

FULL CONTEST RULES
Eastlink Wireless \$25,000 Business Connections Contest

1. CONTEST PERIOD

The Eastlink Wireless \$25,000 Business Connections Contest (the "Contest") is run by Bragg Communications Inc. (referred to herein as "Eastlink" or the "Administrator") and will take place from October 20, 2016 at noon to December 12, 2016 at 12:59 p.m. (the "Contest Period"). All times herein are Atlantic Standard or Daylight Saving Times.

2. CONTEST GROUP

For the purposes of the Contest, the "Contest Group" is composed of the Administrator, together with affiliates, including without limitation parent, sister and subsidiary companies, retailers (including those who do not yet but could sell Eastlink's products), franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Contest, as well as their respective officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Contest is open to all individuals who:

- are 19 years of age or older as of the date of entering the contest;
- are a resident of Nova Scotia or PEI;
- represent a small business (in Eastlink's sole opinion).

Employees of the Contest Group, as well as members of the immediate family (such as their father, mother, brothers, sisters or children) of such employees, their legal or common-law spouses or any persons with whom such employees reside are not eligible to enter the Contest.

4. METHODS OF ENTRY

NO PURCHASE NECESSARY.

To enter the Contest, an eligible participant must visit Connectyourbusiness.ca, complete the online form, and accept the contest terms and conditions.

Entries will only be accepted during the Contest Period. Only one entry per person.

By entering the Contest, entrants agree to abide by these Contest Rules. Entrants who have not complied with the Contest Rules will be disqualified.

5. PRIZE

There is one grand prize, valued at \$25,000 (including taxes and fees), of one Media Mechanics Digital Marketing Campaign. Campaign details and features to be determined between Winner and Media Mechanics, and may include some combination of 125-175 Media Mechanics hours,

up to \$10,000 in paid media fees, and/or up to \$2,500 in outside hard costs such as photography, stock video, website plugins, etc.

Limit of 1 (one) prize per confirmed winner.

6. WINNER SELECTION

On or around January 10, 2017 at in the city of Halifax, in the province of Nova Scotia, at the offices of the Administrator, a panel of judges will review all contest entries and will select the top 10 entries based on the completed forms and each entrant's comment on how winning the Contest could benefit their small business. One (1) winning entry will then be randomly drawn from the top 10 entries.

Eastlink will notify the Winner on January 12, 2017 via telephone and/or email.

7. ODDS OF WINNING

The odds of winning depend on the number of valid contest entries received during the Contest Period.

8. AWARDING OF PRIZE

To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, first:

- show proof of identification and residence upon request;
- have correctly answered a mathematical skill-testing question posed by the Administrator;
- upon request, sign and have witnessed any declaration and release documentation provided by the Administrator or its representatives (see below) and return it to the address indicated in the documentation within ten (10) days following its delivery by the Administrator or its representatives; and

Before the Winner can receive the prize, it must also sign the agreed upon Digital Marketing Strategy document, determined between the Winner and Media Mechanics, a copy of which Media Mechanics shall provide to the Administrator.

Release: Winners will be required to execute a legal agreement and release that confirms their: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of the Contest Group from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Administrator an unrestricted right, in the Administrator's sole discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use the winner's name, photograph, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof.

Disqualification: If the selected entrant declines the prize or if any one of the conditions mentioned above is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner.

Delivery of Prize: Following receipt of the selected entrant's signed declaration and release documentation, the Winner will meet with Eastlink and Media Mechanics at Eastlink's head office at 6080 Young Street, Halifax, NS to determine the details of the Digital Marketing Strategy. Any costs or expenses incurred by the winner in claiming the Prize are the sole responsibility of the winner.

9. GENERAL TERMS AND CONDITIONS

Verification of Entries: The validity of any Contest entry is subject to verification by the Administrator. Any illegible, incomplete or fraudulent entries will be disqualified. Any entrant or other individual who tampers with the entry process or enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest will be disqualified. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or contest service) will be disqualified and transmissions from these or related email or IP addresses may be blocked. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.

Acceptance/Substitution of Prizes: All prizes must be accepted as described in these Contest Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part, though the Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever (including unavailability of the advertised prize), to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award. The Administrator is not responsible should the value of the Prize quoted in these rules differ from the actual value of the Prize at the time of the draw and the awarding of the Prize. No financial compensation will be made if actual value is lower than the value of the Prize quoted in these rules.

Number of Prizes/Winners: By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of prizes among the correct number of winners, selected in accordance with these Contest Rules from among those eligible entries validly submitted prior to the termination of the Contest.

Other Changes to Contest Rules: Without limiting the rights described immediately above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause

that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

Identity of the Winner: In the event of dispute over the identity of a potential winner, an online entry will be declared made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address. It is the sole responsibility of the entrant to notify the Administrator in writing if the entrant changes his or her e-mail address during the Contest Period. In the event of a dispute regarding the validity of the official winner, the Administrator reserves the right to make a final determination on the status of the entrant in question. All decisions of the Administrator are final.

10. LIMITATION OF LIABILITY

By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with (a) the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the prize; (b) accessing the Web Site or contest page, submitting an entry or otherwise participating in any aspect of the contest; (c) the receipt, ownership or use of any prize awarded; or (d) any typographical or other error in these Rules or the announcement of offering of any prize. The winner shall bear all risk of loss or damage to the Prize after it has been claimed. The Administrator makes no representations or warranties of any kind concerning the appearance, operation, safety or performance of any prize.

By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees that the Contest Group assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this contest; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, servers, computers or providers utilized in any aspect of the operation of the contest; (d) inaccessibility or unavailability of the Internet or the web site or any combination thereof; (e) any lost, incomplete, late or misdirected entries; (f) failure for any reason whatsoever of a selected entrant to receive notification or for the Administrator to receive a selected entrant's response; or (g) any death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest or downloading any materials in the Contest.

Any attempt to deliberately damage any website 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 Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

11. NAME/IMAGE OF WINNER

By entering the contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees and other representatives' permission to

broadcast, publish and otherwise use the winner's name, general geographic area and likeness for promotional purposes in any manner, medium and format without compensation or further notice. The winner will be required to sign a standard release and consent form for the use of his/her personal information as outlined above.

12. PERSONAL INFORMATION

Information collected from entrants is subject to Eastlink's *Customer Privacy Policy* and *Code of Fair Information Practices* located at <http://www.eastlink.ca/About/TermsAndConditions.aspx>. By entering information on the contest entry form, you consent to the use of information to administer, implement and fulfill the contest. Additionally, if you authorize Eastlink to send you information or to make available special offers, you also consent to the use of such information in connection with the same.

13. MISCELLANEOUS

Complete contest information will be available during normal business hours or can be obtained by sending a self-addressed stamped envelope along with the request to Eastlink's Wireless Celebration contest, 6080 Young Street, 5th Floor Marketing Department, Halifax, Nova Scotia, B3K 5M3. Questions regarding the prizing or Contest Rules can be emailed to marketingpromotions@Eastlink.ca.

The Contest is void where prohibited by law and is subject to all federal, provincial and municipal laws. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Administrator. All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules or the rights and obligations as between the entrant and the Administrator in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Nova Scotia including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

In the event of any discrepancy or inconsistency between the terms and conditions of these Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of these Contest Rules shall prevail, govern and control.