

Welcome to Playdium's "Ultimate Birthday Party" contest ("**Contest**").

By registering and entering the Contest, you acknowledge that you have read and understand the terms and conditions below.

Sponsor: The sole sponsor of this Contest is Cineplex Entertainment LP ("**Sponsor**").

1. **How to Enter:**

No purchase necessary. Contest entries will be accepted Saturday, March 14th, 2020; Sunday March 15th, 2020; Saturday March 21st, 2020; Sunday March 22nd, 2020. ("**Contest Period**"). To enter, fill out a Ultimate Birthday Party ballot and place it in the ballot box located within Playdium Brampton. Parents/legal guardians will receive one ballot for each child. Playdium Ultimate Birthday Party ballots must be placed in the ballot box by the entrant. The odds of winning will depend on the total number of eligible entries received during the Contest Period.

2. **Prize:**

Ultimate Birthday Party:

There is 1 Ultimate Birthday Party available to be won (the "Prize"). The Ultimate Birthday Party consists of:

A Birthday Party at Playdium Brampton consisting of coupons for the following items:

- 1 HOUR IN PRIVATE PARTY ROOM,
- MEGA MEAL & PLAY
- 1 hour in private party room
- Birthday Guest gets a gift
- Choice of 4 of the following: (presented as a platter);
- Pep Love Pizza (tomato sauce, cheese, pepperoni)
- The OG Pizza (tomato sauce, cheese)
- Hot Dog
- Chicken Fingers
- Veggies Plate
- Sliced Fruit
- Classic Nachos
- Sliders (OG, Southern BBQ, Beyond Meat)
- Unlimited soft drinks while in the party room
- 210 game bands credits per child

A maximum of ten party goers, including the birthday child. Approximate retail value of Ultimate Birthday Party is \$390.00 CDN. Party is only valid at Playdium Brampton and will expire on August 31, 2020. The Prize does not include anything other than the prize elements set out above, including but not limited to transportation to and from Playdium Brampton, additional food, beverages, game credits or experiences. Prize is non-transferable, non-salable and cannot be converted to cash, and no substitution will be made except as provided herein at the Sponsor's sole discretion. No lost or stolen components of the Prize will be replaced. Sponsor reserve the right to

substitute any component of the Prize for one of equal or greater value if the Prize component should become unavailable for any reason. In the event that the winner is unable to redeem any or all of the Prize components, no compensation or substitute Prize will be provided.

3. Prize drawing:

Sponsor will select in a random drawing on Monday, March 23rd, 2020 by noon (12PM EST) in Brampton, Ontario, the potential winner. The Sponsor will attempt to contact the potential winner by telephone or email. If the selected entrant cannot be reached within three business days after the date of the draw or after three attempts to contact, whichever comes first, Sponsor shall have the right to choose another entrant from the remaining eligible entries. In order to be declared a winner, selected entrants will be required to correctly answer unaided, a mathematical skill-testing question and sign a declaration and release form discharging and releasing the Sponsor and its subsidiary or affiliated companies, officers, directors, unitholders or employees from any and all liability or any injuries, loss or damage of any kind arising from or relating to participation in this Contest or acceptance, use, misuse or nonuse of the prize they are eligible to win or parts thereof; confirming compliance with the Contest rules and acceptance of the prize as awarded. This process shall continue until the prize is awarded.

4. Eligibility:

Contest is open to legal residents of Ontario who are 13 years of age or older as of March 22nd, 2020. The entry for any entrant under the age of 18 must be in the name of a parent or legal guardian. Contest is not open to employees and those domiciled with employees of the Sponsor, its affiliates or subsidiary companies. Sponsor reserves the right to verify the age of potential prize winners and that such persons are not employees (or domiciled with employees) of Sponsor, its affiliates or subsidiary companies. Void where prohibited.

5. General Rules:

The Sponsor shall not be liable for lost, late, incomplete, misdirected, not received, stolen, mutilated, or illegible entries. By entering this Contest, entrants accept and agree to be bound by these rules and the decisions of the Sponsor and independent judging organization, if any, which are final, binding and conclusive on all matters relating to this Contest. All entries become the property of the Sponsor, none will be returned and no correspondence will be entered into except with selected entrants who will be notified by telephone or e-mail. The Sponsor reserves the right to disqualify all entrants who fail to follow these official rules or who make any misrepresentation relating to the Contest, drawing and redemption of the prize. This Contest is subject to all applicable Federal, Provincial and Municipal legislation. Entry constitutes permission to use the winner's name, photograph, and/or voice recording for publicity purposes without additional compensation or permission, except where prohibited by law. Decisions of the Sponsor are final with respect to all aspects of this Contest.

Entries are subject to verification and will be declared invalid if they are illegible, incomplete, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way.

6. Privacy:

At Cineplex, we are committed to respecting your desire for privacy. Any personal information collected for this Contest shall be used by Sponsor as is disclosed herein. Any personal information collected and/or used in relation to this Contest shall be handled at all times in accordance to all applicable privacy regulations and/or legislation. Entrants have the option to opt-in to email communications from Sponsor regarding Playdium. Opt-in in to email communications will not increase your chances of winning. Individuals may unsubscribe at any time.

7. No Liability:

By participating in the Contest, all entrants release and hold harmless the Sponsor and their respective employees, officers, directors, shareholders, trustees or successors or assigns from any and all liability or any injuries, loss or damage of any kind arising from or relating to participation in this Contest or acceptance, use, misuse or nonuse of any prize or parts thereof, including, without limitation, personal injury, damage or loss of any kind.

Copies of these rules and regulations are available at Playdium Brampton.