

## **CONTEST RULES AND REGULATIONS**

### **Zellers Princess & the Frog Contest**

#### **1. Eligibility:**

The "Princess & the Frog" contest (the "Contest") is conducted by Zellers Inc. (the "Sponsor") and administered by Promotional Products Fulfillment & Distribution Ltd. (the "Administrator"), and is open to all residents of Canada excluding Quebec who have reached the age of majority in their province or territory of residence at the time of entry. All employees or agents of the Sponsor, its affiliates (including Hudson's Bay Company), subsidiaries, agents, and any entity involved in the production, implementation, administration or fulfillment of the Contest are ineligible to participate in the Contest.

#### **2. Contest Period:**

Contest starts on February 12, 2010 and continues until 11:59 pm on March 15, 2010, the "Contest Closing Date". All times are Eastern Standard Times.

#### **3. Contest Entry:**

No purchase necessary. There are two (2) ways to enter the Contest: (1) for purchase entry, obtain an entry ballot in-store when you purchase a "Princess & the Frog" DVD from any Zellers store on or before the Contest Closing Date; or (2) to enter without purchase, request an entry ballot from the customer service department of your local Zellers store.

Fully completed entry ballots must be deposited in the in-store ballot box on or before the Contest Closing Date. All Zellers stores are participating in this Contest. Only one (1) entry per person will be accepted, regardless of the method of entry. In the event it is discovered by the Sponsor or Administrator that you have submitted more than one entry into the Contest, all duplicate entries will be eliminated.

#### **4. Awarding prizes:**

A random draw will be held at the offices of the Administrator in Whitby, Ontario, on March 26, 2010 at 11:00am (the "Contest Drawing Date") where five (5) potential Grand Prize winners will be drawn from all entries received. The first five (5) entrants selected will be deemed the selected entrants for the Grand Prize. In order to be declared a winner, the selected entrants must first correctly answer, without assistance of any kind, a time-limited mathematical skill-testing question, comply with all Contest Rules, and sign declaration and release forms confirming compliance with the Contest Rules and acceptance of the prize as awarded. The selected entrants will be notified by phone within 72 hours of the Contest Drawing Date. If a selected entrant cannot be contacted by the third attempt within seven (7) days of the Contest Drawing Date, or does not respond in accordance with the Contest Rules or a selected entrant does not comply with the Contest Rules, or for any other reason the prize cannot be awarded, he/she will be disqualified and will not receive the prize and an alternate entrant will be drawn until such time as a selected entrant satisfies the requirements of the Contest Rules. Selection of an entrant in any subsequent draw will be subject to the same conditions as set out in this paragraph. The declaration and release forms to be completed by the selected entrant pursuant to the Contest Rules must be returned to the Sponsor within seven (7) days of the notification date indicated on the documents in order to claim the prize, failing which the entrant will be disqualified and the prize will be forfeited.

#### **5. Participants are Eligible to Win:**

One (1) of five (5) Princess TV/DVD Players.  
Approximate total retail value of each prize is \$350.

#### **6. Prize Restrictions:**

Prizes must be accepted as awarded and cannot be transferred, exchanged, substituted, or redeemed for cash. In the event for any reason a prize is unavailable, the Sponsor reserves the right to substitute a prize of equal or greater value.

#### **7. Conditions of Participation:** By participating in this Contest, a selected entrant agrees:

- a) to be bound by these Official Contest Rules and the decisions of the Sponsor and the panel of judges, which decisions shall be final and binding;
- b) to the unrestricted use, by the Sponsor, in its collective or individual discretion, or its agents, of his/her name and/or likeness, address, city, picture, portrait, voice, and ideas for advertising and contest purposes, without any further compensation or notice;
- c) to sign a publicity release granting and acknowledging the rights of the Sponsor, in its discretion, or its agent, to publish or broadcast the selected entrant's picture, portrait, likeness, name, address (city/province only), voice and statements for publicity purposes, without any further compensation or notice; and
- d) that, by entering this Contest, entrant releases the Sponsor, the Administrator and their respective directors, officers, shareholders, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents (collectively "Released Parties") from any liability for loss, harm, damages, costs and/or expenses, arising out of or in any way connected with participation in this Contest, participation in any prize-related activity, the awarding of the prize, the use of personal information as aforesaid, or the acceptance, use or misuse of the prize, including, without limitation, loss, harm, damages, costs, and/or expenses 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 there from; and entrant will sign declaration and release forms, or such other supporting documentation that the Sponsor may request, to give effect to such release upon request by the Sponsor.

The odds of winning depend upon the total number of entries received. The Contest is subject to all applicable federal, provincial and municipal laws and regulations.

All entries become the property of the Administrator, and no communication shall be made except with a selected entrant who will be notified by telephone.

**8. Privacy:** By entering this Contest and voluntarily providing personal information, entrants consent and agree to the Sponsor's collection and use of the entrants' personal information for the administration of this Contest. Personal information collected in relation to this Contest will be destroyed following the awarding of the prizes.

**9. Additional Terms:** Entries are void if, in the Sponsor's sole discretion, entries are not obtained from authorized, legitimate channels, or if they are in whole or in part illegible, incomplete, damaged, irregular, altered, forged, reproduced, mutilated, counterfeit, tampered with, produced in error or obtained through fraud or theft ("Invalid Entries").

There will be no additional communication with the entrants that submit Invalid Entries.

The sole determinant of time for the purposes of receipt of a valid entry in this contest will be the contest server machine(s).

These are the Official Contest Rules. These 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. The Sponsor reserves the right to amend or terminate all or any portion of this Contest at any time for any reason without prior notice.