") in Manitoba, one (1) eligible entrant (total of three (3)) will be selected by random draw from among all eligible Entries received during each Contest Period. The odds of winning depend on the number of eligible Entries received during the applicable Contest Period. There will be one (1) winner selected during each of the three (3)

Contest Periods. Entries received during a Contest Period will be valid for that Contest Period only (i.e. if you have a valid Entry for the January 15– April 30, 2018 Contest Period, this Entry will not carry over into the May 1, 2018 - August 31, 2018 Contest Period, whether or not you are selected as a Winner).

By submitting an Entry, the entrant expressly agrees that the Contest Parties are at liberty to contact the entrant by email and any other electronic means for any purposes relating to this Contest, and for any other purposes relating to advertising or information regarding their products or contests which the Contest Parties may promote from time to time.

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, and has not responded to such attempts within two (2) business days of the applicable Draw Date, 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.

Total value of the prizes is \$4,500.00 (Canadian). January 15 – April 30, 2018 = \$1,500.00 Gift Card. Prize must be claimed by May 31, 2018.

May 1, 2018 - August 31, 2018 = \$1,500.00 Gift Card. Prize must be claimed by September 30, 2018.

September 1, 2018 – December 31, 2018 = \$1,500.00 Gift Card Prize package must be claimed by January 31, 2019.

Under no circumstances will the Sponsor be required to award more prizes than what is indicated in these Rules or award the prizes other than in accordance with these Rules.

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. 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.

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.

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).

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.

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.winbigwithram.ca) unless the entrant otherwise specifies.

In the event the Sponsor is prevented from continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic or health or other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, riot or civil disturbance, terrorist threat or activity, war or any federal, provincial or local government law, order, or regulation, public health crisis, the order of any court or jurisdiction, or by any other cause not reasonably within the Sponsor's control, then subject to any governmental approval which may be required, the Sponsor shall have the right to modify, suspend, extend or terminate the Contest.

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.

8. INDEMNIFICATION BY ENTRANT:

By entering the Contest, entrant releases and holds the Releasees harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in the Contest, any breach of the Rules, or in any Prize-related activity. The entrant agrees to fully indemnify the Releasees from any and all claims by third parties relating to the Contest, without limitation.

9. LIMITATION OF LIABILITY:

The Releasees assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Releasees are not responsible for any incorrect or

inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest.

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.

The Releasees assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Releasees are not responsible for any injury or damage to entrant or to any computer related to or resulting from participating or downloading materials in this Contest. Entrant assumes liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any Prize. The Releasees assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Releasees, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest, and/or the Contest Website.

10. PRIVACY / USE OF PERSONAL INFORMATION:

By participating in the Contest, entrant: (i) grants to the Sponsor the right to use his/her name, mailing address, telephone number, and e-mail address ("Personal Information") for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners; and (ii) acknowledges that the Sponsor may disclose his/her Personal Information to third-party agents and service providers of the Sponsor in connection with any of the activities listed in (i).

11. INTELLECTUAL PROPERTY:

All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or its affiliates. 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.

12. TERMINATION:

Sponsor reserves the right, in its sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.

13. LAW:

These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Alberta including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.