

OFFICIAL CONTEST RULES

ADDWASH HASHTAG #LEAVENOSOCKBEHIND TO WIN (THE "CONTEST") OPEN TO ALL RESIDENTS OF CANADA (EXCLUDING QUEBEC)

THE CONTEST IS SPONSORED BY SAMSUNG ELECTRONICS CANADA INC. ("CONTEST SPONSOR"), 2050 DERRY ROAD WEST, MISSISSAUGA, ONTARIO, L5N 0B9. THE CONTEST IS ADMINISTERED BY MOSIAC SALES SOLUTIONS OPERATING CO. ("CONTEST ADMINISTRATOR"), 2700 MATHESON BLVD. EAST, WEST TOWER, 2ND FLOOR, MISSISSAUGA ONTARIO L4W 4V9.

This Contest is in no way sponsored, endorsed, administered by, or associated with, Twitter, Inc. ("Twitter"); Instagram, Inc. ("Instagram"); Rogers Blue Jays Baseball Partnership ("RBJBP") or their related entities, and by participating in this Contest, entrants agree to release Twitter; Instagram; RBJBP, and their related entities, from any and all claims, demands or causes of action, related to the Contest. Any questions or comments regarding the Contest should be directed to the Sponsor, not to Twitter or RBJBP.

READ CAREFULLY: This Contest will run in accordance with these Rules. The Contest Sponsor reserves the right, subject to any required approval of any regulatory authorities, to cancel, amend, modify or terminate this Contest or these Rules at any time in its sole discretion and without further notice. Changes to these rules will be posted as a PDF at the following URL:

- **English:** http://pages.samsung.com/ca/promotions/English/AddWash_ContestRules.pdf
- **French:** http://pages.samsung.com/ca/promotions/French/AddWash_ContestRules.pdf

You must comply with these Rules and you will be deemed to have received, understood and agreed to these Rules if you participate in the Contest.

ELIGIBILITY:

No purchase necessary. Void where prohibited. Contest is open to legal residents of Canada, excluding Quebec, during the Contest Period who have reached the age of majority in their province or territory of residence (or, if under the age of majority, have the consent of their parent or legal guardian to participate in the Contest), except employees or agents (and those with whom they are domiciled) and affiliates of Contest Sponsor and its advertising and promotion agencies, and the Contest Administrator.

CONTEST PERIOD:

Contest begins on Friday, July 29, 2016 at 9:00am (EST) and ends on Sunday, September 11, 2016 at 9:00pm (EST) (the "Contest Period").

HOW TO ENTER:

To enter, you must:

- a) Have a valid Twitter and/or Instagram account. If you do not have a valid Twitter or Instagram account, visit www.twitter.com or www.instagram.com to register in accordance with their respective enrolment instructions. There are no fees in association with creating a Twitter or Instagram account.
- b) Send a public tweet on Twitter or a public post on Instagram that contains all of the following elements:

- i. an original photo of a consumer either wearing or showing at least 50% of his/her real sock (can be single sock or pair of socks) (the "Contestant-Generated Content") and that complies with the Contestant-Generated Content requirements below; and
- ii. includes the hashtag #LeaveNoSockBehind; and
- iii. complies with Twitter and Instagram's respective terms of use.

The post must be submitted during the Contest Period. There is no limit to the number of original entries a person can submit and each original post submitted during the Contest Period will be counted as an entry for the purposes of this Contest, provided it complies with these Rules. Entries must be received before the Contest Period expires. Entries that are in any way duplicated, fraudulent, illegible, altered, mutilated or tampered with, or that contains any computer viruses, worms or other potentially damaging computer programs or files, in the sole discretion of the Contest Sponsor, will be declared invalid.

BY SUBMITTING AN ENTRY, YOU AGREE THAT THE CONTESTANT-GENERATED CONTENT COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES (AS DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY, EXPRESSED OR IMPLIED, REGARDING THE USE OF THE CONTESTANT-GENERATED CONTENT BY THE CONTEST SPONSOR. THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.

PRIZE:

There will be a total of one (1) prize (the "Prize") awarded, consisting of a Samsung WF50K7500AV 5.8 cu. Ft. AddWash Front Load Washer and DV50K7500EV 7.5 cu. Ft. capacity electric dryer. The approximate retail value of the Prize is \$3799.98. The Prize must be accepted as awarded without substitution, and is not redeemable for cash. The Prize may be substituted by the Contest Sponsor only with an alternate prize of equal or greater value in the Contest Sponsor's sole discretion, subject to any required regulatory approvals.

DRAW:

One (1) random draw will be conducted by the Contest Administrator at or about 10:00AM (EST) on September 12th, 2016 (the "**Draw Date**") at 2700 Matheson Blvd East, West Tower, 2nd Floor from all eligible entries received during the Contest Period. If you are determined by the Contest Sponsor, in the Contest Sponsor's sole discretion, to have failed to comply with these Contest Rules, you will be disqualified from the Contest, and all related entries shall be deemed null and void. Odds of winning depend upon the total number of eligible entries received during the Contest Period.

The Contest Administrator will make three (3) attempts to contact you via Twitter or Instagram (@samsungcanada) within 24 hours from the draw time specified above. If you cannot be contacted within three (3) attempts or 24 hours of the draw time (whichever occurs first) or if you decline the Prize, then you will be disqualified and an alternate contestant will be randomly selected from among the remaining eligible entries submitted during the Contest Period. The process noted above will be repeated until a selected contestant has been contacted and the Prize has been awarded in accordance with these Rules or Contest Sponsor runs out of eligible entries, whichever occurs first.

IF YOU ARE A SELECTED CONTESTANT, YOU MUST, BEFORE BEING DECLARED A WINNER: (i) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question; and

(ii) execute and deliver a Declaration of Eligibility and Waiver of Liability Form (the **“Waiver”**) before the deadline provided on the Waiver by the Contest Sponsor and in a form acceptable to the Contest Sponsor, confirming your compliance with these Rules, acceptance of the Prize as awarded without substitution, and releasing the Contest Sponsor, RBJBP, their respective affiliates and related third parties, advertising and promotional agencies, the Contest Administrator, Twitter, Inc.; Instagram, Inc.; and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively the **“Released Parties”**) from any liability in connection with this Contest, your participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If you are under the age of majority in your province or territory of residence, you must have a parent or legal guardian co-sign the Waiver in order to receive the Prize.

Declining the Prize, failing to return one of the Contest Sponsor’s attempts to contact you within the times noted above, failing to comply with these Rules, failing to correctly answer the mathematical skill testing question or failing to execute and deliver to the Contest Sponsor the Waiver within the specified time will cause the Prize to be forfeited by you and a new random draw from the remaining eligible entries will be conducted to select another contestant in accordance with the provisions noted above.

SCREENING OF CONTESTANT-GENERATED CONTENT

Any submission that the Contest Sponsor OR the Contest Administrator, deems, in its sole discretion, to violate your representations and warranties or any of the terms and conditions set forth in these Rules will not be posted. The Contest Sponsor reserves the right, in its sole discretion, to modify or edit any Contestant-Generated Content as part of his/her entry, or to request that you modify or edit your Contestant-Generated Content for any other reason prior to being posted.

Entries accepted for submission may be posted on the Samsung billboard located near Yonge and Dundas Square (the “Yonge and Dundas Square Samsung Billboard” which is situated on the South-East corner of Yonge Street and Dundas Street, Toronto during the Contest Period.

THE POSTING OF YOUR CONTESTANT-GENERATED CONTENT DOES NOT CONSTITUTE ACCEPTANCE THAT YOUR CONTESTANT-GENERATED CONTENT COMPLIES WITH THESE RULES, INCLUDING YOUR REPRESENTATIONS AND WARRANTIES LISTED BELOW. YOUR CONTESTANT-GENERATED CONTENT MAY BE REMOVED AT ANY TIME IN THE EVENT THAT THE CONTEST SPONSOR DETERMINES THAT YOUR CONTESTANT-GENERATED CONTENT FAILS TO COMPLY WITH THESE RULES, INCLUDING YOUR REPRESENTATIONS AND WARRANTIES LISTED BELOW.

YOUR REPRESENTATIONS AND WARRANTIES:

You represent and warrant that your Contestant-Generated Content:

- (a) is original and that you have or have obtained all necessary rights in and to the Contestant-Generated Content and all of its components to enter the Contestant-Generated Content in the Contest. For example, you must have permission to use any and all artwork, photographs and/or music contained in the Contestant-Generated Content, as well as consent of the videographer, if applicable;
- (b) does not violate any law, statute, ordinance or regulation;
- (c) does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals (and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence);

- (d) will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- (e) is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:
 - (i) nudity, explicit, graphic or excessive sexual activity;
 - (ii) crude, vulgar or offensive language and/or symbols;
 - (iii) derogatory characterizations or generalizations of any ethnic, racial, sexual or religious groups;
 - (iv) content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
 - (v) personal information of individuals, including without limitation, names and addresses (physical or e-mail);
 - (vi) photographs or images of individuals unless consent has been obtained;
 - (vii) conduct or other activities in violation of these Rules;
 - (viii) commercial messages, claims, comparisons or solicitations for products or services, other than Samsung products or services;
 - (ix) any identifiable third party products and/or trade-marks, brands, logos or copyright. For example, any clothing worn by persons appearing in the Contestant-Generated Content must not contain any visible/identifiable logos, trade-marks or other third party materials, unless the necessary permissions/licenses have been obtained; and
 - (x) any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Contest Sponsor in its sole discretion.

YOUR REPRESENTATIONS AND WARRANTIES ARE CONTINUING REPRESENTATIONS AND WARRANTIES. THEY MUST BE TRUE AT ALL TIMES DURING THE CONTEST, IRRESPECTIVE OF WHETHER YOUR CONTESTANT-GENERATED CONTENT IS POSTED.

LICENCE TO USE CONTESTANT-GENERATED CONTENT

By entering the Contest, you: (i) grant to the Contest Sponsor, in perpetuity, an exclusive license to publish, display, reproduce, modify, edit or otherwise use the Contestant-Generated Content, in whole or in part, for advertising or promoting the Contest or for any other reason, including displaying the submission, together with the Contestant-Generated Content, at the **Yonge and Dundas Square Samsung Billboard**; (ii) waive all moral rights in and to the Contestant-Generated Content in favour of the Contest Sponsor; and (iii) agree to release and hold harmless the Released Parties and each of their respective agents, employees, directors, successors, and assigns against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action.

At any time during or subsequent to the Contest, the Contest Sponsor may, in its sole discretion, modify, edit or remove any Contestant-Generated Content, or request that you modify or edit your Contestant-Generated Content, if a complaint is received with respect to the Contestant-Generated Content, or for any other reason.

GENERAL CONDITIONS:

AGREEMENT: By entering the Contest and submitting Contestant-Generated Content, you agree to the publication, reproduction and/or other use of (i) your name, city of residence, statements about the Contest, and photograph or other likeness and (ii) the Contestant-Generated Content, without further notice or compensation, in any publicity or advertisement carried out by the Contest Sponsor or its advertising and promotion agencies in any manner whatsoever, including print, broadcast or on the Internet.

All entries become the property of the Contest Sponsor and shall in no case be acknowledged upon receipt or returned to you. This Contest is subject to all applicable federal, provincial, territorial and municipal laws and regulations. The decisions of the Contest Sponsor with respect to all aspects of this Contest are final and binding on you without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries.

PRIZE: The Prize does not include any ancillary services, products or data usage or other plans whatsoever. The Prize is provided “as is”, and, except with the manufacturers standard warranty provided with the Prize, is without any representations, warranties or conditions whatsoever, express or implied, and the Contest Sponsor expressly disclaims any and all such representations, warranties and conditions. Contest Sponsor is not responsible for delivery of the Prize within a reasonable or specified time. If you are a selected contestant, you are solely responsible for the reporting and payment of any taxes related to the receipt of the Prize.

RESPONSIBILITY: The Contest Sponsor does not assume any responsibility for lost, stolen, delayed, damaged, illegible or misdirected entries or entries that have been submitted through illicit means or do not conform to these Rules, or for failure of the Contest website during the Contest Period, or for any problems or technical malfunction of any telephone network or lines, computer systems, servers, access providers, equipment, software, or for failure of any email or for traffic congestion on the internet or at any website, or any combination of any of these, or for any injury or damage to your computer or that of any other person including where such injury or damage is related to or arising from submitting an entry or playing or downloading any material in connection with this Contest.

The Contest Sponsor reserves the right, in its sole discretion, to cancel or modify this Contest should the technological security, physical security or proper administration of the Contest be compromised for any reason.

DISPUTES: In the event of a dispute regarding who submitted an entry, entries will be deemed to have been submitted by the authorized account holder of the Twitter or Instagram account submitted at the time of entry. “**Authorized account holder**” is defined as the person whose email address is associated with the Twitter or Instagram account. You may be required to provide proof that you are the authorized account holder of the email address associated with the selected entry and that you have all necessary consents, permissions and/or licenses as required by these Rules. All entries are subject to verification by the Contest Sponsor in its sole discretion. The Contest Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. You may also be required to provide proof that you are the contestant in respect of the selected entry. The Contest Sponsor reserves the right, in its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process. ANY ATTEMPT BY YOU OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE CONTEST SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

RELEASE AND INDEMNITY: BY ENTERING THIS CONTEST, YOU HEREBY RELEASE AND HOLD HARMLESS EACH OF THE RELEASED PARTIES FROM ANY LIABILITY, CLAIM OR DAMAGE (INCLUDING BUT NOT LIMITED TO PERSONAL INJURY, BODILY INJURY, DISABILITY, DEATH, PROPERTY DAMAGE AND LOSS OR DAMAGE OF ANY OTHER KIND) ARISING DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM OR IN CONNECTION WITH THIS CONTEST OR PARTICIPATION IN ANY CONTEST RELATED ACTIVITIES, OR ANY BREACH OF YOUR REPRESENTATIONS AND WARRANTIES, OR ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF PERSONAL INFORMATION, OR ANY ALLEGATION THAT YOUR CONTESTANT-GENERATED CONTENT VIOLATES ANY THIRD PARTY INTELLECTUAL PROPERTY RIGHT OR, IF DECLARED A WINNER, THE PRIZE (INCLUDING ANY USE OR MISUSE OF THE PRIZE).

YOU WILL HOLD ALL OF THE RELEASED PARTIES HARMLESS IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.

THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR THE AWARDING OF THE PRIZE.

PERSONAL INFORMATION: The Contest Sponsor is collecting personal information about you for the purpose of administering this Contest. Your personal information will be used for the administration of the Contest, including contacting selected contestants, the awarding of the Prize and in aggregated, non-personal form in order to create reports regarding contestant demographics and consumer habits, which reports the Contest Sponsor may disclose to others. By entering this Contest, you consent to the collection, use, storage, sharing and disclosure by the Contest Sponsor (and its officers, directors, employees, agents or representatives) of the personal information provided by you in Contest entries in accordance with the Contest Sponsor's privacy policy (available at <http://www.samsung.com/ca/info/privacy.html>) and the Rules.

SEVERABILITY: If any provision of these Rules or its application to any entrant or circumstance is determined by a court of competent jurisdiction to be illegal, invalid or unenforceable, it will be ineffective only to the extent of its illegality, invalidity of unenforceability without affecting the validity of the enforceability of the remaining provisions of these Rules and without affecting its application to other entrants or circumstances.