

OFFICIAL CONTEST RULES

MOMENTS WORTH A MILLION MILES CONTEST (the “Contest”)

This Contest is only open to Aeroplan® Members who are residents of Canada and is governed by Canadian law.

1. **SPONSOR.** The sponsor of this Contest is Aimia Canada Inc. (“Aeroplan” or “Sponsor”).
2. **CONTEST PERIODS.** The Contest has five (5) contest periods referred to collectively as “Contest Periods” or individually as a “Contest Period”. See table below for the start date and end date for each Contest Period.

Contest Period	Start date	End date
1	September 5, 2017 at 12:00:01 am EST	September 11, 2017 at 11:59:59 pm EST
2	September 12, 2017 at 12:00:01 am EST	September 18, 2017 at 11:59:59 pm EST
3	September 19, 2017 at 12:00:01 am EST	September 25, 2017 at 11:59:59 pm EST
4	September 26, 2017 at 12:00:01 am EST	October 2, 2017 at 11:59:59 pm EST
5	October 3, 2017 at 12:00:01 am EST	October 9, 2017 at 11:59:59 pm EST

3. **ELIGIBILITY.** This Contest is open to all active Aeroplan Members who are (i) residents of Canada and (2) have reached the age of majority in their province or territory of residence. Employees, representatives and agents (and any individual domiciled with any such person, whether or related or not) of the Sponsors, or their respective affiliates and, if applicable, their respective advertising or promotion agencies, contest judges, contest prize suppliers, and any other companies engaged in the development, production, or distribution of materials for this Contest are not eligible.
4. **HOW TO ENTER AND NO PURCHASE NECESSARY.** The Contest is offered via the Internet. To enter, post a picture or video of a recent Aeroplan trip on @aeroplan on Facebook, Twitter, and/or Instagram and include the hashtag #withAeroplan. Below are the three (3) ways to enter the Contest during the Contest Periods:
 1. Facebook: To enter the Contest, logon online www.facebook.com/aeroplan. You must (i) have a valid Facebook account; and (ii) post a picture or video on Aeroplan’s Facebook page www.facebook.com/aeroplan of a recent Aeroplan trip; and (iii) hashtag #withAeroplan
 2. Twitter: To enter the Contest via Twitter, you must: (i) logon online www.twitter.com with a valid, public Twitter account (not protected); (ii) publish a tweet that tags Aeroplan’s Twitter account by including @Aeroplan in the tweet and post/tweet a picture or video of a recent Aeroplan trip; and (iii) hashtag #withAeroplan.
 3. Instagram: To enter the Contest via Instagram, you must: (i) logon on to the Instagram mobile application with a valid, public Instagram account (not protected); (ii) post a photo or video that tags Aeroplan’s Instagram account by including @aeroplan in the post of a recent Aeroplan trip; and (iii) hashtag #withAeroplan.

The Aeroplan Contest Post includes a hyperlink to these official Rules to signify that you have read and agree to be bound by these Rules.

Each time you publish or post a photo or video with a hashtag #withAeroplan (as specified above in Rule 4) you receive one (1) Contest Entry, (the “Entry”) for a chance to win the prize. Your chances are

cumulative. For clarity purpose, if you publish or post a photo or video with the hashtag (#withAeroplan) and the Entry is received in the first Contest Period, this Entry will be eligible for the subsequent draws provided that you are not selected as a potential winner during a specific Contest Period.

Although online access and an email account are required in order to participate in the Contest, no purchase is required. Many public libraries, internet cafés, retail businesses and others offer access to the Internet and a number of Internet service provider and other companies offer free email accounts. Facebook, Instagram and Twitter offer membership.

For the purposes of this Contest, the entrant is the person who is the holder of the Facebook, Twitter and/or Instagram account(s) submitted in the entry form. It is to this individual that the prize will be awarded if selected and declared as the winner.

BY ENTERING THIS CONTEST, EACH ENTRANT AGREES THAT, AEROPLAN OR ITS DESIGNATED REPRESENTATIVES(S) CAN POST HIS/HER NAME AND PHOTO. IMAGE REGARDING THE CONTEST, PLACE OF RESIDENCE ON ANY ON AEROPLAN'S SOCIAL MEDIA CHANNELS WITHOUT ANY FORM OF REMUNERATION.

5. **PRIZES.** There are a total of five (5) prizes available to be won during the Contest. One (1) weekly prize of one million (1,000,000) Aeroplan Miles each (a “**Prize**”) is available to be won for each Contest Period. Aeroplan reserves the right, at its sole and absolute discretion, to substitute the prizes for prizes of approximately equal or greater retail value, at any time and for any reason, including, without limitation, by way of cash award. Limit of one (1) prize per person.

Aeroplan Miles have no cash value but are redeemable under the Aeroplan Program for flights and other rewards. The retail value of rewards obtained using Aeroplan Miles will vary depending on the Aeroplan reward schedules and other factors, details of which may be found at www.aeroplan.com. Aeroplan Miles may be redeemed only in accordance with the Aeroplan Program terms and conditions, which are subject to change without notice. Taxes, landing and departure fees, and other charges and surcharges may apply to Aeroplan reward travel, and are the sole responsibility of the winner. Full terms and conditions of the Aeroplan Program are available on-line at www.aeroplan.com.

6. **DRAWS.** A draw for each of the five (5) Contest Periods will take place (collectively the “**Draws**” and each a “**Draw**”). In each Draw, one (1) winner will be randomly drawn from all eligible entries received during the applicable Contest Period. Prize draws will be held at the office of Aeroplan at 525 Viger Avenue West, Suite 1000, Montreal, Québec, H2Z 0B2, at approximately 12:00 pm EST the day after the last of the applicable Contest Period from all eligible entries receives as follows:

Contest Period	Draw date
1	September 12, 2017 at 12:00:01 pm EST
2	September 19, 2017 at 12:00:01 pm EST
3	September 26 2017 at 12:00:01 pm EST
4	October 3, 2017 at 12:00:01 pm EST
5	October 10, 2017 at 12:00:01 pm EST

Odds of winning depend upon the total number of eligible entries received. Prizes must be accepted as awarded, cannot be substituted, transferred, exchanged or surrendered for cash.

7. **HOW TO WIN AND CLAIM A PRIZE.** Each selected entrant will be notified by direct message via the social media channel used and instructed on how to claim his/her prize. To be declared a winner, each selected entrant must correctly answer a time-limited, mathematical skill-testing question without

assistance of any kind, whether mechanical or otherwise, to be administered by phone at a mutually convenient time, must sign a form of Declaration of Compliance and Release (see Rule No. 9 below), must be enrolled in the Aeroplan Miles reward program and hold a valid Aeroplan card number and otherwise comply with these official contest rules. Awarding of a prize is subject to verification and compliance with these official contest rules. Entrants who have not complied with these official contest rules will be disqualified. If a selected entrant cannot be located or does not respond or comply with all of these official contest rules within twenty four (24) hours of notification, the entrant will be disqualified and forfeits the prize and Aeroplan may, at its sole and absolute discretion, select by random draw another eligible entrant whom Aeroplan or its representatives will attempt to contact, and who will be subject to disqualification, in the same manner. Allow four (4) to six (6) weeks from the date of the draw for verification of contest winner and prize fulfilment. Each winner will be contacted following verification with details on how to redeem the prize. Aeroplan will not be responsible for failed attempts to notify selected entrants.

8. **PUBLICITY:** By accepting the prize, the winner authorizes Aeroplan, or its designated representative(s) to use the winner's name, address, photograph, voice, or image or any declaration on the Contest for the purpose of publicity, and this, without any form of compensation. The winner further authorizes Aeroplan to post this information up to nine (9) months after the Contest end date.

9. **ADDITIONAL CONDITIONS OF PARTICIPATION.** By participating in this Contest, each entrant accepts and agrees to these official contest rules and all decisions of the contest judges (who may be employees, agents or independent contractors of Aeroplan), which shall be final and legally binding on entrant in all matters relating to this Contest. All entries become the property of Aeroplan and will not be returned. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME. In order to be confirmed a winner and receive a prize, each selected entrant will be required to sign Aeroplan's form of Declaration of Compliance and Release which confirms compliance with these official contest rules and releases Aeroplan and its affiliated companies, agencies, contest prize suppliers, and their respective officers, directors, employees and agents (collectively, the "**Contest Group**") from all liability with respect to the entrant's participation in this Contest and the awarding and use of the prize. Each winner agrees to the use of his/her name, comments, photograph, and other likeness for publicity purposes, and grants to Aeroplan any and all rights to said use without further compensation. Aeroplan and Contest Group are not responsible for printing, distribution, or production errors. Aeroplan and Contest Group may, at their sole discretion and without liability, rescind or amend this Contest at any time. This Contest is subject to all applicable federal, provincial and municipal laws and regulations.

10. **LIMITATION OF LIABILITY.** By entering this Contest, each entrant acknowledges and agrees that the Contest Group: (i) shall have no liability of any kind whatsoever with respect to this Contest and/or the awarding or use of the prize, (ii) makes no warranty, guaranty or representation of any kind concerning the prize, (iii) disclaims any implied warranty, and (iv) is not liable for injury, loss or damage of any kind resulting from the entrant's acceptance or use of the prize or otherwise from such entrant's participation in this Contest. The Contest Group is not responsible for typographical or other errors in the offer or administration of this Contest, including, but not limited to, errors in advertising, the official contest rules, the selection and announcement of winners, or the distribution of the prizes. The Contest Group is not responsible for any problems or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the internet or at any website and assumes no liability for damage to entrant's or any person's computer resulting from participating in the Contest.

11. **PERSONAL INFORMATION.** The personal information gathered about entrants in the course of this Contest will be used solely by Aeroplan for the administration of the Contest and in connection with publicity relating to the Contest and in accordance with the Sponsor's privacy policy (available at www.aeroplan.com/PrivacyPolicy).
12. **FOR RESIDENTS OF QUEBEC.** Any litigation respecting the conduct or organization of this Contest may be submitted to the Régie des alcools, des courses et des jeux (the "**Régie**") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
13. **GOVERNING LAW.** All issues and questions concerning the construction, validity, interpretation and enforceability of these official contest rules, or the rights and obligations of an entrant and Aeroplan in connection with the Contest, shall be governed by and construed in accordance with the laws of the Province of Quebec and the laws of Canada applicable therein.
14. **LANGUAGE.** In the event of any discrepancies between the English language rules and the French language rules for this Contest, the English rules shall prevail.
15. **TRADEMARK NOTICE AND DISCLAIMER:** Facebook is not a Sponsor of this Contest. Facebook's name and/or materials are used for purposes of this Contest promotion and such use is not intended to suggest or imply Facebook's sponsorship, endorsement, or approval of this Contest.

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