

OFFICIAL CONTEST RULES: GOT YOUR EARS ON

This contest is no way sponsored, endorsed, or administered by or associated with Facebook, Instagram or Twitter.

Contest Period and Sponsor

No purchase necessary. The eligibility period commences at 12:00 AM EDT on Monday, August 23, 2021 (the "Contest Starting Date") and ends at 11:59 PM EDT on Monday, September 6, 2021 (the "Contest Closing Date"). For specific prize information, please see "Prizing" below.

Morguard employees, affiliates, officers, directors, agents, and related companies, including but not limited to, advertising and promotional agencies (collectively the "Contest Sponsors"), will have no liability or responsibility for any claim arising in connection with participation in the GOT YOUR EARS ON CONTEST or any prize awarded.

The Contest is not open to employees, representatives, and agents of MORGUARD (collectively the "Event Sponsors") or employees of any retailer located in the Event Sponsors or the Event Sponsors' affiliated companies, advertising and promotional agencies.

Contest entrants are deemed to have accepted the rules set out below (the "Contest Rules"), which are subject to change without notice, and automatically releases the Contest Sponsors and any other person or entity associated in any way with the Contest, all of their respective affiliates, subsidiaries, directors, officers, employees, agents and their respective advertising and promotional agencies, from any and all liability arising in connection with the Contest, including, without limitation, the selection of the prize winners and the administration of the associated contest.

By participating in the Contest, all entrants accept the Terms and Conditions of the following Contest Rules and agree to be bound by them.

Eligibility

To enter, you must (a) be a legal Canadian resident; (b) residing in Canada during the Contest Period and when partaking in the Prize; and (c) have reached the age of majority in your province or territory of residence at the time of entry. Parent/Guardian Permission is required for residents under the age of 13 years. You are not eligible if you are an employee, officer, director, agent or representative of Sponsor, its affiliates (including parent, sister, related and subsidiary companies), or other party in any way involved in the development or administration of this Contest, including advertising, promotional or public relations agencies, suppliers of materials or services related to the Contest, or a member of the immediate family (spouse, including common law, parent, sibling or child, regardless of where they reside) or household member of any such employee, officer, director, agent or representative. Groups, associations and entities cannot participate.

How to Enter:

No purchase necessary. A purchase does not increase your odds of winning. Share your Ears On photo and tell us what is most important about the planet. Use the contest #GotYourEarsOn on Facebook, Instagram or Twitter to enter for a chance to win a \$1,000 shopping spree at your favourite Morguard shopping centre.

- a) Instagram Method of Entry: During the Entry Period, access the Instagram application ("Instagram App") on your mobile device ("Device"). If you do not have the Instagram App, you may download it through the

application store on your Device. The Instagram App is free; however, data rates may apply to use of Instagram App. Instagram's Terms of Use apply <http://instagram.com/legal/terms/>. Once you have accessed the Instagram App, post your photo and include the hashtag #GotYourEarsOn with a comment of what is most important about the planet. If you entered via this method, in order for us to contact you and for you to redeem your prize, your settings must be set to public.

- b) Facebook Method of Entry: During one of the Entry Periods, login to your Facebook account. If you do not have one, you may create one for free. The Facebook Terms of Use apply <https://www.facebook.com/policies/?ref=pf>. Once you have logged in, upload your photo to your Facebook wall and include the hashtag #GotYourEarsOn with a comment of what is most important about the planet. If you entered via this method, in order for us to contact you and for you to redeem your prize, your settings must be set to public.
- c) Twitter Method of Entry: During one of the Entry Periods, login to your Twitter account. If you do not have one, you may create one for free. The Twitter Terms of Service apply: <https://twitter.com/en/tos>. Once you have logged in, upload your photo in a Tweet and include the hashtag #GotYourEarsOn with a comment of what is most important about the planet. If you entered via this method, in order for us to contact you and for you to redeem your prize, your settings must be set to public.
- d) **Participation by writing a text:** From your email account, write a text up to 50 words (in French or English) on what is most important to you about the planet. Email your text to atushingham@morguard.com. Your text must be your creation and must not have been copied or otherwise mechanically reproduced. You must provide your full name, email address, postal code and telephone number. Participation by drafting a text must be received no later than the end date of the **competition** to be eligible for the draw.

Entry Limit:

ONE (1) ENTRY PER PERSON DURING THE CONTEST PERIOD.

Entries that are late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular, mechanically reproduced, submitted using robotic, automated, programmed, unauthorized, prohibited or illicit means, contain false or invalid information, included in a bulk-drop off (e.g. multiple Entries submitted by the same entrant), submitted on behalf of another person, or Entries that do not conform with or satisfy any or all of the conditions these Rules as determined by Sponsor (collectively, “ **Ineligible and/or Invalid Entries** ”), in its sole and absolute discretion, may be judged void. All Entries become the property of Sponsor upon receipt, and none will be returned.

Random Draw and Winner Confirmation:

A random draw will be held on or about September 7, 2021 at 11:00 AM EDT in Toronto, ON from all Entries received during the Contest Period.

Odds of winning a Prize depend on the total number of Entries received during the Contest Period.

The selected entrant will be notified by direct message on the social platform used to enter the contest (5) business days of the draw. To be confirmed a winner, selected entrant must: (a) respond to the direct message/ email and/or telephone notification within five (5) business days of it being sent; (b) correctly answer, without assistance of any kind, a time-limited, mathematical skill-testing question; (c) be in full compliance with these Official Contest Rules, and if required by Sponsor, provide proof of identity; and (d) provide her or her complete mailing address. Proof of identity, including proof that selected entrant is the authorized account holder of the email address associated with the selected Entry, must be provided upon request. If any selected entrant cannot

be contacted and confirmed a winner as above, at Sponsor's sole and absolute discretion, his/her entitlement to receive a prize may be forfeited, and Prize may be awarded to an alternate eligible entrant. Sponsor will not be responsible for failed attempts to contact a selected entrant.

Prize:

There is a total of one (1) Prize available to be won, consisting of two (2) gift cards for the Morguard Mall selected by the winner each gift card is valued at \$500 CAD Approximate retail value is \$1,000 CAD.

Participating Morguard Malls include: Bramalea City Centre, St. Laurent, Coquitlam Centre, Place Rosmere, East York Town Centre, Centerpoint Mall, Holt Renfrew Centre, Cambridge Centre, Pine Centre, Northgate Shopping Centre, New Sudbury Centre, The Centre, Lawson Centre, Prairie Mall, Seven Oaks Shopping Centre, Intercity Shopping Centre, Parkland Mall, Shoppers Mall, Bonnie Doon Centre.

Prizes must be accepted as awarded and may not be transferred, exchanged, combined or used in concert with another contest or another offer. The Contest Sponsors reserve the right to substitute a prize of at least equal value in the event of the unavailability, for whatever reason, of the advertised prize.

The Contest Sponsors reserve the right to verify if Contest winners satisfy all Contest admissibility criteria. Winners may also be required to correctly answer, unaided, a time-limited, mathematical skill-testing question. The Contest Sponsors' rulings are final and without appeal in all matters related to the promotion and the awarding of prizes.

8. Release

By participating in the Contest, entrants release and hold harmless the Contest Sponsors, their advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns from any liability in connection with this Contest or, if declared a winner, the prize. Before being declared a winner, entrants may be required to sign and return, within a stipulated period of time, a declaration of compliance with the Contest Rules and a full liability and publicity release. By accepting a prize, winners consent to the use of their name, place of residence, voice statements and photographs or other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.

All Entries become the property of Sponsor and none will be returned. No correspondence will be entered into except with the selected entrant.

This Contest will be run in accordance with these Contest Rules, subject to amendment by the Contest Sponsors. Contestants must comply with these Contest Rules, and will be deemed to have received and understood the Contest Rules by participation in the Contest. The terms of this Contest, as set out in these Contest Rules, are not subject to amendment or counter-offer, except as set out herein.

Any dispute relating to the Contest (including, without limitation, a dispute as to whether an entrant has complied with all of the Official Rules and Regulations) shall be resolved by the Contest Sponsors in their sole and absolute discretion. All decisions of the Contest Sponsors shall be final and binding.

The Contest Sponsors assume no responsibility for failure of the Internet during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. The Contest Sponsors reserve the right, in their sole discretion; to cancel or suspend the e-mail portion of the Contest should a virus, bug or other cause beyond their reasonable control corrupt the security of proper administration of the Contest. Any

attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

If the identity of an entrant is disputed, the authorized account holder of the e-mail address associated entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid email account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in the Contest will be the Contest server machine(s).

This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations.

Privacy:

Sponsor collects and uses entrants' personal information for the purpose of administering this Contest and awarding the Prize. The winner's name may be listed in Sponsor's materials. Entrants will receive no marketing communications unless they consent. Please see Sponsor's Privacy Policy here <http://morguard.com/privacy>.

Intellectual Property:

All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.