

## Official Contest Rules & Regulations

### The GE Appliances 2016 National Laundry Day Twitter Party Contest

#### NO PURCHASE NECESSARY

The "GE Appliances 2016 National Laundry Day Twitter Party Contest" (the "Contest") is intended to be conducted in Canada only and shall be construed and evaluated according to applicable Canadian law. No purchase is necessary to participate. Participants must be of the age of majority in their province or territory of residence or older at the time of entry. Void in whole or part where prohibited by law. Entry in this Contest constitutes acceptance of these Official Contest Rules & Regulations (the "Contest Rules").

1. **SPONSOR:** MC Commercial Inc., ("GE Appliances Canada" or the "Sponsor") with its head office located at 5425 North Service Rd, Suite 300, Burlington, Ontario L7R 5B6. This Contest is in no way sponsored, administered, endorsed by or associated with Twitter, Inc. Any questions, comments or complaints must be directed to the Sponsor, and not to Twitter, Inc.
2. **ADMINISTRATOR:** The Contest is administered by Brandfire Marketing Group Inc. (the "Administrator") with its head office located at 90 Allstate Parkway, Suite 108, Markham ON, L3R 6H3.
3. **ELIGIBILITY.** To be eligible for this Contest, an individual must:
  - (a) be a legal resident of Canada, excluding Quebec (contest not open to residents of Quebec);
  - (b) be of the age of majority in his/her province or territory of residence or older at the time of entry; and
  - (c) have a valid Twitter account.

Employees of the Sponsor and Administrator, MC Commercial Inc., its and their affiliates, subsidiaries, related companies, advertising and promotional agencies, and the immediate family members and household members of any of the above, are not eligible to participate in the Contest. The Sponsor and Administrator shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor and Administrator for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsor and Administrator reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

4. **CONTEST PERIOD.** The Contest begins at 1:00 p.m. Eastern Time ("ET") on Friday, April 15, 2016 and ends at 2:00 p.m. ET on Friday, April 15, 2016 (the "Contest Period") after which time the Contest will be closed and no further entries shall be accepted.

#### 5. HOW TO ENTER.

- (a) There is no purchase necessary to enter the Contest. Enter using the method of entry outlined below. No entries will be accepted by any other means.
- (b) To enter, RSVP #NationalLaundryDay & #GEhacks twitter handles and URL to link list provided on the host website: (<https://twitter.com/shesconnected>), once the Twitter Party begins, entrant must have participated in the conversation by attempting to answer the questions being asked during the Twitter Party following guidelines outlined below and between the hours of 1:00pm -2:00pm ET on April 15, 2016 (the "Entry"). The random draw is pulled by *random.org* from the 2016 National Laundry Day Twitter Party RSVP list, therefore you must RVSP before the party starts to be eligible to win a Prize by answering a question. If you are not on the GE Appliances 2106 National Laundry Day Twitter Party RSVP list and do not answer a question, you are not eligible to win a Prize.

**6. TWEET CONTENT RESTRICTIONS.** The Entry must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement. The Entry must not contain material that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous, or in the sole discretion of the Sponsor not in good taste and the Entry must not disparage MC Commercial Inc., or any other person or party affiliated with this Twitter Party. The Entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and the Entry must not contain material that is unlawful, in violation of or contrary to any applicable laws or regulations. The Entry must not contain brand names, trade names, trademarks or any other third party identifying marks, other than those owned by MC Commercial Inc. The Entry must not refer to third parties without their express permission.

- (a) All Entries are subject to verification at any time and for any reason. The Sponsor and Administrator reserve the right, in their sole and absolute discretion, to require proof of compliance with these Rules, including, without limitation, proof of identity and/or eligibility, in a form acceptable to the Sponsor and Administrator (including, without limitation, government issued photo identification) to participate in this Contest and/or for any Submission entered (or purportedly entered) to be considered valid for the purposes of this Contest. Failure to provide such proof to the satisfaction of the Sponsor and Administrator 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 Administrator's server machine(s).
- (b) All Entries, become the sole property of the Sponsor and Administrator and none will be returned for any reason.
- (c) Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. No communication or correspondence will be exchanged with an entrant except with the entrant selected for a Prize.
- (d) Entries received online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the Entry. For the purpose of the Contest Rules, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The selected entrant may be required to provide the Sponsor or Administrator with proof that the selected entrant is the authorized account holder of the e-mail address associated with the winning Entry.

**7. PRIZES.**

- (a) Prizes are hereafter collectively referred to as "Prize" or "Prizes". Prize winners are hereafter referred to as a "Winners".
- (b) There is (1) Prize available to be won, consisting of the following:
  - a. One (1) General Electric 5.3(IEC) cu. Ft. Stainless steel capacity washer (Value: \$949.00 CAD)
  - b. One (1) General Electric 7.4 cu. Ft. Capacity DuraDrum electric dryer with Sensor Dry (Value: \$949.00 CAD)TOTAL PRIZE VALUE: \$1,898.00 CAD
- (c) Winners are not entitled to the monetary difference between actual Prize value and stated approximate Prize value, if any.
- (d) Prize will be distributed within thirty (30) days after each Winner has been successfully contacted and notified of his/her Prize and fulfilled the requirements set out herein.
- (e) Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsor. Any unused portion of a Prize will be forfeited and have no

cash value. The Sponsor reserves the right, in its and its sole discretion, to substitute a prize of equal or greater value if the Prize (or any portion thereof) cannot be awarded for any reason.

- (f) Shipped Prizes shall not be insured. The Sponsor and Administrator shall not assume any liability for a lost, damaged or misdirected Prize.

**8. WINNER SELECTION.** The one (1) Prize Winner shall be selected as follows:

- (a) On Friday, April 15, 2016 at the Administrators head office, one entrant will be selected by the Administrator through a random draw from all eligible entries that: (i) answered a question during the Contest Period; (ii) is on the GE Appliances 2016 National Laundry Day Twitter Party RSVP list; (iii) whose Entry was received up to and including the close of question number seven. Entrant shall be eligible to win the one (1) prize from the list above in section. The odds of being selected as a potential winner are dependent upon the number of eligible entries received by the Administrator up to the close of each of the questions. Before being declared a Winner, the selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail, to comply with the Contest Rules and sign and return the Confirmation and Release (described below).
- (b) The selected entrants will be notified by Twitter direct message no later than twenty four (24) hours after the draw date. Each entrant must respond within twenty four (24) hours of their notification with their shipping information. If the selected entrant does not respond in accordance with the Contest Rules, he/she will be disqualified and will not receive a Prize and another entrant may be selected in the Sponsor's sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsor and Administrator are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsor or Administrator to receive a selected entrant's response.
- (c) If, as a result of an error relating to the Entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Prize claimants after the Contest's closing date to award the correct number of Prizes.

**9. RELEASE.** Winner will be required to complete a release ("Confirmation and Release") that confirms Winner's: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of the Sponsor and Administrator, MC Commercial Inc., its or their subsidiaries, affiliates and/or related companies and each of their employees, directors, and officers, as well as Prize suppliers, agents, advertising, and promotional agencies involved in this Contest (collectively, the "Releasees") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest and/or Prize related activity or the acceptance, use, misuse, or delivery of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of the Prize or any other 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) grant to the Sponsor and Administrator of the unrestricted right, in the Sponsor and Administrators discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use the Winner's name, photograph, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Confirmation and Release must be returned within two (2) business days of the verification as a Winner or the selected entrant will be disqualified and the Prize forfeited.

**10. INDEMNIFICATION BY ENTRANT.** By entering the Contest, entrant releases and holds Releasees and Twitter 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 Contest Rules, or in any Prize-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the Contest, including without limitation any claims of infringement of rights to copyright, privacy and/or personality.

**11. LIMITATION OF LIABILITY.** The Sponsor and Administrator assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Confirmation and 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 Sponsor and Administrator 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 Sponsor and Administrator 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 Sponsor and Administrator are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing or otherwise. The Sponsor and Administrator 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 Sponsor and Administrator 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 Sponsor and Administrator, 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 or the Contest Website.

**12. CONDUCT.** By participating in the Contest, each entrant agrees to Twitter's terms and conditions and to be bound by the Contest Rules, which will be posted at the Contest Website throughout the Contest Period. Entrant further agrees to be bound by the decisions of the Sponsor and Administrator, which shall be final and binding in all respects. The Sponsor and Administrator reserve the right, in their sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the Entry process or the operation of the Contest or the Contest Website; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any online GE Appliances Canada property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Caution: Any attempt to deliberately damage the contest website or any related website or undermine the legitimate operation of the contest may be a violation of criminal and civil laws. Should such an attempt be made, the Sponsor and Administrator reserve the right to seek remedies and damages to the fullest extent permitted by law, including but not limited to criminal prosecution.

**13. PRIVACY / USE OF PERSONAL INFORMATION.**

- (a) By participating in the Contest, entrant: (i) grants to the Sponsor and Administrator 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 Winner; (ii) grants to the Sponsor and Administrator the right to use his/her Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledges that the Sponsor and Administrator 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) and (ii) above.
- (b) By opting-in on-line you consent to the Sponsor's **and any of its corporate affiliate's** use of your Personal Information to contact you to promote draws and contests similar to the Contest, promote opportunities to subscribe to newsletters or promotional clubs, and notify you about related products or services.
- (c) The Sponsor will use the entrant's Personal Information only for identified purposes, and protect the entrant's Personal Information in a manner that is consistent with the MC Commercial Inc. Privacy Policy at: <http://www.geappliances.ca/en/privacy-policy>. Privacy Policy not only outlines its commitment to safeguarding Personal Information, but it also details how to opt-out of receiving marketing communications.

(d) Any information you provide in connection with the Contest if provided to the Sponsor and not to Twitter.

**14. 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. GE Appliances is a trademark of General Electric Company. MC Commercial Inc. is a licensee.

**15. TERMINATION.** Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Quebec, the 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.

**16. 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 Ontario 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.

**17. LANGUAGE DISCREPANCY.** 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. In the event of any discrepancy or inconsistency between the English language version and the French language version of the Contest Rules, the English version shall prevail, govern and control.

**18. FOR RESIDENTS OF QUEBEC.** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.