



OFFICIAL CONTEST RULES

Aeroplan SMS Contest (the "Contest")

1. **SPONSOR.** The sponsor of this Contest is Aimia Canada Inc., ("Aeroplan" or the "Sponsor").
2. **CONTEST PERIOD.** The Contest will commence on **July 14** at 10:00:00 a.m. EST and will run until **September 14, 2014**, at 11:59:00 PM EST (the "Contest Period").
3. **ELIGIBILITY.** The Contest is open to all legal residents of Canada who: (1) are Aeroplan Members; (2) have reached the age of majority in their province or territory of residence; and (3) have subscribed to receiving text messages from Aeroplan on their mobile phone. The contest is not open to employees, representatives and agents 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, and members of the immediate families of, or persons domiciled with, any of the above.
4. **HOW TO ENTER AND NO PURCHASE NECESSARY.**

To enter the Contest, Aeroplan Members must subscribe to receiving text messages from Aeroplan on their mobile phone during the Contest Period.

Members must send a text message to the short code 27767 from their mobile phone. The Sponsor will then send a reply text message requesting confirmation to the subscription. The member must reply with the keyword "YES" in order to complete the subscription to receive an automatic entry into the Contest, (the "Entry"). If you do not receive a text message asking to confirm your subscription, please verify that you have entered the correct number and try again. Aeroplan is not responsible for any lost, late, incomplete, or misdirected texts.

Members will receive only one (1) Entry for the successfully confirmed subscription to receiving text messages. If a Member unsubscribes to receiving text messages and then re-subscribes more than once during the Contest Period, s/he will only be eligible for only one (1) Entry into the Contest.

Only one (1) mobile phone number may be associated to an Aeroplan Account.

Text messaging is not available in all areas and the Contest Sponsor is not responsible for the availability of text messaging. Standard text messaging rates and/or data charges may apply. Check with your carrier plan for your standard messaging fees.

If you are not an Aeroplan Member, you can visit the Aeroplan website (www.aeroplan.com) and enrol today. Aeroplan membership is free.

Although a mobile phone with text messaging capability is required to participate in the contest, no purchase is required. To enter the contest if you do not have a mobile phone or to enter without sending a text message or without subscribing to receive text messages, please hand-print the following information on a plain white piece of paper and mail it to: Aimia Canada Inc, 525, avenue Viger Ouest, bureau 1000 / Montréal (Québec) H2Z 0B2 / Canada. Include the following required information: Your full name, address, city, province or territory, postal code, Aeroplan Number, day and evening telephone numbers. The hand-written entry must be received and/or postmarked no later than September 14, 2014 Limit of one (1) Entry per postage stamped envelope.

All entries become the property of Aeroplan, and will not be returned to entrants. Aeroplan is not responsible for any lost, delayed, illegible, incomplete, misdirected, damaged, destroyed or insufficient postage entries. In order to be eligible to win and to allow Aeroplan to reach you for the purposes of this contest, you must have a valid mailing address and telephone number in your Aeroplan Profile, and your account must be in good standing.

5. **PRIZE. THE PRIZE:** There is one (1) prize available to be won, consisting of fifty thousand (50,000) Aeroplan Miles, (the "Prize"). These Aeroplan Miles are not eligible for Distinction status. Aeroplan reserves the right, at its sole and absolute discretion, to substitute the Prize for a prize of approximately equal or greater retail value, at any time and for any reason, including, without limitation, by way of cash award.

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 travel rewards, and are the sole responsibility of the winner. Full terms and conditions of the Aeroplan Program are available on-line at aeroplan.com.

6. **DRAW.** One (1) entry will be selected from among all eligible entries received in a random draw on Wednesday, October 1st, 2014 at approximately 1:00:00 p.m. EST at 525 avenue Viger Ouest, bureau 1000, Montreal, Quebec, H2Z 0B2.

Odds of winning depend upon the total number of eligible entries received. Prize 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 using the phone number or email indicated on their Aeroplan profile, and instructed on how to claim his/her Prize. To be declared a winner, the 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 Declaration of Compliance and Release form (see Rule No. 8 below), must be enrolled in the Aeroplan Program and hold a valid Aeroplan Card and otherwise comply with these official contest rules. Awarding of the 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 the selected entrant cannot be located or does not respond or comply with all of these official contest rules within four (4) days 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. If the alternate selected entrant cannot be located or does not respond or comply with all of these official contest rules within four (4) days of notification, the alternate entrant will, at Aeroplan's sole and absolute discretion, be disqualified and no Prize will be awarded to any participant. Allow four (4) to six (6) weeks from the date of the draw for verification of contest winner and Prize fulfilment. The 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. **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 entrants in all matters relating to this Contest. All entries become the property of Aeroplan and will not be returned. In order to be confirmed a winner and receive a Prize, each selected entrant will be required to sign Aeroplan's Declaration of Compliance and Release form 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. The 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 the Contest Group are not responsible for printing, distribution, or production errors. Aeroplan and the 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.

9. **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.
 10. **PERSONAL INFORMATION.** The personal information gathered about entrants in the course of this Contest will be used solely by the Sponsors 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: <http://www.aeroplan.com/PrivacyPolicy.do>), unless the entrant otherwise agrees. By participating in this Contest, entrants accept that Aeroplan has the right to display the winner's name on Aeroplan's Facebook Page at [facebook.com/aeroplan](https://www.facebook.com/aeroplan).
 11. **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.
 12. **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.
 13. **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.
- ° Aeroplan is a Registered Trademark of Aimia Canada Inc.