



Kal Tire – “Where’s the Spare” Contest

1. Eligibility

- 1.1 To be eligible for this contest (the “Contest”), an individual must:
 - a. be a Canadian resident and physically reside in British Columbia, Alberta, Saskatchewan, Manitoba, or Ontario;
 - b. be of the age of majority in their province or territory of residence at the time of entry; and
 - c. have a Facebook or Twitter or Instagram account and “Like” or “Follow” Kal Tire on said network.
- 1.2 Employees of Kal Tire (the “Sponsor”) and its affiliates, subsidiaries, advertising and promotional agencies or parties engaged in the development, production and distribution of materials related to the Contest and the household members or immediate family of any of the above, are not eligible to enter the Contest. In these Contest rules “immediate family” means husband, wife, spouse, mother, father, brother, sister, son and daughter, whether or not they reside in the same household.
- 1.3 The Sponsor has the right to require at any time proof of identity and/or eligibility from the Participant (hereinafter defined) to allow him or her to enter the Contest. Failure to provide such proof within a reasonable period of time could result in disqualification.
- 1.4 All information supplied to the Sponsor for the purpose of this Contest must be truthful, accurate and complete. The Sponsor reserves the right to disqualify any Participant should his or her Entry Form (hereinafter defined) comprise false, inaccurate or incomplete information.

2. Deadlines for entry

- 2.1 The Contest begins on May 4, 2015 at 9:00 AM (P.T.) (the “Contest Starting Date”) and closes Friday, May 22, 2015 at 5:00 PM (P.T.) (the “Contest Closing Date”). The period between the Contest Starting Date

and the Contest Closing Date is the Contest period (the “Contest Period”).

3. How to enter the contest

- 3.1 The participant (the “Participant”) enters by correctly identifying the location of the spare tire in the image shared on the social network (Facebook, Twitter, Instagram). The participant will comment (“Entry Form”) on the photo on Facebook and Instagram or use Twitter’s @ reply (“at reply”) to accurately identify the location of the spare tire. The comment must feature the hashtag #FoundTheSpare. In order to enter the Contest, the Participant must have a Facebook or Instagram or Twitter account and Like the Kal Tire Facebook Page or Follow Kal Tire on Instagram and/or Twitter.
- 3.2 Winners will be notified via the method outlined in section 4 of this document. Winners will be required to correctly answer a mathematical skill testing question and fully and legibly complete a waiver form.
- 3.3 There is no purchase necessary to enter the Contest. A Participant may only submit one correct (1) entry per photo per social network during the Contest Period.

4. Prize winner selection

- 4.1 Every Friday of the Contest Period (each a “Draw Date”), the Sponsor will select one (1) entrant-winner (the “Entrant-Winner”) by a random draw among all the eligible Entry Forms correctly identifying the location of the spare tire in the image. There are three (3) Draw Dates during the Contest Period, therefore three (3) Entrant- Prizes will be awarded to three (3) Entrant Winners during the Contest Period. A final Grand Prize draw “Grand Prize Draw” will take place on May 22, 2015 by a random draw among all the eligible and correct Entry Forms received via Facebook comments, Instagram comments and/or Twitter @ replies. There is one (1) Grand Prize Draw Date during the Contest Period, therefore one (1) Grand-Prize Winner will be selected during the Contest Period.
- 4.2 Each draw will take place at Kal Tire, 1540 Kalamalka Lake Road, Vernon BC, V1T 6V2 at 5:00 PM P.T. The odds of being selected are dependent upon the total number of eligible and correct entries received by the Sponsor on each Draw Date.
- 4.3 Each Winner will be notified via the applicable social network using direct message, @ reply or @ mention on the Draw Date. In the event the Finalist doesn’t reply to the contact from the Sponsor’s

representative within five (5) business days or did not correctly answer the skill-testing question on the Release Form, such Finalist will be disqualified and the Sponsor will have the right, in its sole discretion, to withdraw the Prize (hereinafter defined) and select and contact a new Winner.

- 4.4 A declaration and release form (the «Declaration and Release Form») will be attached to the notification email sent to each Winner. In order to receive his or her Prize (hereinafter defined) the Winner must execute such Declaration and Release Form acknowledging and confirming compliance with these Contest rules as well as the right of the Sponsor to publicize the results of the contest.
- 4.5 The Declaration and Release Form must be received by the Sponsor within seven (7) business days of its transmission to the Winner, otherwise the Prize will be considered forfeited.

5. Prize details

- 5.1 There are three (3) weekly prizes (each an “Entrant Prize”) and one (1) Grand Prize to be awarded in this Contest.

Each entrant prize consists of one (1) Kal Tire roadside emergency kit valued at \$100.00 CAD, as well as a \$50.00 CAD gift certificate that can be used at any Kal Tire store.

The grand prize (1) consists of one (1) set of four (4) Nokian Tires for passenger or light truck vehicles for the prize winner’s personal vehicle (see 5.3) valued at \$1,000.00 CAD (maximum).

- 5.2 The Entrant Prize will be mailed to the Winner within five (5) business days of the receipt of the Winner’s Declaration and Release Form. The grand prize will be awarded in the form of a voucher/gift card to be redeemed at a Kal Tire location of the grand prize winner’s choosing.
- 5.3 Vehicles must be insured and abide by provincial and municipal safety, registration and transit laws. For the purposes of this contest, vehicles are defined as either “motor” or “passenger” vehicles as classified by the Canada Revenue Agency. Please see <http://www.cra-arc.gc.ca/tx/bsnss/tpcs/slprtnr/bsnssxpns/mtr/typ-eng.html> for more information.

6. Additional prize details

- 6.1 Each Prize must be accepted as awarded and may not be substituted or converted to cash. The prize is non-transferable, and will expire within one (1) calendar year from the date prize is awarded to the eligible winner. No substitution is possible, except in the Sponsor's sole and entire discretion. Any portion of the Prize not accepted by the Winner will be forfeited. The Sponsor will not be responsible if any event results in the cancellation of the Prize or if other factors beyond its reasonable control prevent the Prize or any part thereof from being fulfilled. The Sponsor makes no express or implied warranties of any kind with respect to safety, appearance or performance of any aspect of the Prize. By accepting the Prize, the Winner acknowledges that the only warranties applicable to any aspect of the Prize, if any, are the warranties provided by the supplier of the Prize to the Sponsor that are transferable and/or the manufacturer's warranty. In no circumstance whatsoever, the Winner shall have any recourse against the Sponsor with respect to any warranty of the Prize.

7. General conditions

- 7.1 All Entry Forms become the property of the Sponsor.
- 7.2 Any attempt to deliberately damage Kal Tire's website or social media profiles, or any related website, or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. In such cases, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- 7.3 All Entry Forms are subject to verification and will be declared invalid if they are received outside the Contest Period or are illegible, incomplete, mechanically reproduced, forged, falsified, altered or tampered with in any way.
- 7.4 This contest is in no way sponsored, endorsed or administered by Facebook, Twitter or Instagram. All Participants acknowledge and agree by entering this Contest that they are providing their information to the Sponsor and not to Facebook, Twitter or Instagram.

8. Indemnification by participant

- 8.1 By entering the Contest, a Participant:
- releases the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents

from any and all liability for any injury, loss or damage of any kind to the Participant or any other person, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any Prize, participation in this Contest, or any breach of these Contest rules;

- agrees to fully indemnify the Sponsor and its directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all claims by third parties relating to the Contest, without limitation.

9. Conduct

9.1 By entering this Contest, a Participant agrees to be bound by these Contest rules, which are posted on the Kal Tire website throughout the Contest Period. A Participant further agrees to be bound by the decisions of the Sponsor, which are final.

9.2 The Sponsor reserves the right, in its sole discretion, to disqualify any Participant it finds to be:

- violating these Contest rules;
- tampering or attempting to tamper with the Entry Form process or the operation of Kal Tire's social media profiles, or any related website;
- acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

10. Limitation of liability

10.1 The Sponsor assumes no responsibility or liability for lost, delayed, destroyed or misdirected Entry Forms, Declaration and Release Forms, emails or for any computer, online, telephone, hardware, software or technical malfunctions that may occur.

10.2 The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by 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.

10.3 The Sponsor reserves the right to cancel, suspend or modify the Contest, should a virus, bug, computer problem, unauthorized human intervention or other cause beyond the Sponsor's control, corrupt or

affect the administration, security, fairness, integrity or proper conduct of the Contest.

11. Release/privacy/use of participant information

11.1 By entering this Contest, a Participant agrees to:

- the use of his or her personal information by the Sponsor for the purposes of administering the Contest and awarding the Prize;
- execute a Declaration and Release Form as described in these Contest rules; and
- the use by the Sponsor of the personal information provided by the Participant. The Participant's personal information will not be provided to any third parties, other than as provided for in these Contest rules.

11.2 By accepting the Prize, the Winner grants permission to the Sponsor to use his or her name, address (city, province), photograph, likeness, voice, image and Prize information for promotional purposes and on Kal Tire social media channels without further compensation unless prohibited by law.

12. Intellectual property

12.1 All intellectual property and all of the promotional materials, web pages and source code are owned by the Sponsor and/or its affiliates. All rights are reserved. Copying or unauthorized use of any copyrighted material or trade-mark without the express written consent of its owner is strictly prohibited. The Kal Tire logo is a registered trademark owned by Kal Tire.

13. Laws

13.1 These are official Contest rules. This Contest is subject to federal, provincial and municipal laws and regulations. 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.

14. Winners

14.1 Within three (3) weeks of each Draw Date, a list of the Winners' names will be posted on any one of the Kal Tire social media profiles. The list will remain posted for a period of four (4) weeks after the Contest Closing Date.