

## OFFICIAL CONTEST RULES (THE "RULES")

### SPOT THE FRAME TV CONTEST (THE "CONTEST")

**THE CONTEST IS SPONSORED BY SAMSUNG ELECTRONICS CANADA INC. ("CONTEST SPONSOR"), 2050 DERRY ROAD WEST, MISSISSAUGA, ONTARIO, L5N 0B9. THE CONTEST IS ADMINISTERED BY CHEIL USA, INC. (THE "CONTEST ADMINISTRATOR"), 6790 CENTURY AVE. #100 MISSISSAUGA, ON L5V 2V8.**

**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 online at <https://www.samsung.com/ca/reframe/>. 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.

#### **A. ELIGIBILITY:**

No purchase necessary. Void where prohibited. Contest is open to legal residents of Canada, excluding residents of 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). Employees of the Sponsor or the Administrator, or third-party organizations that are supporting the Sponsor or Administrator with the promotion, and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, retailers, distributors and suppliers (collectively the "Contest Entities"), and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of any of the foregoing individuals, whether or not related, are ineligible to participate or win a prize. Subject to all applicable federal, provincial and local laws and regulations.

#### **B. CONTEST PERIOD:**

Contest will begin at **11:00:00 a.m. ET on Tuesday, October 8, 2024** and ends at **6:00:00 p.m. ET on Sunday, October 20, 2024** (the "Contest Period").

#### **C. HOW TO ENTER:**

To enter into the Contest, you must complete **all** of the steps noted below:

- a) Visit the Samsung kiosk at the event centre at The Well located at 486 Front St W, Toronto, Ontario M5V 0V2 (the "Event") during the Offer Period.

- b) Scan the QR code at the Event or use the tablet provided to you by a Samsung brand ambassador at the Event to read and accept these Contest Rules.
- c) Once you have accepted these Rules, you will be directed to the next a webpage where you must fully complete the entry form by accurately supplying all information the form requires.
- d) Once you have completed and submitted the form, you will then be directed to an online multiple choice selection screen (“Contest Page”). The Event will feature a wall displaying various The Frame TVs along with actual framed pieces of artwork, each with a letter identifier (collectively, the “Display Pieces”).
- e) On the Contest Page, you must identify which of the Display Pieces is in fact a The Frame TV, by selecting the letter corresponding to at least one The Frame TV. .
- f) Once the above steps are completed, you must submit your answer by pressing the ‘submit’ button on the Contest Page.

There is a limit of one (1) entry per person. Only Contestants who have successfully completed the steps as listed above and correctly chosen at least one The Frame TV among the Display Pieces will be eligible to win a Prize, as described below. If you exceed the permitted number of entries per person, you will be disqualified. Entries must be received before the respective Contest Period expires. Each fully completed entry will be an “entry” for purposes of the Contest, and only fully completed entries will be accepted and eligible for entry into the Contest. Entries that are in any way fraudulent, illegible, altered, mutilated or tampered with, in the sole discretion of the Contest Sponsor, will be declared invalid.

#### **D. PRIZE:**

There will be a total of four (4) prize(s) to be won (the “Prize” or collectively the “Prizes”) consisting of following:

- 1) One (1) 55” The Frame TV [QN55LS03DAFXZC] + one (1) winter themed piece of artwork by Nicolas Abtan as displayed at the Event.
- 2) One (1) 55” The Frame TV [QN55LS03DAFXZC] + one (1) summer themed piece of artwork by Nicolas Abtan as displayed at the Event.
- 3) One (1) 55” The Frame TV [QN55LS03DAFXZC] + one (1) fall themed piece of artwork by Nicolas Abtan as displayed at the Event.
- 4) One (1) 55” The Frame TV [QN55LS03DAFXZC] + one (1) spring themed piece of artwork by Nicolas Abtan as displayed at the Event.

For greater clarity, the Prizes shall be those specific products and artworks that are displayed at the premises where the Contest is held.

The total approximate retail value of each Prize, in Canadian dollars, is as follows:

- 55” The Frame TV: [MSRP \\$1,999.99](#)
- Nicolas Abtan Artwork: Approx. value \$5000.00 per artwork.

Each Prize must be accepted as awarded without substitution and is not redeemable for cash. Prizes 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.

#### **E. DRAW:**

Four (4) random draws for the Prizes will be conducted by the Contest Administrator at or about 11:00 am ET on October 22, 2024 (the “**Draw Date**”) at 6790 Century Ave. #100 Mississauga, ON L5V 2V8 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.

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 email or telephone within 72 hours of the Draw Date. If you cannot be contacted within three (3) attempts or 72 hours of the Draw Date (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. 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 to the Contest Sponsor within the time specified by the Contest Sponsor a Declaration of Eligibility and Waiver of Liability Form (the “**Waiver**”) 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, its affiliates and related third parties, 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, 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 a Prize.

**If you are a selected Contestant, the Prize you have won will be delivered by the Contest Administrator to you at the address provided on the Waiver within 6-8 weeks of receipt by the Contest Administrator of the executed Waiver. Risk of damage to and/or loss of the Prize passes to the selected contestant immediately upon the selected contestant's receipt of the Prize.**

Declining the Prize, failing to return one of the Contest Administrator'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.

#### **F. GENERAL CONDITIONS:**

**AGREEMENT:** By entering the Contest, you agree to the publication, reproduction and/or other use of your name, city of residence, statements about the Contest, and photograph or other likeness, 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.

**PRIZES:** Prizes do not include any ancillary services, products or data usage or other plans whatsoever. Except as set forth in the Samsung Standard Limited Warranty, which is delivered contemporaneously with delivery of the Prize, each Prize is provided "as 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: (i) any damage to or loss of the Prize that may occur as a result of or in the course of delivery of the Prize, (ii) delivery of the Prize within a reasonable or specified time, or (iii) any costs associated with the installation or assembly of the Prize, if applicable. If you are a selected contestant, you are solely responsible for the reporting and payment of any taxes related to the receipt of a 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 telephone number submitted at the time of entry. “**Authorized account holder**” is defined as the person who is assigned a telephone number by a telephone service provider or other organization (e.g. business, educational institute, etc.) that is responsible for assigning telephone numbers. You may be required to provide proof that you are the authorized account holder of the telephone number 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 USE, COLLECTION, STORAGE AND DISCLOSURE OF PERSONAL INFORMATION OR, IF DECLARED A WINNER, ANY PRIZES (INCLUDING ANY USE OR MISUSE OF ANY PRIZES).

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 ANY 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 Prizes 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 these rules.

