

OFFICIAL CONTEST RULES
STARS ON ICE PRESENTED BY SAMSUNG (“CONTEST”)
THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY (excluding the province of Quebec)
AND IS GOVERNED BY CANADIAN LAW.

ELIGIBILITY:

No purchase necessary. Contest is open to legal residents of Canada, excluding residents of the Province of Quebec, who have reached the age of majority in their province/territory of residence at the time of entry, except employees or agents (and those with whom they are domiciled) of Samsung Electronics Canada Inc. (the “Contest Sponsor”) and its advertising and promotion agencies.

CONTEST PERIOD:

Contest begins on April 6th, 2010 at 12:00:01 Eastern Time (ET) and ends on May 8th 2011 at 11:59:59 ET (the “Contest Period”).

HOW TO ENTER:

Enter online at www.samsung.com/soi (the “Website”) Fully complete the entry form, which requires you to enter: your full name, email address, and telephone number and choose city for performance. There is a limit of one (1) entry per person per Contest Period. If it is discovered that you attempted to enter more than one (1) time per person you will be disqualified from the Contest and all of your entries will be void. Entries will automatically be rejected if the entry form is not fully completed and submitted during the Contest Period.

GRAND PRIZE:

There will be eleven (11) Prizes available to be won, consisting of two (2) pairs of tickets to a performance of Stars on Ice presented by the Contest Sponsor in the City of Toronto and (1) pair each of tickets to a performance of Stars on Ice presented by the Contest Sponsor in each of the remaining nine (9) selected cities. Approximate retail value of each prize will depend upon the city in which the performance of Stars on Ice is scheduled to take place, and is estimated to be in the range of \$115 - \$125).

The Grand Prize must be accepted as awarded without substitution and is not transferable or redeemable for cash or allowed to be sold. The Contest Sponsor reserves the right to substitute the Grand Prize with another prize of equal or greater value, in the event that any component of the Grand Prize is not available, or for any other reason.

DRAW

A random draw for each pair of tickets will be conducted at or about 12:00 pm (ET) on the following draw dates (Draw Date”):

April 15; April 19; April 21; April 25; April 26; April 29; May 2; May 3; May 5; and May 9, in the City of Mississauga, ON, by a Contest Sponsor designated representative from all eligible entries received during the Contest Period.

The Contest Sponsor or its designated representative will make three (3) attempts to contact the selected entrant by telephone or email within 48 hours of the Draw Date.

The Contest Sponsor will make three (3) attempts to contact the selected entrant(s) by telephone within twenty-four (24) hours of the Draw Date. If the selected entrant cannot be contacted within three (3) attempts following the Draw Date or if the selected entrant declines the Grand Prize, then the selected entrant will be disqualified and an

alternate entrant will be randomly selected from among the remaining eligible entries.

The process noted above will be repeated until a selected entrant has been contacted or the Contest Sponsor runs out of eligible entries, whichever occurs first. If the Contest Sponsor should run out of eligible entries, the Grand Prize will not be awarded.

Before being declared a winner, the selected entrant must first correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill testing question. The selected entrant will

also be required to sign and return to the Contest Sponsor a Declaration and Release Form (the “Release

Form”), in a form acceptable to the Contest Sponsor, confirming the selected entrant’s compliance with these Rules, acceptance of the Grand Prize as awarded without substitution, and releasing the Contest Sponsor, its affiliated and related companies, advertising and promotional agencies 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, the selected entrant’s participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. Declining the prize, failing to correctly answer the time-limited mathematical skill testing question or failing to return the properly executed Release Form within the time period indicated on the Release Form will cause the Grand Prize to be forfeited and a new random draw from the remaining eligible entries will be conducted to select another entry in accordance with the provisions noted above. The chances of winning the Grand Prize depend upon the number of eligible entries received.

GENERAL CONDITIONS:

By entering the Contest and accepting the Grand Prize, the selected entrant agrees to the publication, reproduction and/or other use of his/her 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 Sponsor in any manner whatsoever, including print, broadcast or the Internet.

All entries become the property of the Contest Sponsor, which assumes no responsibility for lost, delayed, incomplete or misdirected entries. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. The decisions of the Contest 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.

Without limitation, 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 any failure of the website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any entry to be received by the Contest Sponsor 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 Contest Sponsor 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 Contest Sponsor reserves the right, in its sole discretion, to cancel or modify this Contest should a virus, bug or other cause beyond the reasonable control of the Contest Sponsor corrupt the security or proper administration of the Contest, or the odds of winning.

In the event of a dispute regarding who submitted an entry, online entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry.

“Authorized

account holder” is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning

email addresses for the domain associated with the submitted email address. A selected entrant may be

required to provide proof that he/she is the authorized account holder of the email address associated with the selected entry. The sole determinant of the time for the purposes of a valid on line entry in this contest will be the contest server machine(s). Contest Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process. . Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way. Any attempt by an entrant or any other person to deliberately damage any web site 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 Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

BY ENTERING THIS CONTEST, ENTRANTS RELEASE AND HOLD HARMLESS EACH OF THE RELEASED PARTIES FROM ANY LIABILITY IN CONNECTION WITH THIS CONTEST OR PARTICIPATION IN ANY CONTEST RELATED ACTIVITIES OR, IF DECLARED A WINNER, THE USE OR MISUSE OF A PRIZE, AND ANY TRAVEL RELATED THERETO. THIS CONTEST WILL RUN IN ACCORDANCE WITH THE 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. ENTRANTS MUST COMPLY WITH THE RULES, AND WILL BE DEEMED TO HAVE RECEIVED AND UNDERSTOOD THE RULES IF THEY PARTICIPATE IN THE CONTEST.

The Contest Sponsor is collecting personal information about entrants for the purpose of administering this Contest. By entering this Contest, each entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her only for the purpose of administering the Contest and in accordance with the Contest Sponsor's privacy policy (available at <http://www.samsung.com/ca/info/privacy.html>) for the administration of the Contest, including the awarding of the Grand Prize and in aggregated, non-personal form in order to create reports regarding Contest entrant demographics and consumer habits, which reports the Contest Sponsor may disclose to others, unless the entrant otherwise agrees.

SHORT/MINI RULES:

NO PURCHASE NECESSARY.

Contest sponsor: Samsung Electronics Canada Inc. begins on April 7th, 2011 at 12:00:01 Eastern Time (ET)

and ends on May 8th 2010 at 11:59:59 ET. The Contest is open to legal residents of Canada, excluding residents of the Province of Quebec, who have reached the age of majority, and enter online at www.samsung.com/starsonice.