

*This Contest is intended for viewing and participation in Ontario. Do not proceed if you are not a legal resident of Ontario. No purchase necessary.*

**OFFICIAL CONTEST RULES AND REGULATIONS  
"Keep it Rolling AND WIN!" Contest (the "Contest")**

A Contest Sponsored by Active Tire & Auto Centre Inc. (the "Sponsor")

**CONTEST DURATION**

The Contest starts on Monday, October 7, 2013 at 12 AM ET and ends on December 15, 2013 at 11:59 PM ET (the "Contest Period").

**PRIZE**

There are thirteen (13) Prizes available to be won in this Contest.

There are three (3) Grand Prizes each consisting of one (1) \$3500 pre-paid Gas Card. Total value of Grand Prizing is \$10,500 CDN.

There is ten (10) secondary prizing consisting of (10) Weekly Prizes – 1 prize awarded per week consisting of win your tire purchase for a total prize value amount of up to \$1500.00 each (this covers the cost of the tire purchase only and applicable taxes). Total value of secondary prizing is \$15,000 CDN. Odds of winning a Prize in this Contest depends upon the number of eligible entries received during the Contest Period. Approximate retail value of all Prizing is \$25,500 CDN.

**HOW TO PARTICIPATE**

There are two (2) ways to enter the contest:

1. Visit any participating Active Green + Ross location during the contest period and purchase any 4 tires and receive one (1) entry ballot (your Active Green + Ross invoice). You must agree with the Rules and Regulations to complete your entry.

2. WITHOUT A PURCHASE: To obtain one contest entry without purchase, mail a fifty (50) word essay on the topic of **Why I Choose Active Green + Ross For My Vehicle Maintenance & Tire Purchases** along with a self-addressed, postage-stamped envelope to Keep it Rolling AND WIN!, 580 Evans Avenue, Toronto On M8W 2W1. You will receive one (1) ballot in the grand prize contest draw. No Purchase requests must be received by December 1, 2013 to allow for sufficient time to process the request. Limit of one mail-in request per person. No responsibility is assumed by the Sponsor, the Active Green + Ross service location and any of their respective affiliates, subsidiaries, advertising and promotional agencies, their respective directors, officers, employees and assigns, for any disruption to telephone network or lines, computer on-line systems, servers or providers, computer equipment, software or failure of any entry to be received because of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, as well as lost, stolen, misdirected, illegible, postage-due mutilated, incomplete, or late entries which for any reason are not received, as well as any printing, administrative or other error of any kind in connection with this Contest. The Sponsor assumes no responsibility or liability resulting from user attempts to participate in this Contest or, if required, download any information necessary to participate in this Contest.

**ELIGIBILITY** This Contest is open to legal residents of Ontario who have reached 19 years of age at the time of participation in this Contest. You are not eligible if you are an employee, representative or agent of the Sponsor, or any of their affiliates, subsidiaries, parent or related companies, advertising or promotional agencies or a member of the immediate family (spouse, child, sibling, parent) or household of any of the above persons.

**SELECTION PROCESS**

**WEEKLY DRAWS**

On:

October 15, 2013, October 22, 2013, October 29, 2013, November 5, 2013, November 12, 2013, November 19, 2013, November 26, 2013, December 3, 2013, December 10, 2013, and December 17, 2013 at approximately 10:00 AM ET at 580 Evans Avenue in Etobicoke Ontario, one (1) selected entrant will be randomly drawn from all eligible weekly entries received for the Prizes available in this Contest. The selected entrant will be contacted by telephone, no voicemail message will be left. In the event a selected entrant cannot be contacted within three (3) days of the selection date, another entrant will be selected in accordance with these Official Contest Rules. In order to be declared a Winner of the Prize, the selected entrant must complete and sign a Release & Indemnity Form and correctly answer, unaided, a time-limited mathematical skill-testing question, without assistance or electronic aid, to be administered at a mutually convenient time over the telephone. There will be only one (1) opportunity to answer the mathematical skill-testing question. A selected entrant who provides an incorrect answer will no longer be eligible to win the Prize in this Contest. The procedure outlined above will be followed until the Prize in this Contest has been awarded. The selected entrant will have five (5) days to return their Release & Indemnity Form to Active Tire & Auto Centre Inc. If a selected entrant does not return their Release & Indemnity Form within five (5) days, the entrant will be declared ineligible and another entrant will be selected in accordance with these Official Contest Rules.

**GRAND PRIZE DRAW**

On Tuesday, December 17, 2013 at approximately 10:30 AM ET in Etobicoke, Ontario, three (3) selected entrants will be randomly drawn from all eligible entries received for the Prizes available in this Contest. The selected entrant will be contacted by telephone, no voicemail message will be left. In the event a selected entrant cannot be contacted within three (3) days of the selection date, another entrant will be selected in accordance with these Official Contest Rules. In order to be declared a Winner of the Prize, the selected entrant must complete

and sign a Release & Indemnity Form and correctly answer, unaided, a time-limited mathematical skill-testing question, without assistance or electronic aid, to be administered at a mutually convenient time over the telephone. There will be only one (1) opportunity to answer the mathematical skill-testing question. A selected entrant who provides an incorrect answer will no longer be eligible to win the Prize in this Contest. The procedure outlined above will be followed until the Prize in this Contest has been awarded. The selected entrant will have five (5) days to return their Release & Indemnity Form to the independent contest administrator. If a selected entrant does not return their Release & Indemnity Form within five (5) days, the entrant will be declared ineligible and another entrant will be selected in accordance with these Official Contest Rules.

## **ENTRIES**

All entries become the property of the Sponsor and none shall be returned. By entering this Contest, entrants indicate their consent to their personal information being stored, used and processed for purposes concerning this Contest by the Sponsor. The declared Prize Winner's information including their name, mailing address, telephone number and/or e-mail address, will be shared with the Sponsor as required to award the Prize in this Contest.

**RIGHTS RESERVED** The Prize available in this Contest must be accepted as awarded and is not transferable and no substitutions will be made, whether in cash or otherwise, except at the Sponsor's sole discretion. The Sponsor reserves the right to substitute a Prize of equivalent or greater value in the event that, for reasons beyond its control, the Sponsor is unable to award the Prize as described in these Official Contest Rules. In the event that the Contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, including any network server or hardware failure, errors in programming, printing, distribution or production errors or any other errors or other causes of any nature whatsoever beyond the reasonable control of the Sponsor and/or their agencies which corrupt or affect the administration, security, integrity or proper conduct of this Contest, the Sponsor reserves the right to terminate or suspend the Contest, in whole or in part, or modify it in any way, at the Sponsor's sole discretion, without advance notice. The Sponsor reserves the right to disqualify any individual that it finds to be in violation of these Official Contest Rules and Regulations or tampering with the Contest process, including the use of computer software to increase the chance of winning. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to participate. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Any attempt by anyone to deliberately undermine the legitimate operation of this Contest is in violation of criminal and civil laws and the Sponsor reserves the right to seek damages or other legal remedy to the fullest extent permitted by law.

## **GENERAL**

By participating in this Contest, entrants agree to comply with these Official Contest Rules and Regulations and with the decisions of the Sponsor, which are final and shall be legally binding in all instances. Entrants must comply with these rules and regulations and will be deemed to have received and understood the rules if they participate in the Contest. The Terms of this Contest as set out in these rules and regulations are not subject to amendment or counter-offer, except as set out herein. By participating in this Contest, the Prize Winner agrees to sign a Declaration and Release Form in the manner prescribed herein, releasing the Sponsor, the participating Active Green + Ross Service locations and each of their affiliates, respective advertising and promotional agencies, and the independent contest administrator from any liability in connection with this Contest or the Prize awarded. By participating in this Contest, all entrants agree to the use of their name, address (city and province only), photo, and/or image on videotape for publicity purposes relating exclusively to this Contest without compensation. By accepting a Prize in this Contest, the Prize Winners absolve the Sponsor, the participating Active Green + Ross service locations, and each of their affiliates, subsidiaries, advertising and promotional agencies, their respective directors, officers, employees and assigns, harmless from and against any and all claims and liability arising out of or in any way connected with the operation of this Contest and use of a Prize. The Prize Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use or redemption of a Prize.

In the event of a dispute regarding the identity of the person entering the Contest, the entry will be deemed to be submitted by the natural person assigned to the customer information listed in the Active Green + Ross customer database and as listed on the purchase invoice, as entered by an Active Green + Ross employee, provided that person meets all eligibility criteria of the Contest. Should an entry be made in the name of a fleet lease company, the entry will be assigned to the company who is operating the vehicle. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Active Green + Ross server(s). This Contest and the terms and conditions contained in these Official Contest Rules and Regulations, shall be exclusively governed by and construed in accordance with the laws of the Province of Ontario, Canada and the federal laws of Canada applicable therein. Any dispute arising hereunder shall be adjudicated solely in the applicable court in Toronto, Ontario, Canada. This Contest is subject to all applicable federal, provincial and municipal laws and regulations.

**PRIVACY:** The Sponsor and/or participating Active Green + Ross Service locations use potential winner's contact information provided in prize redemption for administration and promotion of this Contest.